

Report of the Strategic Director of Place to the meeting of Regeneration and Economy Overview and Scrutiny Committee to be held on 27th April 2017

AD

Subject:

CULTURAL STRATEGY UPDATE

Summary statement:

To update Members on the Cultural Strategy and activities to date including information on how data is collated and analysed to inform investment.

Steve Hartley
Strategic Director Place

Portfolio:

Environment, Sport and Culture

Phil Barker
Assistant Director Sport and Culture
Phone: (01274) 432616
E-mail: phil.barker@bradford.gov.uk

Overview & Scrutiny Area:
Regeneration and Economy



1. SUMMARY

To provide an update to members on the cultural strategy highlight achievements over the last 12 months.

To update members on how data is collated and analysed to inform cultural investment.

2 BACKGROUND AND PURPOSE OF THE STRATEGY

- 2.1 A review of the Cultural Strategy 'Only Connect' was commissioned in 2012 to devise a new strategic framework for investment and support to arts, heritage and cultural activities over a ten year period (2014 – 2024). Public consultations were undertaken between August 2012 and June 2013.
- 2.2 The renewed strategic framework for Culture was approved at the Council Executive meeting held in April 2014.
- 2.3 The purpose of a revised strategic framework is to ensure that over the next ten years, a direction of travel is in place to inform deployment of limited resources in the delivery of arts, heritage and cultural activities and assist internal and external service management planning processes.
- 2.4 To utilise and align the strategic priority areas of the revised Cultural Strategy with external funders such as Arts Council England (ACE) and Heritage Lottery Fund (HLF) planning cycle to maximise leverage of funding into the district for activities going forward.

3. RENEWED CULTURAL STRATEGY VISION, MISSION AND PRIORITIES

- 3.1 The renewed cultural strategy framework – '**Bradford District – A leading Cultural City**' was created with a refreshed vision, mission and five strategic priorities outlining the agenda over a 10 year period [Appendix 1].
- 3.2 The five priorities identified do not sit in isolation. There is an interdependency and connectivity between all of them. The success of the ambition for the District – to be '**A leading cultural city**', will only be realised by ensuring the priorities inform, react and respond to each other and the changing socio-economic landscape.

4. KEY CULTURAL STRATEGY ACHIEVEMENTS OVER THE LAST TWELVE MONTHS IN LINE WITH THE PRIORITIES FRAMEWORK.

- 4.1 The Cultural Strategy framework informs creative/cultural industries development and with synergy with tourism, arts and culture commissions, allocation of the small arts and heritage fund, relationships with external arts, culture, heritage, tourism and private/public local/regional and national providers and partners.



4.2 Key achievements delivered which responds to the priority areas of the Cultural Strategy Framework to date include:

4.2.1 **Priority 1: People and Participation** - A District where people can freely access, enjoy, create, engage in and contribute to Bradford's cultural offer.

- **Audiences** - It has been essential to work closely with the educational providers within the district to support cultural opportunities for all - from early years to further education and lifelong learning. Schools, colleges and the University of Bradford play a vital role in the cultural development of our future audiences. The further education facilities strongly help to position the creative and cultural opportunities available to children and young people locally which equally attracts international students to their world class facilities with a range of courses that collectively strengthens our ambition to be '*a leading cultural city*'.
- To support this area a **Bradford Local Cultural Education Partnership (BLCEP)** has been created, which bring together, FE/HE Education providers, primary and secondary schools head teachers and arts and culture organisations to develop a scheme of work to ensure that children and young people within the district are able to access, enjoy and engage with the wealth of cultural provision available. The partnership development programme is supported by CAPE UK – a funded regional Arts Council England project established to champion cultural education.
- Bradford Theatres supported 1500 children from 13 schools across the district with heavily subsidised ticket to see the pantomime. The schools selected had low SAT's results and were not regular bookers
- The Alhambra collaboration with the Royal Shakespeare Company on teaching and learning of Shakespeare in schools recently culminated in a presentation of Julius Caesar by SLP College and four other Bradford schools. Approximately 80 pupils gave two performances attended by more than 300 people in the Studio Theatre. Selected representatives will now go on to perform in a National Shakespeare Festival in Stratford this summer.
- **Volunteers** - play an incredible role in delivering our cultural offer. They ensure that cultural events happen and are run smoothly; they take tickets; they lead tours at museums; they deliver arts and cultural festivals and increasingly are managing community libraries. Increasing and improving the skills and opportunities for volunteers is essential. They are our advocates and ambassadors.
- Within the Bradford Museums service volunteer programme, which continues to gain traction internally and externally with partners, can now boast of over 100 regular volunteers working across a range of activities and venues. On top of this there is an additional programme with over 30 young people (aged 16 – 24), working in a wide range of roles as part of our 'Investing in Volunteers' accreditation standards programme.



