

Subject:	Developing a new Strategic Framework for Arts & Culture in the City		
Date of Meeting:	9 March 2017		
Report of:	Executive Director for Economy, Environment & Culture		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The report updates the Economic Development & Culture committee on work being undertaken with the Arts & Creative Industries Commission to develop a new Strategic Framework for Arts & Culture in the City with the aim of supporting our regionally important cultural economy.

2. RECOMMENDATIONS:

- 2.1 That the Economic Development & Culture Committee agrees that the City Council works with the Arts & Creative Industries Commission to develop a new Strategic Framework for Arts & Culture in the City.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 Brighton & Hove's arts, cultural and heritage offer is one of the great attractions of living and working in the city. It is a recognised factor in businesses and public sector organisations choosing to locate here, and in students choosing to study and remain here. The history of the City is rich in examples of forward-thinking place-making and cultural regeneration, from the building (and subsequent civic purchase) of the Royal Pavilion in the nineteenth century, to the establishment of Brighton Festival in 1967. Today arts, culture and heritage supports the city's vision for Brighton & Hove - the connected city. Creative, dynamic, inclusive and caring. A fantastic place to live, work and visit.
- 3.2 Brighton & Hove is one of the economic growth centres of the south east, but our success as a city is much more than being an economic growth centre. Our economy has always been underpinned by a sense of creative vibrancy, a manifestly strong quality of life, and a clear sense of cultural identity. The Brighton Festival, Brighton Fringe and Brighton Pride have strong national and international reputations for quality and innovation, and many other arts organisations and venues in the city are also well-known and respected in their sectors, across the whole spectrum of arts and cultural activity.

The value of Arts & Culture to the economy

- 3.3 The Government's recently published Industrial Strategy Green Paper recognises the importance of arts and cultural institutions to attracting businesses to invest in areas, and in establishing a high quality of life for employees. Local government remains this country's biggest public funder of culture and invested £2.6 billion in 2014/15. It is important that local government take a clear city leadership role and are highly creative and innovative in the way they use cultural activity to improve residents' lives
- 3.4 The value of Arts and Culture to the economy is well recognised. There are five key ways that arts and culture can boost local economies: attracting visitors; creating jobs and developing skills; attracting and retaining businesses; revitalising places; and developing talent. Businesses in the Arts & Culture industries contributed £27bn to the UK economy in 2015. The Arts and Culture industry employed, on average, 110,600 full time equivalent employees in the UK during the period 2008-11. Studies have indicated that for every £1 spent in arts and culture and additional £2 is generated for the wider economy.
- 3.5 The city's festivals offer continues to grow and develop, and audience demand remains high. The main arts festivals have all experienced increases in size, scope and profile particularly those that combine arts and creative industry such as Cine City, Brighton Photo Biennial and the Brighton Digital Festival. The 'festivals within the festival' includes Brighton Fringe (the third largest fringe in the world); Artist Open Houses (more than 1500 local artists take part); House (curated contemporary art); The Great Escape (Europe's leading music industry showcase); B:fest (a youth arts festival) and the biennial Caravan (an international industry showcase of performance). Brighton and Hove has a nationally renowned museum service comprising the world famous icon in Royal Pavilion which is the city's symbol, Brighton Museum & Art Gallery, Preston Manor, the Booth Museum of Natural History and Hove Museum & Art Gallery.
- 3.6 Brighton & Hove is home to two universities in the University of Sussex and the University of Brighton. Both play an active part in the civic life of the city and are engaged in cultural activities. The city remains a draw for cultural and creative businesses, practitioners and creative entrepreneurs. The city has a diverse cultural ecology that includes public funding bodies (Arts Council, Creative England), development agencies (South East Dance, Photoworks, New Writing South), major venues (Brighton Dome, Theatre Royal) and a large number of individual practitioners, freelancers and smaller arts organisations and venues. The city has a high percentage of Arts Council NPO (National Portfolio Organisations) who receive total arts funding of approximately £3.5million each year and an Arts Council Major Partner Museum- the RPM (from 2018 ACE are merging their MPMs into NPO). A further £3million of arts lottery funding is received annually by smaller arts organisations in the city through open competitive bids: the highest in the region.
- 3.7 The arts and culture sector across the UK has been badly hit by the reductions in national and local funding and whilst the CSR back in November 2015 was positive for Arts Council England, the impact on local authorities is just being felt

now. A sustainable funding model for the arts looks to be one of our biggest challenges as local, national and European funding all seems likely to decline. At the same time, creative responses to these challenges have been developing in the city, notably a multi-sector partnership for improving the lives of children and young people through arts and culture called 'Our Future City'. This nationally recognised initiative could offer learnings for the sector in the city as a whole as it seeks to maintain and grow funding and explore new ways of innovating and collaborating to remain sustainable over the medium term.

