

HIGH PEAK BOROUGH COUNCIL

Report to the Economy and Growth Select

28 September 2017

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| TITLE: | Glossop Creative Industries Assessment |
| PORTFOLIO: | Councillor Tony Kemp – Tourism, Regeneration and Licensing |
| OFFICER: | Mark Forrester - Democratic & Community Services Manager |
| WARDS: | All Glossop Wards |

Appendix 1: Glossop Creative Industries Assessment

1. Reason for the Report:

This report provides a brief summary of the Glossop Creative Industries Assessment Report produced for the Council by Tom Fleming Creative Consultancy.

2. Recommendation

2.1 That Members receive and comment on the Glossop Creative Industries Assessment report.

3. Executive Summary

3.1 In 2016 High Peak Borough Council commissioned Tom Fleming Creative Consultancy to assess the potential for the growth of the creative industry and cultural sector in Glossop. The work was supported by a small steering group drawn from local residents involved in creative businesses and cultural sector together with officers of the Council.

3.2 The commissioned work aimed to assess this potential in more depth, provide more evidence to test the assumptions made in the Growth Strategy, identify specific opportunities and challenges, and produce a framework and outline plan for the Council and its partners to implement.

3.3 The report produced by Tom Fleming Creative Consultancy proposes that the plan to be developed by the Creative Glossop Group be shaped

by four themes: Creative Placemaking, Nurturing creative industries, Animation and buzz, Buildings and Spaces.

- 3.4 To see a Vision for Creative Glossop turned into a practical coordinated plan of action Tom Fleming Creative Consultancy propose that High Peak Borough Council bring together partners from the public, private voluntary and community sectors with the aim of ensuring that future delivery of the vision is collaborative, coordinated and owned. The group is tentatively referred to as 'Creative Glossop'

4. How this report links to Corporate Priorities

- 4.1 Identifying and commencing a plan to regenerate Glossop Town Hall and public market is a priority action in the Corporate Plan and the report provides an evidence base to inform the development of the project and associated funding bids.
- 4.3 The report provides evidence to test the assumptions made in the Growth Strategy (draft 2016) in relation to the potential for the growth of creative industry in Glossop.

5. Options and Analysis

- 5.1 That members comment on and support the broad direction of the proposals in the Glossop Creative Industries Assessment Report. (Recommended)
- 5.2 That members do not support further action to refine, develop and implement the findings of the Glossop Creative Industries Assessment Report (Not recommended)

6. Implications

6.1 Community Safety - (Crime and Disorder Act 1998)

No specific implications

6.2 Workforce

No specific implications. Council officers will continue to commit time to the development and implementation of a Glossop creative Industry plan.

6.3 Equality and Diversity/Equality Impact Assessment

There are no specific implications from the report.

6.4 Financial Considerations

No specific additional budget is proposed. Officers working with partners will seek to secure external funds when required any projects seeking Council funding would have to be considered on their merits in accordance with Council policy.

6.5 Legal

No specific implications. The proposed partnership group will be informal in nature and not entering into agreements in its own name.

6.6 Sustainability

No implications from the report.

6.7 Internal and External Consultation

No implications from the report. The partnership group would be expected to promote the vision for Glossop and engage the community, businesses and agencies in its work.

6.8 Risk Assessment

The proposed Creative Glossop Group (partnership) would be expected to identify and address risks. The risks include:

- The vision raises expectations for delivery which are not met or met within a 'realistic' time period.
- The partnership becomes a talking shop rather than action focused.
- There is not sufficient support from public, businesses and key agencies.
- Funding from external agencies is not secured for key projects.

7. Background and Detail

7.1 In 2016 High Peak Borough Council commissioned Tom Fleming Creative Consultancy to assess the potential for the growth of the creative industry and cultural sector in Glossop. The work was supported by a small steering group drawn from local residents involved in creative businesses and cultural sector together with officers of the Council.

