

Brighton & Hove City Council

Meeting: Cultural & Tourism sub-committee

Date: 16th December 2004

Report of: Director of Cultural Services

Subject: The Urban Cultural Programme

Ward(s) affected: All

1. Purpose of the report

- 1.1** To provide members with updated information on the Urban Cultural Programme to be undertaken across the city over the next two years under the auspices of the Arts Commission of Brighton and Hove

2. Recommendations

- 2.1** To note this report
- 2.2** That the Cultural Services Committee receive regular updates on the progress of the Urban Cultural Programme

3 Background

- 3.1** In April of this year, the Department of Culture Media and Sport announced a key funding opportunity. This was the launch of the Urban Cultural Fund, a fund of £15 million lottery funding (£10m from the Millennium Commission and £5m from the Arts Council). Bids were invited from consortia in urban areas that included a local authority partner. The fledgling Arts Commission of Brighton and Hove was the ideal consortium to apply from the city.
- 3.2** The bid was submitted and the outcome announced at the end of July and Brighton and Hove was one of the successful bidders to this fund, the bid was awarded a grant of up to £750k.
- 3.3** The bid submitted was divided into four strands of activity (Celebration, Innovation, Participation and Transformation) and funding was awarded to two of those strands.

4 Further information

4.1 Developments since the award

Following the agreement of the funding, a sponsorship and development person, Paul Hudson, has been appointed through an open tendering process to work freelance on the programme with the target of raising an additional £250k towards activity. Initial work has been done to shape up a coherent and clear cultural programme from the work contained in the bidding document.

4.2 Programme Title

Making a Difference has been proposed as the main programme title to replace Making it Happen which was devised primarily for the application to the Urban Cultural Programme. The essential characteristic of all the work contained in the programme should be that it makes a positive difference to the city – to its residents, cultural sector, visitors, infrastructure, environments etc.

4.3 Programme Structure

Making a Difference will have four principal programme themes

- **New Commissions**
- **Living** in Brighton & Hove
- **The City** of Brighton & Hove
- **Working** in Brighton & Hove

The attached programme overview allocates all the elements included in the funded part of the bid to these four themes. The titles might well change. We anticipate a significant number of additional projects to be included within the programme, including a number of sports projects.

New Commissions

There are two main commission strands – a general one with £100,000 for open commissions and a public art strand with an overall budget of £135,000. The new commission strand also includes the two Fabrica commissions included within the original bid.

Living in Brighton & Hove

This focuses on those parts of the programme that will make a difference to people's lives and includes the Arts & Health programme, the Celebrating Age programme, and a series of smaller-scale public art projects in Brighton & Hove schools. It also includes projects with

significant audience development activities eg the Frantic Assembly event in Brighton Festival 05.

The City of Brighton & Hove

This focuses on those parts of the programme that make a difference to our surroundings and includes the main public art programme included within the original bid plus a number of additional projects that will have an impact on the city. These include the lighting project City Lit, the recycling project Litteraty, a number of projects in local parks and gardens (Park Art and Say it with Flowers) and the performance commission in Stanmer Park's Palm House.

Working in Brighton & Hove

Focuses on the aspects of the programme that enhance people's life chances, including major cultural projects and new work (Frantic Assembly, Streets of Brighton) as well as projects solely concerned with developing their sector (Brighton Live and Growing the Grassroots).

4.4 Programme Budget

Assuming the fundraising target is met, we are anticipating having a total of **£628,000** available funds for artists, arts organisations and local groups.

- **£210,000** will be made available through the **New Commissions** programme (£115,000 from the public art commissions fund and £95,000 from the open commissions fund). We envisage giving some additional direction to the commissioning process by encouraging applications for projects that focus on specific subjects eg the City's community of language schools, sports etc
- **£159,000** is available from the **Living** in Brighton & Hove strand with £85,000 of the Arts & Health budget and £30,000 of the Celebrating Age budget currently unallocated. There is also a £60,000 budget available for 8 small-scale public art in schools commissions. Some of these funds have been allocated to specific schools but the nature of the commissions and the artists are, as yet, undecided.
- **£119,000** is available for **The City** of Brighton & Hove: The City Lit project that so successfully turned the Royal Pavilion pink during Pride this year has £42,500 for further projects involving the lighting of City landmarks. £64,000 is available for projects in our parks and gardens (£30,000 of which has been earmarked for projects within Hove Park). £12,500 is available for the Eco-Ed project focusing on environmental work in our schools.

- **£50,000** is available from the **Working** in Brighton & Hove strand. These funds are available through the Growing the Grassroots programme which is aimed at the professional development of arts groups and individuals
- **£90,000** is currently unallocated from sponsorship income (£60,000) and a contingency fund (£30,000)

4.5 Programme Launch

The programme will be launched in mid January at the same time as the Arts Commission. This launch will be primarily focussed on the arts community within Brighton & Hove although some general public and business awareness about the programme would be helpful. A business launch is planned for early April.

There will be three primary focuses for the January launch event:

- 1 To publicly launch the Arts Commission and the Arts Commission's website. Invitations will use the Arts Commission logo only. All information about the Making a Difference programme will be reserved for the launch event.
- 2 To make the arts community aware of the opportunities available from the Making a Difference programme. Highlighting the fact that over £628,000 is expected to be available during 2005 and 2006 under the four programme themes. General information about the shape of the programme including some information on individual projects with available funds e.g. Arts & Health, City Lit, Park Art and Growing the Grassroots. A flyer/postcard will be produced for the launch event and circulated to all artists, arts organisations and community groups within Brighton & Hove. All enquiries for further information will be directed to the Arts Commission website.
- 3 The main commissioning programme will be launched. Postcards will be available detailing the commissioning process with an expected deadline for initial ideas of mid April, a shortlist of ideas by mid May and a decision on the first commissions by the end of May.

4.6 Marketing Overview

Mad about Brighton & Hove is a programme not a campaign. It will make strategic partnerships with and investments in individual events and projects that will develop the arts within the City.

Projects and events that want to be included will have to convince the programme team that they really will make a difference to the cultural life of the city as well as fitting the programmes objectives in one of the four key themes: New Commissions, Living in Brighton & Hove, The City of Brighton & Hove and Working in Brighton & Hove.

4.7 Ongoing communication

Once the Arts Commission and Mad about Brighton & Hove have been launched, they need to establish communication channels to ensure that as many arts organisations as possible receive information about the programme and about individual funding opportunities as they are announced:

- The Arts Commission website will be used as the main source of general information
- Regular e-mail bulletins to all interested organisations/individuals

5 Conclusions

5.1 This programme of activity planned over the coming two to three year period, will have a substantial effect in many of the areas that are of interest to this committee.

5.2 The level and content of activity planned will make a difference internally in the city and in terms of the external profile both regionally and nationally.

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