Developing a new Strategic Framework for Arts & Culture

- 3.8 There is currently no strategy document to direct investment in cultural activity in the city. This can result in the sector not working as effectively together as it could which in turn can lead to loss of investment in the sector.
- 3.9 The City Council is working with the City's Arts & Creative Industries Commission on the development of a new Strategic Framework for Arts & Culture in Brighton & Hove, supported by a resource development strategy that seeks to respond positively and to the financial challenges across the sector, whilst building upon the opportunities within the sector.
- 3.10 The new Strategic Framework will provide a statement of ambition for arts and culture and heritage in Brighton & Hove for the next 10 years, with accompanying resource development strategy.
- 3.11 The Framework will support the delivery of an inclusive and sustainable cultural offer through promoting innovation, collaboration and efficiency within constrained funding environment.
- 3.12 The Framework will focus upon:
- Maintaining and enhancing our international reputation as a leading cultural city for both residents and visitors at a time when funding for arts and culture is scarce
 - Ensuring that the city's cultural offer supports the city's vision and priorities through delivery of the strategic priorities of Brighton & Hove Connected: <http://www.bhconnected.org.uk/>
 - Ensuring that everyone has the opportunity to engage, participate and benefit from the city's diverse cultural offer.
 - Creating a climate where our creative and cultural industries can thrive and contribute to the greater economic potential of the city – as part of a new approach to culturally driven economic growth
 - Develops a more diverse, highly skilled and connected creative workforce that is fully engaged in growing the region's economy and cultural offer.
 - Increasing opportunities for arts and culture to contribute to happiness, health, learning, cultural understanding and wellbeing
 - Enhancing the public realm so it reflects the city's contemporary cultural approach, can accommodate cultural activities, celebrate the city's heritage and enhance the cultural offer to all.
 - Protecting and develop the cultural infrastructure of the city.

3.13 The proposal to develop a new Strategic Framework for Arts & Culture comes at an important time when key projects that will shape the future of the sector are progressing:

- Phase 1 of the Royal Pavilion Estate Capital Programme commenced construction w/c 13th February. Heritage Centre Stage is a bold and significant initiative by the Royal Pavilion & Museums (RPM) and Brighton Dome & Festival Ltd (BDBF) to reunite the historic Royal Pavilion Estate. Phase 1 of this ambitious regeneration of the Royal Pavilion Estate (RPE) will deliver a major restoration of the nationally important Grade I listed Corn Exchange & Grade II listed Studio Theatre to enhance audience comfort & help the building operate more efficiently.
- Policy Resources & Growth committee agreed at their January committee to the creation of a new charitable trust for the city, into which the Royal Pavilion & Museums will be transferred, to safeguard the future of the Royal Pavilion & Museums' sites, collections and services provided for the city in the context of a changing operational and challenging financial environment of reduced council budgets.

Timetable for developing the new Strategic Framework

3.14 The Strategic Framework will be developed in partnership with the Arts & Creative Industries Commission during 2017. Consultation workshops will be held to ensure engagement in the development of the Framework. The draft Strategic Framework will be presented back to Economic Development & Culture Committee in Autumn 2017.

4 ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 Do nothing. There is currently no strategy document to direct investment in cultural activity in the city. This can result in the sector not working as effectively together as it could which in turn can lead to loss of investment in the sector.

5 COMMUNITY ENGAGEMENT & CONSULTATION

5.1 The development of the new Strategic Framework will be overseen by the city's partnership body for the arts and culture sector – the Arts & Creative Industries Commission. This will ensure that there is strong engagement with sector throughout the development process. Wider consultation and engagement events will be held by the Commission as during the strategy development.

5.2 The city's cultural partnership expanded its remit to include the creative industries to become the Arts & Creative Industries Commission in 2012. The partnership has now been in existence for 10 years and continues to be effective as an advocacy and policy voice for a diverse arts, cultural and creative industry sector

- 5.3 It is proposed that the Arts & Creative Industries Commission is reviewed alongside the development of the new Strategic Framework to ensure that the governance of the sector is fit for purpose.
- 5.4 The review will consider the merits of a City Region approach to leading the Arts & Culture sector. This will include consideration of the Greater Brighton devolution proposals which includes a commitment that partners will work with Government to set up a Greater Brighton Creative Industries Council to align local, regional and national organisations to meet the needs of the creative and cultural industries locally. The Greater Brighton Creative Industries Council would have representatives from national organisations including Arts Council England, Heritage Lottery Fund and Creative Skillset as well as local partners including Coast to Capital LEP, our universities, Wired Sussex and leading local businesses.

6. CONCLUSION

- 6.1 The report updates the Economic Development & Culture committee on work being undertaken with the Arts & Creative Industries Commission to develop a new Strategic Framework for Arts & Culture in the City with the aim of supporting our regionally important cultural economy.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 It is proposed that an external specialist will be appointed to develop the Strategic Framework for Arts & Culture. The estimated cost for this work is £20,000. This will be met from within existing revenue budgets.

Finance Officer Consulted: Rob Allen

Date: 10/02/17

Legal Implications:

- 7.2 There are no legal implications directly related to this report.

Lawyer Consulted:

Alice Rowland

Date: 15/02/17

Equalities Implications:

- 7.3 The new Strategic Framework will aim to ensure that everyone has the opportunity to engage, participate and benefit from the city's cultural offer. An equalities impact assessment will be undertaken alongside the development of the Framework.

Sustainability Implications:

- 7.4 None directly related to this report.

Any Other Significant Implications:

7.5 None directly related to this report

SUPPORTING DOCUMENTATION

Appendices:

None

Documents in Members' Rooms

None

Background Documents

None