7.2 The objective of the work was to assess:

1. What are the current strengths and future potential of existing cultural and creative industries in Glossop and its surrounding area? Including a snapshot of the current evidence base, current gaps and barriers to success, audiences and demand for culture locally, relationships to Manchester and Sheffield and the potential to attract businesses and individuals to locate in the area.
 2. What can we learn from comparable towns? How should Glossop compliment or compete with neighbouring areas including Greater Manchester? What would growth look like and what needs to be in-place to support it?
 3. What role could the key heritage buildings play? What role could historic buildings play in promoting the growth of cultural and creative businesses? What are the infrastructure needs of the sector? Could these buildings (and potentially other infrastructural developments) be repurposed to suit the culture and creative sector and how the current proposals might fit?
- 7.3 The High Peak Growth Strategy (draft in 2016) identified potential for the growth of creative industry in Glossop to contribute to local economic development. The commissioned work aimed to assess this potential in more depth, provide more evidence to test the assumptions made in the Growth Strategy, identify specific opportunities and challenges, and produce a framework and outline plan for the Council and its partners to implement.
- 7.4 The team from Tom Fleming Creative Consultancy were able to draw on their knowledge of academic research and extensive personal experience of the creative sector nationally and internationally, analyse existing data, interview over thirty individuals and businesses, examine relevant comparators and conduct an online survey. The Steering Group provided views and insight based on their professional expertise and knowledge of local business and cultural activities.

The Report

- 7.5 The report provides a definition of the Creative Industries, the importance of this sector for the UK economy and its growth in neighbouring Manchester and Sheffield. Glossop's proximity to neighbouring economic growth areas is identified as a significant opportunity and that the D2N2 and neighbouring LEPs provide a supportive policy context. The current strengths of Glossop in relation to creative industry and related cultural activity are highlighted together with a number of challenges to be addressed.
- 7.6 In their introduction to the report Tom Fleming Creative Consultancy state their view that *'Glossop ... is blessed with some significant assets which, with the right combination of passion, commitment, astute*

planning and positioning, could help the town to thrive again. Glossop can become a leading small town for cultural activity and creative business. It can utilise connectivity to Manchester, its good quality of life, industrial and civic heritage, and growing creative talent base, to give renewed vigour and vibrancy where other small towns are struggling to find a purpose.'

The report states that:

- 7.7 For Glossop to become a genuinely welcoming home for creatives, with the density of activity, profile and facilities that support a sustainable and resilient sector; then it will take an approach that combines committed partnership, imagination, vision, investment and focus. We see this as a 'whole town approach' underpinned by clear catalyst or anchor projects – notably the re-imagination of the Halls as creative hubs that combine a rich mix of production and consumption activities that champion independent business, quality and sustainability.
- 7.8 This 'whole town' approach is needed to change and challenge internal and external perceptions. While activities can be phased in, evidence from other towns and places which have successfully attracted creatives and developed a sustainable and resilient sector is that amplifying existing strengths and engaging as wide a cross-section of businesses and the community is important.
- 7.9 Tom Fleming propose a vision that by 2022 Glossop will:
- Be recognised as a welcoming home for culture and creativity – a signature creative town for the Northern Powerhouse.
 - Be a hub for independent cultural organisations and creative businesses – including co-working space in heritage settings.
 - Have a year-round programme of arts activity across the town, connecting with young and the whole community, utilising existing spaces and new fit-for-purpose infrastructure developed in historic buildings.
 - Have a town centre thriving with a continual programme of cultural activity and seasonal events, connected to a thriving independent retail, food and drink sector.
 - Have a growing economy driven by an increasing number of start-ups, business relocating to the area, freelancers and creative practitioners establishing and growing their businesses.
 - Be a place where young people enjoy a rich cultural education and multiple pathways into creative employment.
- 7.10 The primary driver of this vision is economic growth through encouraging creative businesses and individuals to relocate in Glossop,

driving new business start-ups and helping existing businesses to thrive and grow.

This can be delivered through:

- Encouraging the development of creative workspace, including co-working space.
- Encouraging more business start-ups and enabling freelancers and creative practitioners to grow their businesses, by working closely with the LEP and programmes including the Digital Growth programme.
- Develop a more comprehensive and deeper programme of community engagement with more opportunities for creative learning, mental and physical wellbeing, community development and the environment.
- Unlocking the potential of heritage assets to contribute to economic growth through the creation of contemporary uses from the Town's unique built heritage – this includes employment generating performance venues and managed spaces.
- Driving more visitors to the town encouraging tourists through a new offer of events, festivals, quality food and drink.
- Contribute to a healthy and sustainable high street and market offer of independent retail, food and drink through increasing footfall, day visits, business visits.

7.10 An iterative approach which tests demand for creative space while building networks and a wrap-around offer is recommendation for achieving transformation.

