

Report of the Strategic Director for Place to the meeting of Executive to be held on 12th September 2017

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Subject:

Bradford Culture Update including support to Leeds bid to be European Capital of Culture 2023.

SUMMARY STATEMENT

To provide an update on Bradford's Strategic framework for Culture, this includes information on the investment into the district from Arts Council England.

To gain approval from Bradford District Metropolitan Council to provide a letter of support to Leeds City Council as they bid to be European Capital of Culture in 2023, this will form part of the submission and deadline in October 2017.

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Overview & Scrutiny Area:

Regeneration & Economy

1. SUMMARY

- 1.1 To provide an update on the work undertaken, since ratification of the Cultural Strategy Strategic Framework in 2014 and inform Members of development going forward.
- 1.2 To provide information on the level of funding coming into the Bradford District from Arts Council England over the next four years through Bradford's National Portfolio Organisations.
- 1.3 To provide information on Leeds City Council bid to be European Capital of Culture in 2023.
- 1.4 To gain approval that Bradford provides a letter of support for the Leeds' bid to be European Capital of Culture in 2023 which will form part of their submission in October 2017.

2. Background – Cultural Strategy Development

- 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 revised strategic framework for Culture was approved at Executive in April 2014 [Appendix 1].
- 2.3 The purpose and function of the revised framework was to ensure that over a period of ten years, a direction of travel and ambition was at the forefront in informing development and better use of resources to enable arts, heritage and cultural activities to attract additional investment both internal to the council and through external partners and organisations.
- 2.4 As part of this revision, support to commissioned arts and culture organisations timescale period were realigned to coincide with external cultural investment organisations such as Arts Council England to ensure stability to develop capacity, confidence and resilience within the creative/cultural sector.

3. Bradford District Cultural Strategy Update

3.1 Advocacy and Capacity Building

- 3.1.1 Since the ratification of a strategic framework for culture in 2014, a wide range of activities have been undertaken to advocate, support, build capacity and enable the creative/cultural to flourish. Examples of interventions undertaken are as follows:
- 3.1.2 In partnership with Arts Council England, three 'Grants for the Arts' workshop for individual artists and arts organisations were held to encourage more applications from the district. Following this intervention Bradford has seen an increase in

successful 'Grants for the Arts' applications with an increase in investment of 120% over a three year period.

- 3.1.3 A Creative Employment Programme funded by Arts Council England and the Creative & Culture Skills Council supported 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.
- 3.1.4 A Bradford Local Cultural Education Partnership (BLCEP) has been created, which brings 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 IVE (formally CAPE UK) – a funded regional Arts Council England project establishes to champion cultural Education.
- 3.1.5 Advocating and championing Bradford Cultural offerings and potential to Arts Council England nationally resulted with visits from the Chair of Arts Council England – Sir Peter Bazalgette and Darren Henley the Chief Executive of Arts Council England to Bradford following an invitation from the Portfolio Holder for Culture, Employment and Skills to meet with a number of arts organisations, artists and schools committed to cultural education and excellence.

3.2 Culture Commissions and Investment

- 3.2.1 The Council's investment through the culture commissions for the period 2015 – 2018, which has an annual budget of £266,222, supports 16 organisations, which have collectively levered external funding into the district during 2015/16 of £2,666,266. Everyone £1 invested by CBMDC has returned £10 in external investment. The council's investment plays a crucial role for the organisations in demonstrating value and commitment from their LA to external funding bodies.
- 3.2.2 Recent announcements made by Arts Council England will see investment of £7,088,844 over 4 years from April 2018 up from £3,899,244 coming into the Bradford District – representing an increase of 65%. The investment is reliant on the funding through the council's culture commissions. This investment will go to 11 organisations which include: Artworks, Dance United Yorkshire, Freedom Studios, Ilkley Literature Festival, Impressions Gallery and Kala Sangam as existing National Portfolio Organisations. Three new organisations from Bradford will join the National Portfolio – they are Commonwealth Theatre, Bradford Literature Festival, which becomes the best funded literature festival in ACE's portfolio and the Bronte Society. Two current organisations Theatre in the Mill (Bradford University) and Mind the Gap will see an increase in their funding to support talent development.

3.3 Other Key Cultural Achievements over the last twelve months.

- 3.3.1 The National Media Museum re-launched with a new name, National Science & Media Museum and a new exhibition space Wonderlab in March 2017. They successfully delivered a new Science Festival in July 2017 working with partners including Bradford College and Broadway Shopping Centre.

