

**STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

**Cabinet**

**29 March 2022**

<b>TITLE:</b>	<b>OUTSIDE - The Staffordshire Moorlands Project funded by Arts Council England's Creative People and Places Programme</b>
<b>PORTFOLIO HOLDER:</b>	<b>Councillor Sybil Ralphs – Leader of the Council</b>
<b>CONTACT OFFICER:</b>	<b>David Smith - Head of Communities and Climate Change</b>
<b>WARDS INVOLVED:</b>	<b>All</b>

**1. Reason for the Report**

- 1.1 To inform the Cabinet about the Arts Council England's award of a grant of up to £943,000 for a 3 year project to increase participation in arts and culture across the district.

**2. Recommendation**

- 2.1 That the Cabinet notes the contents of the report
- 2.2 That the Cabinet approve the financial commitments as set out within the report.

**3. Executive Summary**

- 3.1 The Arts Council England has awarded a grant of up to £943,000 to a 3 year project to increase participation in arts and culture across Staffordshire Moorlands. This resulted from a competitive bidding process, with an application successfully submitted by Support Staffordshire on behalf of a consortium which includes Staffordshire Moorlands District Council, Buxton and Leek College, and B arts (a Stoke-on-Trent-based arts organisation).
- 3.2 The project, called Outside, will commence on 1<sup>st</sup> April 2022 with a 12-month preparatory period followed with two years of delivery (April 2023 - March 2025). It will be an empowerment project with a programme of arts and cultural activities that will be led by people in the Staffordshire Moorlands working with professional artists as co-producers.

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

- 4.1 The project helps to deliver all aims within the corporate plan but particularly Aim 1 (To help create a safer and healthier environment for our communities to live and work) by developing positive relationships with our communities, and Aim 3 (To help create a strong economy by supporting further regeneration of towns and villages) by encouraging flourishing town centres and tourism.

#### 5. **Alternative Options**

- 5.1 None identified.

#### 6. **Implications**

##### 6.1 Community Safety - (Crime and Disorder Act 1998)

The Council will investigate opportunities for providing positive activities through the delivery of the project.

##### 6.2 Workforce

It is anticipated at this stage that the project will be delivered within existing staffing resources.

##### 6.3 Equality and Diversity/Equality Impact Assessment

The project aims to engage widely across the community as set out in paragraph 7.5.

##### 6.4 Financial Considerations

The Council is asked to redeploy its current annual funding of community arts activity (£20,8500) to support the project.

The Council is also asked to commit up to £25,500 towards cultural activity and £27,175 to underwrite ticket sales during the project's delivery phase (April 2023 onwards).

##### 6.5 Legal

The Council will ensure that appropriate contracts, service level agreements and governance structures are put in place.

##### 6.6 Climate Change

The Council will work with fellow consortium members to investigate ways of using the project to promote understanding of

and engagement with the climate change agenda.

6.7 Consultation

N/A

6.8 Risk Assessment

The Council's financial commitment is in part dependant upon ticket sales. However, the cost of underwriting of the ticket sales has been factored into the Council's commitments.

Mark Trillo

**Executive Director (Governance & Commissioning)**

**Web Links and  
Background Papers**

**Contact details**

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**7. Detail**

*Introduction*

- 7.1 Arts Council England (ACE) has recently confirmed the award of a grant of up to £943,000 to a Staffordshire Moorlands consortium for a 3 year project to increase participation in arts and culture across the district. This resulted from a competitive bidding process, with an application successfully submitted by Support Staffordshire on behalf of a consortium which includes Staffordshire Moorlands District Council, Buxton and Leek College, and Stoke-based arts organisation B arts. A previous application in 2019 (reported to the Cabinet on 12<sup>th</sup> February 2019) was unsuccessful.
- 7.2 The grant is provided through the Arts Council England's Creative People and Places programme. This focuses on areas of England where involvement in arts and culture is below the national average. ACE is investing £38.3 million of National lottery funding into this programme during 2022-25. It will support 39 projects in 56 local authority areas across England. Staffordshire Moorlands is one of 11 areas entirely new to Creative People and Places. It is therefore a prestigious award for the district.
- 7.3 The project will commence on 1<sup>st</sup> April 2022 with a 12-month preparatory period followed with two years of delivery (April 2023 - March 2025).

*The Project*

- 7.4 'Outside' will be an empowerment project with a programme of arts and cultural activities that will be led by people in the Staffordshire Moorlands working with professional artists as co-producers. Together they will co-curate

an arts programme that takes place in, and is about life in, the rural and isolated landscape and settlements, villages and market towns of the Staffordshire Moorlands. It will be a programme which is meaningful, appealing and relevant to local people, and through this approach will aim to engage the non-engaged.

7.5 'Outside' will focus on engaging with:

- People of all ages who are struggling with long-term limiting conditions, including adults and young people facing mental health challenges; those with physical or unseen disability; the frail elderly; and in all cases their families and carers
- The vital elderly including the recently retired; the still active; the recently bereaved; and those who are experiencing significant life milestones and are ready to engage with the arts
- Farming families, often working long hours, and under stress
- Communities with visible and hidden diversity especially Romany Gypsies, both travelling and housed; families and the communities around them with Polish heritage (from 1945 to current)
- Households who face multiple issues including poverty, unemployment, substance misuse and a lack of education attainment, all of which factors combine to put the arts out of reach.
- People of divergent sexuality.
- Young people aged between 12 and 25, whose access to the arts has been severely curtailed by the reduction of creative subjects at school and who have limited physical access to museums, libraries, theatres, concert halls and all that they offer.

7.6 The Council is working with consortium members to identify ways of utilising the Nicholson Museum and Art Gallery in the delivery of the project.

7.7 'Outside' will be led by a diverse Advisory Group, delivered by Community Champions, twinned with professional Co-Curators. The Advisory Group will be fully involved in decision making, across the programme. This includes consortium board membership, budgetary decisions, appointments, programme content and capturing and applying feedback and learning.

### *Funding*

7.8 In total the project is forecast to spend £1.2M with match funding to be confirmed from partners including Staffordshire Moorlands District Council. Other income to the project will include ticket sales and business sponsorship. Match funding will also be sought from other National Lottery funders and charitable trusts.

7.9 The District Council is asked to:

- a) Continue to commit the existing £20,850k p.a. to supporting grassroots arts activity for the next 3 years. This is currently used to fund Support Staffordshire to co-ordinate the three Staffordshire Moorlands Arts Forum (one per market town), administer an arts grant programme and provide general support to the community-led arts sector. Going forward, it is proposed that this funding is diverted from the Arts SLA with Support Staffordshire to funding 'Outside' for the next 3 years, via a revised SLA with Support Staffordshire
- b) Provide up to £25,000 funding towards cultural aspects of the programme (to be identified during the preparatory period).
- b) Underwrite the projected ticket sales, which are estimated to be £27,175 over the 2 years of programme delivery.