

## **STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

### **Report to Cabinet**

**12 February 2019**

<b>TITLE:</b>	<b>Creative People &amp; Places bid</b>
<b>PORTFOLIO:</b>	<b>Leader of the Council – Councillor Ralphs</b>
<b>OFFICER:</b>	<b>Mark Forrester (Manager Democratic &amp; Community Service)</b>
<b>WARDS:</b>	<b>Non specific</b>

**Attached: Appendix 1: Review of the Councils Arts Grants.**

### **1. Reason for the Report:**

Staffordshire Moorlands has been designated as an area eligible to bid for inclusion in the Creative People and Places programme. The report explains the background and bid process.

### **2. Recommendation**

- 2.1 That the Cabinet supports the development and submission of a bid for inclusion in the Creative People and Places programme.

### **3. Executive Summary**

- 3.1 Staffordshire Moorlands has designated by the Arts Council as one of the areas eligible to bid to join the next Creative People and Places programme.
- 3.2 Creative People and Places is a national action research programme which encourages participation in arts and culture, and will provide funds of £1 – £2 million for participating areas over a four year period.
- 3.3 Arts and cultural activity produce many benefits: economic, social, and health related. While Staffordshire Moorlands benefits from an active arts and cultural sector national statistics show that engagement is comparatively low and a recent review of the Council's Arts Grants identifies that more could be done.

- 3.4 Building on the recent review of the Council's Arts Grants (**Appendix 1**) and working as part of a consortium it is proposed to prepare and submit a bid for the area to be part of the new round of Creative People and Places.
- 3.5 Initial consortium partners and bid/programme development agencies will be B Arts and Support Staffordshire. B Arts is an arts and educational charity based in Stoke-on-Trent, an Arts Council England National Portfolio Organisation with a 33 year track record of work in North Staffordshire, in the region and internationally.
- 3.6 It is proposed to provide a grant of £11,000 to support the initial bid/programme development process. Funding is available from the Community Planning budget.

#### **4. How this report links to Corporate Priorities**

- 4.1 The development of a Creative People and Places bid and a successful programme will support all four of the Council's corporate objectives

#### **5. Options and Analysis**

- 5.1 That a bid is supported. (Recommended)
- 5.2 That a bid is not supported. (Not recommended)

#### **6. Implications**

6.1 Community Safety - (Crime and Disorder Act 1998)

No implications.

6.2 Workforce

No implications.

6.3 Equality and Diversity/Equality Impact Assessment

The Council will ensure that its equality duties are considered during the development of the application. The Creative People and Places Programme will be an opportunity to:

- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

#### 6.4 Financial Considerations

The report identifies the need to invest in the development of the bid and to contribute an element of match funding should the bid be successful. These contributions can be made from existing budgets.

#### 6.5 Legal

No implications – the Council will not be the lead or accountable body for the programme.

#### 6.6 Sustainability

No implications.

#### 6.7 Internal and External Consultation

The Arts Grant review engaged with many individuals and groups in the local arts sector. The development of the bid will also involve engagement with a wide range of organisations and individuals. This process will be led by B Arts and Support Staffordshire.

#### 6.8 Risk Assessment

There is a risk that the funding bid will not be successful. It is anticipated though that the development process, which includes the development of an arts strategy as recommended by the recent grants review, will itself be beneficial, acting as a catalyst for future partnerships, initiatives and funding bids.

### **7. Background and Detail**

7.1 Staffordshire Moorlands has been identified by the Arts Council as an area with comparatively low engagement with arts and cultural activity. As a result the Arts Council has designated Staffordshire Moorlands as one of the areas eligible to bid to join the next Creative People and Places programme.

7.2 Creative People and Places is an Arts Council funded programme. It describes itself as being *more people choosing, creating and taking part in brilliant art experiences in the places where they live*.

7.3 Creative People and Places takes place currently in 21 areas where evidence shows that people are less involved in arts and cultural activities than elsewhere in England. As an action research programme, it encourages new approaches to inspire and excite people about the arts.

- 7.4 Local people are encouraged to be involved with Creative People and Places projects as participants, decision-makers, artists, ambassadors, volunteers and as audiences.
- 7.5 Developed by Arts Council England with an initial investment of £37m from the National Lottery, the first phase of the programme ran between 2013 and 2016. The programme has been extended and where the original programme was 'arts' focused the new programme has been extended to include 'culture'.
- 7.6 Bids to the programme are expected to be for £1 – 2 million and require match funding of 25% (which can come from ticket sales, sponsorship, other grants - including Heritage Lottery grants, volunteer time). Funding can be used to pay for the local programme team, tutors, performers, venues, materials and other costs.
- 7.7 Arts Council England's aims for Creative People and Places:
- More people from places of least engagement experience and are inspired by the arts.
  - Communities take the lead in shaping local arts provision.
  - The aspiration for excellence is central - this covers both excellence of art and excellence of the process of engaging communities.
  - To learn from past experiences and create an environment where the arts and cultural sector can experiment with new approaches to engaging communities.
  - To learn more about how to establish sustainable arts and cultural opportunities and make this learning freely available across the cultural sector.
  - To encourage partnerships across the subsidised, amateur and commercial sectors.
  - To demonstrate the power of the arts to enrich the lives of individuals and make positive changes in communities.
  - That activity is radically different from what has happened before in each place.