- 3.3.2 The Alhambra Theatre in 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 from each school went on to perform in the National Shakespeare Festival in Stratford this summer.
- 3.3.3 Bradford Museum service successfully launched 'Splendours of the Sub Continent' – A Prince's Tour of India 1875-6 at Cartwright Hall, Art Gallery in March. The exhibition had been developed in partnership with the Royal Collections Trust and New Walk Museum and Art Gallery in Leicester. The exhibition was the first time in 135 years that these magnificent objects had collectively been on display. The exhibition attracted almost 30,000 visitors from diverse backgrounds.
- 3.3.4 Bradford Museum service opened a new David Hockney permanent exhibition at Cartwright Hall in July to coincide with the artist's 80th birthday. This is the first dedicated gallery to the artist's work and history and since opening has attracted over 10,000 visitors in the first month, up 60% on the same period last year.
- 3.3.5 Work continues within the Libraries service on community management. 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 number of community/venue managed libraries to 10.
- 3.3.6 The Library service have 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.
- 3.3.7 The Events service has delivered a number of key signature events such as the Tour de Yorkshire 3rd day start, organised a Cycling Festival which included over 100 Women and Girls in attendance at the Women and Cycling Conference, a National Cycle City Active City Conference and Exhibition which culminated in Bradford City Cycle – a mass participation family event. In addition to these events delivered in partnership the Council has delivered a number of key events such as Bradford Festival and Bingley Music Live. Collectively all these events have attracted increased footfall into the city centre whilst supporting a number of local businesses and increasing participation and engagement.
- 3.3.7 City of Film have been busy creating a number of new family friendly film festivals such as Small World Festival – an international short film festival which brings together heart-warming and humorous stories from across the globe, which ran throughout the month of June; Bradford Family Film Festival – which encourages community venues, museums and galleries, libraries to support family film screenings during the summer holidays. In October 2016 City of Film created Yorkshire's first three day film festival which celebrates active ageing and life through film.

- 3.3.8 Discussions are underway to open a Bradford Film office in Qingdao – China, site of the world’s largest film production facilities and candidate city for UNESCO City of Film status.
- 3.3.9 A number of community festivals have grown in confidence and profile with council support such as LGBT History Month and International Women’s Day. Together they delivered over 200 community lead activities, debates, awards ceremonies and seminars.

3.4 Next Steps

- 3.4.1 Work is underway to bring together people and organisations with the right skills, resourcefulness and commitment to create a new Cultural Partnership Board. The organisations and individuals being approached are active, innovative with connections and influence, who can lead the way in changing the perception of Bradford and championing its cultural future. This is being developed alongside the work being delivered with regards to a new creative vision for Bradford.
- 3.4.2 The next round of the Culture commissions will commence in September 2017 with a decision made by 31st December 2017. Continued ACE funding is predicated upon a continued commitment from CBMDC.
- 3.4.3 The Events programme will be revised by March 2018 and work is on-going with city centre businesses to devise a joined up programme of events/festivals to increase footfall and stimulate the night time economy.
- 3.4.4 To ensure Bradford’s role and profile in the Great Exhibition of the North for summer 2018, we will develop a programme of satellite events which will run concurrent with the exhibition in Newcastle Gateshead. 2018 will also include pilot activity for a new Mela for the district, which will re-launch fully in 2019.

4. Leeds bid to be European Capital of Culture 2023.

4.1 Background

- 4.1.1 European Capital of Culture is a prestigious Europe-wide competition which celebrates the cultural offer of a city. Following the success of Glasgow 1990 and Liverpool 2008, a UK City will host the European Capital of Culture in 2023 along with a city from Hungary. The winner will follow the likes of Barcelona, Lille, Amsterdam and Istanbul in being recognised as a major centre of culture. Hull currently holds the title of UK City of Culture which is a different competition.
- 4.1.2 For Liverpool, hosting the title brought over £750 million to the economy in addition to major infrastructure development, a growth in tourism of 34% and transformations in overall perceptions of the city. Moreover, the year engaged 60% of Liverpool’s residents and saw an increase in city pride.
- 4.1.3 Hull, the holder of the 2017 smaller UK City of Culture title has attracted over £32 million investment for its programme and major partnerships with the BBC, Tate

and other national partners. Hull's media coverage has generated over £60 million media value and its economic value from increased tourism is estimated at £150 million over 4 years.