- In addition to this four more libraries have moved over to community management, a prime example of 'People Can' enabling local communities to take over the operation of their local library. This brings the total amount of community/venue managed libraries to 10.
- We continue to work tirelessly to take active steps to develop and invest in cultural ambassadors at a grassroots level as well as in professional settings like museums, theatres and creative industries. We have established strong links with Voluntary Arts Network UK, a representative agency for the voluntary and amateur arts and crafts, to encourage skills development and recognition of our volunteers.

4.2.2 **Priority 2: Building a resilient and sustainable sector** – Create an agile, enterprising, and entrepreneurial creative and cultural sector.

- **Diversifying Cultural investment** - Identifying new and increasing sources of income from national bodies, businesses, trusts, foundation and philanthropic investors has been at the core of activities over the last 12 months.
- The council's investment through the culture commissions for the period 2015 -2018 which has an annual budget of £266,222 and supports 16 organisations, have collectively levered in external funding into the district during 2015/16 of £2,666,266 demonstrating their resourcefulness. The council's investment plays a crucial role for these organisations in demonstrating value and commitment from their LA to external funders. Please note a new commissioning round will commence in the autumn of 2017 for 2018-2021.
- As the commissioning landscape shifts building a more sustainable funding regime which stimulates greater collaboration, shared services and smarter investment is being supported through the arts and culture partners quarterly meetings where we are beginning to see joint applications for funding being made e.g. with our libraries and theatre services.
- The library service has been successful in securing £74,692 from Arts Council England Libraries Opportunities for Everyone Innovation Fund to pilot a programme of activities to increase the number of children and adults with special educational needs and disabilities (SEND) to access library services and inform best practice nationally.
- The Creative Employment Programme funded by Arts Council England and the Creative & Culture Skills Councils with over £80k to build capacity within the creative sector assisted 19 small/medium size creative/cultural enterprises to grow and develop new business models of working with young people. The programme enabled 34 young people aged 16 – 24 from various backgrounds to gain a qualification whilst receiving on the job training to develop the skills and experience required by employers.

4.2.3 **Priority 3: Responsible and active Leadership** – A 'can-do' leadership position at all levels that engenders ownership, responsibility and ambition.



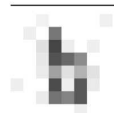
- Work is underway to bring together people within the district and externally with the right skills to join a new Cultural Partnership Board. Organisations and individuals being approached are active, innovative with connections and influence who can lead the way in changing the perception of Bradford and its cultural future. A number of supporting partnership bodies have been set up such as 'Marketing Bradford', Great Exhibition of North Satellite programme steering group and a Tour de Yorkshire working group.

4.2.4 Priority 4: A thriving cultural offer – One that inspires our residents and visitors and delivers a magnificent cultural experience for all.