Creative Glossop Group

7.11 To see a Vision for Creative Glossop turned into a practical coordinated plan of action Tom Fleming Creative Consultancy propose that High Peak Borough Council bring together partners from the public, private voluntary and community sectors with the aim of ensuring that future delivery of the vision is collaborative, coordinated and owned. The purpose of the group which they tentatively called 'Creative Glossop':

- Develop the growth strategy and this assessment into a delivery plan that connects with the major developments underway or about to launch in Glossop, including the renovation of the Town Hall/Municipal Buildings/Market Hall and Victoria Hall.
- To lead on the delivery of this plan and ensure it connects with other work in placemaking, tourism and regeneration through High Peak Borough Council and the LEP.

- Advocate for creative placemaking approaches across the town and encourage people and groups more widely to appreciate the potential of heritage and culture to contribute to economic growth.
- To advocate and champion the town as a creative home for businesses more widely.
- To act as a group which can leverage in additional funding where required to support creative and cultural activity

7.12 The report proposes that the plan to be developed by the Creative Glossop Group be shaped by the following four themes.

7.12.1 Theme One: **Creative Placemaking** – maximising Glossop's distinctiveness

- A Creative Glossop Group established to formulate a set of priority actions to support creative activity across the town.
- The Group will work with local retailers, the market and businesses to better coordinate and animate a calendar of seasonal markets and events.
- Coordinated approach to marketing and communications for events and festivals
- Develop a digital strategy for the town which can be used for marketing events, promoting the town as a creative home for businesses, attracting visitors and more.

7.12.2 Theme Two: **Nurturing creative industries** – attracting businesses, creating jobs and boosting start-ups

- Develop co-working space, through partners in appropriate buildings and through the Creative Glossop Group, take a coordinated approach to marketing through networks.
- Together with D2N2 and the Digital Business Advisor for Glossop, develop a plan for encouraging start-ups and accelerating growth for local creative businesses.
- Work with local schools and businesses to promote creative entrepreneurship through young enterprise, apprenticeships, work experience, competitions, cultural activity.

- Develop a network of creative businesses in Glossop which connects to networks in Manchester and Sheffield and elsewhere including Tech Nation.

7.12.3 Theme Three: **Animation and buzz** – Bringing Glossop to life throughout the year

- The Creative Glossop group will support and encourage greater cultural provision in schools and communities, working with key partners including Glossopdale Community College, The Mighty Creatives (creative education 'Bridge organisation'), and Dark Peak Music Trust to develop more pathways and routes to participation in arts and culture and potentially creative employment.
- Work with partners including the town's existing festivals and Derbyshire Library Service to develop new programmes of activity in creative learning, wellbeing, community development and the physical environment of Glossop.
- Coordinate and share data relating to audiences and events to grow the overall market for culture in the town.
- Work with arts partners from outside Glossop, to develop new relationships and encourage even more visiting productions and collaborations.
- Develop shared approaches to marketing, communication and data sharing on audiences.

7.12.4 Theme 4: **Buildings and Spaces** - Making the most of Glossop's Heritage assets

- Galvanise partners to maximise the potential of securing investment in Glossop's build Heritage projects, including the Town Hall, Market Hall, Municipal Buildings and Victoria Hall.
- Develop an 'open approach' to Heritage which encourages businesses and local people to come forward with economic and social uses for historic buildings and assets.
- Coordinate and encourage collaboration between partners involved in the regeneration of historic buildings to share information and develop joined-up approaches to community engagement and involvement.
- Undertake feasibility and visioning exercise based on international best practice – e.g. for the imaginative re-use of markets as contemporary spaces for culture, creativity and wellbeing

The way forward

- 7.13 The Council could encourage and support the transition of the current project steering group into the 'Creative Glossop Group' envisaged in the report.
- 7.14 There are people with significant expertise already engaged in Glossop Halls and Victoria Hall projects as well as the work on the creative industry report. Leadership of the Creative Glossop Group could be drawn from this group of people with the Council in a supporting role.
- 7.15 Council officers from Regeneration and Democratic and Community Services could continue to support the group and link to the council's regeneration activity.
- 7.16 It is not envisaged that the Creative Glossop Group should over formalise itself (committee style) – it should be action focused, helping to coordinate the activities of various partners, focus on what local organisations can do themselves and draw in more local support behind the direction of travel established by the report (and subsequent plan to be developed).
- 7.17 No specific funding is proposed – the focus is on harnessing currently available resources and seeking additional funding and investment from external sources for specific projects as they develop.

Dai Larner
Executive Director (Place)

**Web Links and
Background Papers**

Location

Contact details