- 4.1.4 In 2015, the decision for Leeds to bid for the title in 2023 was approved by Leeds City Council's Executive Board following a city wide consultation. The Leeds' bid needs to have the whole city behind it – politicians, business, universities, cultural organisations and artists, the people and communities of Leeds.
- 4.1.5 On 16 December 2016, the Department of Culture, Media and Sport announced its decision to launch the competition for the 2023 European Capital of Culture. The timings and process for submitting bids have now been decided and the deadline for the first stage submission is 27 October 2017 with the UK winning city to be announced by the end of 2018.
- 4.1.6 The other cities known to be bidding for the title are Belfast/Derry, Dundee, Milton Keynes, Nottingham and Truro/Cornwall. The winning city is not based on size or current cultural offering but on which city can best tell the story of how it can transform itself through culture in a European context. It is worth noting that there is only one bid from Northern Ireland and one from Scotland, both of which have the advantage of being able to secure support from their respective devolved administrations and from the relevant national Arts Councils. The English cities do not have this advantage, though financial support is likely to be forthcoming from Arts Council England if an English city wins.
- 4.1.7 The bidding process itself requires investment and, in addition to Leeds City Council support, Leeds has drawn down sponsorship from both HE and FE, with the University of Leeds and Leeds Beckett University being its two Principal Partners. Leeds Trinity University, Leeds City College, Leeds College of Art, Leeds College of Building and the Northern School of Contemporary Dance have also come in as sponsors from the wider education sector. Moreover, Leeds has secured cash support from 11 private sponsors so far (including regional businesses such as Yorkshire Water, Yorkshire Building Society and Yorkshire Bank) as well as Leeds-based telecommunications company AQL and Leeds Bradford Airport. Leeds is not requesting investment from other local authorities for the bid phase.
- 4.1.8 Winning cities have five or six years to plan the full programme and to raise considerable investment. There will be a balance of local, regional, national and international investment into the programme. The proposed Leeds' delivery budget will be revealed when its application is published in October 2017.
- 4.1.9 Over the next nine months, Leeds will be strongly focused on writing its bid book, consisting of 52 in-depth questions on Leeds' vision and strategy. In the last few months, there has been a public call for programme ideas, with a number of responses received from the West Yorkshire area.
- 4.1.10 The timescale for the bid process is:
- Outline bid submitted: 27th October 2017
 - Shortlisting: November 2017

- Final Application: April 2018
- Decision: Autumn 2018.

- 4.1.11 West Yorkshire, outside of Leeds, is already a world-class leader in culture with organisations such as Huddersfield Contemporary Music Festival, the Hepworth, Yorkshire Sculpture Park, National Science & Media Museum and a host of venues including the recently re-open Piece Hall in Halifax and LBT in Huddersfield. Within Leeds, world class organisations such as Opera North, Northern Ballet, West Yorkshire Playhouse and the oldest West Indian Carnival in Europe find their home. However, culture is not just in these prestigious organisations but can also be found embedded throughout all the region's communities in a myriad of shapes and forms from community galas to dance classes and book clubs.
- 4.1.12 Furthermore, collaborations such as the Yorkshire Festival have highlighted the success of regional partnership. In 2014, the cultural festival generated close to £10 million for the county's economy.
- 4.1.13 Nevertheless, Leeds itself is still thought to 'punch below its weight' culturally in comparison to European cities of a similar scale. It is a city currently better known for retail and sport than it is for culture.
- 4.1.14 Leeds' bid in 2023 is just one response to this in terms of raising a collective aspiration. The Leeds' bid offers a further opportunity to show that through culture, it can collectively showcase the success, talent and aptitude of Leeds and the wider region on a national and international stage.
- 4.1.15 Regional support has been a defining factor in the success of other bids and is critical for Leeds as it moves forward. While events like the 2014 Tour de France and recent initiatives such as the Yorkshire Sculpture Triangle have started to build these connections, the new Leeds cultural identity developed through the bidding process will increasingly reference the regional and northern cultural offer.
- 4.1.16 Consultation work undertaken to date revealed a mix of identities for Leeds residents. Findings show citizens strongly identify with being from Yorkshire and being 'northern'. This highlights an important reason for engaging with the wider region in the bid as an articulation of the identity felt by many across West Yorkshire.
- 4.1.17 With no other bidding cities in the North, Leeds would like its bid to be fully adopted as a 'Northern bid'. The ambition is to show the UK, Europe and the world that Leeds and the region is open for tourism, business and investment, bringing success to cultural organisations, artists and audiences across the north.
- 4.1.18 Leeds' decision to bid has been taken with enough lead in time to prepare a winning case and secure wide backing. Leeds was the first UK city to declare publicly its decision to bid and has already attracted additional publicity and press coverage both nationally and internationally.
- 4.1.19 There is already popular support in the city for a Leeds bid. This will be sustained if wider backing from the city region can be attracted and firm commitments from

other partners who will share the initial risk and stand to share in the benefits which will accrue.

