

Bath & North East Somerset Council

MEETING	Planning, Housing and Economic Development Policy Development and Scrutiny Panel	
MEETING DATE:	24 November 2015	EXECUTIVE FORWARD PLAN REFERENCE:
TITLE:	Cultural & Creative Strategy Review 2015-2020: progress review	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report:		

1 THE ISSUE

- 1.1 The Panel has requested a progress update on the implementation of the Cultural & Creative Strategy Review 2015-2020. The report outlines progress in 2015/16 and planned actions for 2016/17.

2 RECOMMENDATION

- 2.1 That the Panel notes the report and officers' planned actions.

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 Finance: Many of the actions in the Cultural & Creative Strategy Review are the responsibility of external bodies and organisations. Those actions which are the responsibility of the Council are to be implemented within existing budgets in the appropriate year, and/or are subject to successful fund-raising from external sources such as grants and EU funding. Many of the actions relate to 'changing how we work' and do not require additional financial resources.
- 3.2 Property: Some actions within the Strategy Review relate to the Council's ability to utilise its property portfolio to achieve best value and to support economic growth.
- 3.3 People: No implications; responsibilities can be covered within officers' existing job descriptions.

- 3.4 Place Directorate Plans, including proposals linked to some of the items discussed in section 5 of this report, are being considered elsewhere in this agenda.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 Equalities: The Cultural & Creative Strategy Review makes participation in cultural and creative activity a priority for the five year period.
- 4.2 Children: The Cultural & Creative Strategy Review makes children & young people's engagement in cultural and creative activity a priority for the five year period.

5 THE REPORT

- 5.1 The Cultural and Creative Strategy Review 2015-2020 was developed in 2014 and adopted in April 2015 (report E2746 <http://democracy.bathnes.gov.uk/ieDecisionDetails.aspx?ID=799>). It was launched on 19 October 2015 with an event attended by approximately 100 people representing the cultural and creative sector.
- 5.2 The Cultural and Creative Strategy Review 2015-2020 was developed by the Council in partnership with the cultural and creative sector. A series of workshop-style meetings was held throughout 2014, enabling the priorities to be developed in a collaborative manner, ensuring maximum engagement from the whole sector.
- 5.3 There are 10 priority themes:
- Ambition and activity
 1. World-class culture
 2. Creative economy
 3. City identity and B&NES
 - Audiences and participation
 4. Visibility and discoverability
 5. Audiences and engagement
 6. Children and young people
 7. Nurturing talent
 - Infrastructure and connectivity
 8. Venues and work spaces
 9. Collaborative networks
 10. Financial sustainability and infrastructure
- 5.4 For this PDS Panel, officers report on six pieces of work implemented or started in 2015/16:
- 5.5 (1) Cultural & Creative Bath Partnership – A collaborative 'umbrella' group bringing together Creative Bath, Cultural Forum for the Bath Area, and The Guild Co-working Hub. The group is currently in development, with support from officers, and it is anticipated that it will come together by March 2016. The Council will then be able to engage with one body representing the cultural & creative sector.

- 5.6 (2) Destination Management – A new contract will be advertised for tender in November 2015 on the ‘Supplying the SW’ portal. The successful provider or consortium of providers will deliver the contract from April 2016. The new contract provides opportunity for a more ‘joined-up’ approach to tourism promotion, the calendar of major events, and destination marketing.
- 5.7 (3) Bath Film Office – Bath Film Office are setting up the Film Friendly Partnership. This comprises approximately 18 local businesses who have agreed to be ‘film friendly’, including (for example) Victoria Hall, Radstock; Harptree Court guest-house in the Chew Valley (the original location for the BBC’s ‘Great British Bake-Off’); Bath Academy of Media Make-up; and Bath Trike Works (mobile camera units). All businesses who are signing-up as ‘film friendly’ recognise that filming brings opportunity for maximising economic benefit in the district. The Film Office are also in the process of agreeing a Film Friendly Charter for Council departments which support and enable filming to take place.
- 5.8 (4) Support to cultural and creative businesses – The Council has existing contracts with two providers. Cool Ventures <http://www.coolventures.co.uk/> provides advice and support to business start-ups and developing businesses. Mackerel Sky’s ‘Thrive’ programme <http://www.thrivebath.co.uk/> provides targeted training and development to the cultural sector, including leadership, governance and financial resilience.
- 5.9 (5) Culture & Creative Investment Board – Building on research into successful initiatives elsewhere in the SW (Cornwall Council), the new Culture & Creative Investment Board brings together senior representatives from the funding bodies for culture: Arts Council England, Heritage Lottery Fund, Visit England, Creative England, Local Enterprise Partnership. The Board acts as an advisory group to the Council, supporting and guiding the implementation of the Cultural & Creative Strategy Review priorities. Information and input from these bodies will enable the Council to plan for future investment in cultural and creative development.
- 5.10 (6) Evidence based funding policy – The Cultural & Creative Strategy Review identifies a ‘participation gap’: not all residents of the district have equal access and opportunity to participate in arts and cultural activity. This is supported by evidence collected by Arts Development officers over a 5-year period, based on audience data and Voicebox surveys, which gives detailed customer insight into those communities which have less engagement in arts activity.

Demographic data shows that North East Somerset and the more disadvantaged neighbourhoods of Bath have low participation in arts activity. The Cultural & Creative Strategy Review supports the policy of evidence-based decision-making which is the basis for all Council arts funding decisions; officers are committed to ensuring greater equality of access and will direct resources accordingly. Savings are required in the Arts & Festivals budget for 2016/17; officers will apply resources to best meet Council priorities, and to enable the long-term sustainability of the cultural and creative sector in B&NES.

- 5.11 Subject to the setting of the Council budget for 2016/17, officers will:
- continue to implement the 6 projects above;

- identify and pursue new opportunities that meet the priorities of the strategy;
- work with the Cultural & Creative Bath Partnership, the leadership body for cultural and creative businesses in B&NES, to encourage financial sustainability and resilience across the sector.

6 RATIONALE

6.1 The Cultural & Creative Strategy Review is in its first year of implementation. Officers request the Panel's endorsement of the current approach, and will continue to measure progress each year.

7 OTHER OPTIONS CONSIDERED

7.1 None

8 CONSULTATION

8.1 The Cultural & Creative Investment Board was consulted at a meeting 19 October 2015.

8.2 The Council's Monitoring Officer, Section 151 Officer and the Place Strategic Director have had the opportunity to input to this report and have cleared it for publication. The Procurement team have been involved throughout.

9 RISK MANAGEMENT

9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

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Background papers	Culture & Creative Strategy Review 2015-2020 http://democracy.bathnes.gov.uk/ieDecisionDetails.aspx?ID=799
Please contact the report author if you need to access this report in an alternative format	