



Strategy Framework 2021-2025

Our Vision

An environment where creativity, creative work and free speech are valued, where professional authors of every discipline and background are empowered to earn a living income on fair terms, whilst retaining control of their work and career.

Mission

To empower professional authors and their estates with knowledge, support and community, and to lobby industry and government for an environment that helps sustain and nurture the careers of creators and their work.

Values

Knowledgeable | Supportive | Energetic | Inclusive | Participative | Creative | Effective

Aims

Inclusivity

Authors of every background, age, location, career stage and professional focus will have access to the knowledge, individual support and community they need, in an environment that values what they do.

Knowledge

Authors are empowered with the expert knowledge, information and resources they need throughout all stages of their careers.

Support

Authors can access individual professional advice and financial support when they need it.

Community

Authors can meet, learn from, and be supported by, their peers, wherever they are – locally, nationally, internationally and online.

Environment

Authors can work in a professional landscape that nurtures careers, values and promotes creativity and creative work, with fair contracts and funding – where creators' voices are heard across industry and government, and freedom of speech is championed.

Objectives

To be the go-to hub for all authors.

Both in person and online. For our industry knowledge, advocacy, community support and collective action.

To grow the membership in number and in diversity.

By improving our offer to new and existing members and growing our income streams to support our goals.

To target the support we offer to authors for the greatest impact.

By being accessible, inclusive and fair in all our activities.

To create bold campaigns, backed by author voices and evidence.

To support our lobbying, estates, members, prizes and awards.

To bring author communities together.

Across the UK, online and at the SoA Space, to network, learn and connect.

To keep learning as the industry and author needs change.

To show that learning through our work.

We will measure and evaluate our impact and share our achievements with authors, our partners, the industry and beyond.

Activities

The SoA's 2021-2025 strategy plan and department strategy plans detail our activities and how they link to our longer-term strategy objectives. We evolve and refine these annually.

Inputs

Funding: member subscriptions, fundraising and bequests, grants, investment income, royalties, management fees and rental income.

People: a professional and well-resourced staff team. Trustees, committees, member volunteers, spokespeople and ambassadors. Individual experts and organisations to fill gaps in our knowledge.

Information and data about the author experience: from individual reports or collectively through surveys, feedback and comment.

Partners: collaboration with organisations across the creative industries.

Contacts: connections in government, the media and across the creative sector.