- 4.1.20 If the bid is successful, Bradford's residents will be able to access high quality and diverse cultural activities in Leeds, but there will be opportunities for some of these activities to take place within Bradford. For example, if a nationally renowned performance company visits Leeds, it will be possible for any associated outreach activities to take place in Bradfords' schools or community or cultural venues. It may be possible for Bradford to host associated events during the year.
- 4.1.21 The Leeds' programme will offer numerous opportunities for regional artists including Bradford' based artists. These will include access to employment and skills development plus the opportunity to experience work which inspires their creative practice.
- 4.1.22 Bradford will benefit from any tourism initiatives such as the marketing of the region and demand for bed spaces. Bradford will take advantage of the proximity of the two cities to market its own cultural and tourism activities and venues.
- 4.1.23 The Leeds bid provides an opportunity for regional bodies such as the LEP/WYCA to further develop strategies and plans for cultural investment across West Yorkshire, reflecting the potential link to tourism and the economic benefits listed in this report. Bradford could then bid for regional investment for some of its proposed cultural projects such as a new national museum in Bradford City Hall. The risk for Bradford is that if the bid is successful and requires significant levels of regional funds, this may reduce the levels of funds to which Bradford can apply for programmes it wishes to advance.
- 4.1.24 There is a reputational risk to Leeds, and therefore Bradford, should the bid not be shortlisted or not win the competition. However, a number of unsuccessful bids in the past have, despite this, led to positive benefits for the cities and regions involved.

5. Other Considerations – Implications for the Council

5.1 Early Intervention and Prevention (EIP)

- 5.1.1 The Leeds' bid to become European City of Culture in 2023 supports Leeds City Council's ambition to be a compassionate city with a strong economy whilst tackling inequalities. The bid will seek to engage all the city's diverse communities. The bid has the potential to support the children and family agenda, address issues of learning and citizenship and promote community cohesion.
- 5.1.2 There are likely to be opportunities for Bradford's residents to access and be involved with cultural activities which contribute to many of the outcomes listed above.

5.2 Economic Resilience (ER)

5.2.1 The title of European Capital of Culture has a significant effect on boosting a city's cultural, social and economic development. Many cities with a previously low (and, at times, even negative) profile have experienced an image renaissance, attracting considerable media attention and enhancing local, national and international perceptions. Cities such as Glasgow, Lille, Liverpool have been successful in repositioning themselves as cultural hubs at a national and/or European level.

5.2.2 The evaluation of Liverpool showed that there were significant benefits to the wider Merseyside and Cheshire regions with more hotel beds sold outside the city than in Liverpool itself. The economic benefits of a successful Leeds' bid are likely to be spread across the whole of the Yorkshire region and hopefully, particularly in Bradford given our close proximity and good transport links to Leeds.

5.2.3 Further benefits of winning include:

- The repositioning of Leeds and West Yorkshire's image in the UK and Europe
- 6 years in the spotlight and the attraction of major national funding and events to the region
- Development of jobs and skills in the creative industries
- Provision of a step change in Tourism
- Promotion of well-being and pride
- Providing a catalyst for growth and development
- Raising the profile of Leeds as a major European city capable of hosting major events and it will boost Leeds and Leeds city region as a cultural destination with a great quality of life.

5.3 Next steps

5.3.1 If approved, a letter of support, signed by the Leader of the Council, will be sent to the Leader of Leeds City Council.

5.3.2 Leeds will submit their bid, including the Bradford letter of support, by 27th October 2017.

6. Financial & Resource Appraisal

6.1 This report does not commit the council to additional funds. All related activity will be covered by existing approved resources - such as the work being undertaken to support development of a new cultural partnership and a creative vision going forward for the city centre. In the main this will amount to officer time across the Department of Place.

7. Risk Management and Governance Issues

None

8. Legal Appraisal

- 8.1 The Council has powers under Section 144 of the Local Government Act 1972 (either alone or jointly with any other person or body) to encourage persons, by advertisement or otherwise, to visit their area for recreation, for health purposes, or to hold conferences, trade fairs and exhibitions and to provide facilities for those purposes. This is a wide power which will encompass cooperation with other Authorities, seeking grant funding, and providing or funding cultural events where it is seen to directly or indirectly benefit the local community.

9. Other Implications

9.1 Equality & Diversity

N/A

9.2 Sustainability Implications

N/A

9.3 Greenhouse Gas Emissions Impacts

N/A

9.4 Community Safety Implications

N/A

9.5 Human Rights Act

N/A

9.6 Trade Union

N/A

9.7 Ward Implications

N/A

10. Not For Publication Document

None

11. Recommendations

- 11.1 That arts and culture progress to date, the level of external funding through Arts Council England over the next four years into the district and next steps going forward be noted.
- 11.2 That Leeds' bid to be European Capital of Culture 2023 be supported and a letter of support be provided to be included in the submission. That it be noted that the Leeds' bid presents a significant opportunity for Leeds and the wider region, including Bradford, in terms of cultural, social and economic benefits.
- 11.3 That cultural organisations from Bradford be encouraged to be involved in the bid. That it be noted that this bid provides an opportunity to develop a regional brand for the cultural offer and should stimulate more joined up ways of working between local authorities and cultural organisations across the region.
- 11.4 That the potential call on regional funds to invest in the delivery of the bid if it is successful be noted.

12. Appendices

Appendix 1 – Cultural Strategy Framework 2014 - 2024