### **Staffordshire Moorlands – current activity**

- 7.8 The Council has an annual budget of £34,730 to support local arts activity.
- 7.8.1 The Council's contribution to arts is focused through the three Arts Forums (Biddulph, Cheadle, Leek) supported by Support Staffordshire. The Forums each distribute £3,000 in Council grant to local arts groups and individuals and also each receives a grant of £3,000 to support their annual Arts Festivals.
- 7.8.2 The Council provides an annual contribution of £3,500 to Live and Local – a not-for-profit arts organisation operating across the Midlands. The Live and Local Community Performance Scheme helps voluntary groups to choose and promote high quality professional performances for their local community venue. The scheme particularly focuses on

rural areas and has a strong record of work supporting village halls in Staffordshire Moorlands.

7.9 Nicholson Institute – the Council runs the Museum and Gallery.

7.9.1 The Museum displays items from the Council's collection. The collection includes paintings, costume, embroideries, ceramic and glassware and a selection of items on perpetual loan from the Royal Collection.

7.9.2 The Gallery aims to provide a program of exhibitions and events. The Gallery hosts around eight exhibitions a year which are chosen to cater for a range of ages and tastes. Exhibitions generally run for 6 weeks and most exhibitions are accompanied by supporting events.

7.10 A review of the Council's Arts grants was completed in 2018. The review was undertaken for the Council by Support Staffordshire working with B Arts (a North Staffordshire based cultural organisation).

7.10.1 The review questioned the effectiveness of current funding, sought the views of the sector, asked whether there are better way of supporting the sector and the possibility of attracting additional funds from other sources.

7.10.2 The final report has been received by the Council (**Appendix 1 Review of the Council's Arts Grants**). One of the key recommendations of the report is the creation of a cultural strategy for the district. This would be a strategy developed by the sector and supported by the Council rather than a 'Council Strategy'.

7.10.3 Having engaged local arts groups and individuals in the review the timing of the new Creative People and Places programme is excellent. Preparing a bid for the Creative People and Places programme must involve a wide set of stakeholders from the arts and cultural sector and will be an opportunity to develop such a strategy.

7.11 The Creative People and Places Programme covers arts and culture which means engagement in museums – heritage (both built and natural) and libraries – is covered. Activity in the Nicholson Institute could be included and the District's natural assets could play an important part in a local scheme.

### **Bidding for the Creative People and Places Programme – Process**

7.12 Bids have to be made by a consortium – *Consortiums are to include around five organisations including a local community organisation and an arts organisation, with one organisation designated as the lead partner (local authorities should not be the lead partner).*

7.13 Timetable:

- 1<sup>st</sup> Stage submission by 21<sup>st</sup> March 2019.

- The Arts Council visit to meet and interview the consortium in July 2019.
- Decision announced in Aug 2019.
- Business development phase (but must also include some cultural events) Nov – April 2020.
- Programme end 31<sup>st</sup> October 2023.

7.14 Working together as a group the consortium applies for the grant, oversees development plans and, if successful, delivers the programme.

#### 7.15 **Programme value (£'s)**

The minimum expected level of bid is £1 million. A minimum of 25% in match funding is required – which can come from ticket sales at supported events, sponsorship, other grant bids – HLF for example, SMDC's Arts budget, volunteer time or a local culture based lottery.

At this point the initial thinking of B Arts and Support Staffordshire is that a local bid could be for just over £1 million with a matched funding target of approximately £350,000.

#### 7.16 **Bid and programme development**

It is proposed to continue to engage Support Staffordshire and B Arts to undertake the bid development work.

- The initial estimate of cost to prepare the bid submission is £11,000 (to March 2019). The Community Planning budget can cover the cost.
- Further development of the proposal (including the cultural strategy), consortium development, interview with the Arts Council and planning - £10,000 (to August 2019).
- Should the bid be successful the Arts Council will provide funding for the business planning stage September 2019 to March 2020.

#### **Benefits of a bid**

7.17 Arts and cultural activity is known to contribute significantly to local economies, to individual health and well being, and to the quality of community life. A successful programme in the Staffordshire Moorlands will be expected to boost these benefits and links closely to the Council's aspirations to:

- Help create a safer and healthier environment for our residents and communities to live and work.
- Help create a strong economy by supporting further regeneration of towns and villages.
- Protect and improve the environment.

7.18 The Council does not currently have a cultural/arts strategy and lacks capacity to develop the sector. Significant external investment, the engagement of key partners such as B Arts and a successful programme could achieve these goals.

7.19 The bid process itself will yield benefits as it engages the sector, encourages new thinking, identifies opportunities and energises those involved.

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**Web Links and  
Background Papers**

**Location**

**Contact details**