- In response to resident wishing to see an inspiring programme of events and festivals, a number of new festivals are emerging across the district. Bradford held its first Women of the World (WOW) festival in November 2016. Lead by the South Bank Centre in London with funding from Spirit of 2012 and support from Bradford Council, the festival celebrates women and girls. The festival took part over two days at St Peter's House and was attended by over 5000 people.
- City of Film have been busy creating a number of new family friendly film festivals such as Small World Film Festival – an international short film festival which brings together heart-warming and humorous stories from across the globe and runs throughout the month of June; Bradford Family Film Festival – which encourages community venues, museums and galleries and libraries to support family film screenings during the summer holidays and runs throughout the month of August; Golden Years Film Festival – Yorkshire's first three day film festival celebrating active ageing and life through film which took place between 3rd and 5th October 2016.
- Other community festivals that have grown in confidence and profile are LGBT History Month (February) and International Women's Day(March). Together they delivered over 200 community lead activities, debates, Awards ceremonies and seminars.

4.2.5 Priority 5: A cultural destination – telling and selling our story – Encouraging people to actively take part, watch, engage and experience Bradford as a leading cultural city locally, nationally and internationally.

- Bradford successfully secured the National Rugby League Museum for the district, which will be housed in City Hall. The museum will open up City Hall as a public visitor attraction.
- Cliffe Castle Park to compliment and complete the original garden at Cliffe Castle Museum that was completed in 2014 will open in July 2017.
- The National Science & Media Museum have successfully launched their new name and new interactive gallery 'Wonderlab', has seen a positive increase in footfall to the museum.



- Bradford Museums successfully launched ‘Splendours of the Sub Continent’ – A Prince’s Tour of India 1875-6 at Cartwright Hall, Art Gallery in March. The exhibition has been developed in partnership with Royal Collections Trust, New Walk Museum and Art Gallery, Leicester, the exhibition is the first time in 135 years that these magnificent objects will be collectively displayed.
- In July a new ‘Hockney’ gallery will open to coincide with his 80th birthday and house his earlier work and personal items creating a distinctive offer exclusive to the district.

5 MEASURING CULTURAL VALUE

- 5.1 Nationally a ‘Taking Part’ survey exists to inform national and regional funders on where to invest and is the main evidence source for the Department of Culture, Media and Sports (DCMS) and its sectors i.e. arts, heritage, museums and galleries, sports, libraries, archives and sports. The survey’s main objective is to provide a central reliable evidence source to analyse cultural and sporting engagement and participation, unfortunately the data produced is at a regional level with a local sample size of 100 people and therefore inadequate as planning or investment tool.
- 5.2 In an attempt to establish a baseline to measure arts, museums and galleries, heritage, libraries and archive engagement and participation levels within the district, a series of questions taken from the ‘Taking Part’ survey were included in the 2016 Place Survey – Neighbourhoods and City Centre. Overall 799 respondents completed the questionnaire and a draft report has been written. However on inspection of the data produced there are a number of anomalies which makes the findings unreliable as an effective tool for cultural planning and investment.
- 5.3 Discussions have taken place with Arts Council England and a proposal is to be submitted May 2017, requesting financial support to address this matter as part of a wider strategic intervention programme.

6. OTHER CONSIDERATIONS

- 6.1 Through the range of activities and support given we have started to get the sector moving and working in collaboration but we now need to build deeper and stronger partnerships to be in a confident and capable position to seek larger funding pots which bring new things into the district to enable social and economic regeneration and develop a national and international cultural offer and profile.
- 6.2 We continue to link into the Great Exhibition of the North and in partnership with other organisations we will create a series of events as a satellite venue and separate to this but related establish a small partnership to bid into and secure legacy funding.



- 6.3** Discussions are taking place to explore an idea of developing a Northern Museum Store in partnership with the National Science Museum.

7. FINANCIAL & RESOURCE APPRAISAL

- 7.1 There are no financial or resource implications arising from this report.

8. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 8.1 None

9. LEGAL APPRAISAL

- 9.1 None

10. OTHER IMPLICATIONS

10.1 EQUALITY & DIVERSITY

None

11. SUSTAINABILITY IMPLICATIONS

There are no sustainability issues

12. NOT FOR PUBLICATION DOCUMENTS

- 12.1 None

13. RECOMMENDATIONS

- 13.1 Members are asked to note the content of this report and progress to date.

14 APPENDICES

Appendix 1 – Cultural Strategy Framework 2014 -2024

