

<b>Item No.</b> 11.	<b>Classification:</b> Open	<b>Date:</b> 27 January 2015	<b>Meeting Name:</b> Cabinet
<b>Report title:</b>		Cultural Strategy Progress Report	
<b>Ward(s) or groups affected:</b>		All	
<b>Cabinet Member:</b>		Councillor Dora Dixon–Fyle, Adult Care, Arts and Culture	

**FOREWORD – COUNCILLOR DORA DIXON-FYLE, CABINET MEMBER FOR ADULT CARE, ARTS AND CULTURE**

This report sets out some of the key achievements since the adoption of the cultural strategy in July 2013 as well as setting out the depth and breadth of the council’s support for culture. There is cross-council support for cultural activity through a range of funding streams as well as advice, support and training; networking, facilitating partnership working, information on property matters and advice on funding opportunities external to the council. We make significant investment in culture. During the current financial year, more than £1.3 million of direct funding has been used to support cultural activity whilst new facilities and public art feature strongly in regeneration projects. Activity funded through the arts grants programme alone has engaged with 54,243 young people. Significant work is also undertaken to ensure local people can access employment in the cultural sector and to support Southwark’s new young artists, for example through the council’s emerging artists’ programme; by supporting young people to achieve the Arts Award and encouraging arts grants’ funded organisations to develop young artists.

**RECOMMENDATIONS**

1. That cabinet notes the breadth of support the council gives to the cultural sector in Southwark and the resulting benefits to the community.
2. That cabinet notes action taken to deliver the cultural strategy action plan from its approval in July 2013 to date.

**BACKGROUND INFORMATION**

3. Culture is important to Southwark. The borough is home to one of the country’s most dynamic cultural landscapes which include institutions, organisations and individuals that have local, national and international impact. This cultural offer is a major component in the regeneration of the borough as well as a major contributor to Southwark’s local economy and the council’s good record on community cohesion. The range and quality of our cultural activity helps to consistently place us in the top five London boroughs for successful Arts council funding applications.
4. The 2011 census showed that the cultural sector provides 7% of the borough’s population with employment. This compares favourably to the 3% employed in construction. Culture is also the registered trade of 10% of Southwark’s VAT and PAYE registered businesses.

5. The council invests a significant amount of funding into culture. Information provided by services across the council suggests that at minimum, funding provided for cultural activity in the 2014/15 financial year is £1,302,974. As well as council led activity 59 organisations were in receipt of funding.
6. The council gives broader support for the cultural sector through training, advice and guidance. This vital support leads to a stronger more sustainable sector.
7. The council also provides key cultural facilities and programming for the community through its own developments.
8. The council understands the importance of cultural activity and, following an extensive consultation process, approved a new cultural strategy in July 2013. The strategy has five key themes which were identified as a result of the consultation. These are:
  - **Communicating, connecting and navigating** – This theme addresses the need to improve how the council communicates internally across departments and externally with the cultural sector and partners. It focuses on improving internal communication to secure an improved overview of cultural provision and also supports the cultural sector in navigating through the council's systems.
  - **Platforms, places and spaces** – This theme addresses access to suitable spaces for the production and presentation of work and the longer term role of cultural facilities in areas that are physically changing and being regenerated.
  - **Creativity, quality and innovation** – This theme addresses support for the creation and production of new work, to promote innovation and quality. It involves providing opportunities for new and emerging artists, recent graduates and cultural providers to practice in the borough.
  - **Resilience and sustainability** – This theme addresses the need to support the longer term viability of the cultural sector. It focuses on the practical support and advocacy that the council and other partners provide in terms of training, capacity building, professional development and links to business and enterprise.
  - **People and audiences** – This theme addresses the need to support the cultural sector to increase and diversify audiences, enabling the sector to reach local audiences and to be aware of the changing nature of the population as a result of physical changes in the area. It includes recognising the work that is rooted in local communities, encourages engagement and participation and is accessible to Southwark's diverse communities.
9. A significant amount of work has been completed to deliver these themes since the strategy was adopted. This report sets out some of that work.
10. The cultural strategy is led by the Arts Service with contributions from Heritage, Events and Libraries. There are also further contributions to cultural activity from across the council.

## KEY ISSUES FOR CONSIDERATION

11. The council supports cultural provision in a number of ways including:

- direct funding to creative industries and cultural organisations
- providing advice, support and training to organisations and individuals
- dissemination of information through networking meetings and e-newsletters
- facilitating partnership working between different organisations
- leading on funding applications or being a part of a wider consortia to attract additional cultural funding into the borough
- supporting organisations to obtain temporary and permanent premises
- identifying locations for cultural events and licensing of these when held on Southwark managed land
- ensuring strategic medium and long term cultural planning reflects the needs of creative industries in the future through planning documents, processes and regeneration activity

### Direct financial support

12. Funding provided directly from council funds to support cultural activity.

Housing & Community Services	Cleaner Greener Safer Revenue	8,460
Housing & Community Services	Community Council Fund	14,174
Environment & Leisure	Arts Grant	354,894
Environment & Leisure	Adult Learning ( <i>note 1</i> )	111,000
Environment & Leisure	Culture Space Contract (The Albany)	100,000
Environment & Leisure	Heritage SLG collection storage	21,000
Childrens & Adults Services	Youth service - main grant	54,944
Childrens & Adults Services	Adult Innovation Fund - 2nd yr	108,400
Childrens & Adults Services	CAM	70,000
Childrens & Adults Services	Mind Your own Business Bursary	25,000
Chief Executive's Office	High Streets Fund	89,000
Chief Executive's Office	Healthcare Commissioning	19,900
Chief Executive's Office	Regeneration	190,000
Chief Executive's Office	Events	71,202
Chief Executive's Office	E&L (flood alleviation)	5,000
Chief Executive's Office	Cultural Industries Apprenticeships	60,000
		<b>1,302,974</b>

Note 1: Sub-contracted using funds from the Skills Funding Agency

13. These funds, as well as advisory and guidance support, go some way to enabling the creative industries in Southwark to lever in additional funding. A significant source of this additional funding is Arts Council England which invested £4.9 million into Southwark cultural organisations and events in 13/14.

## **Supporting investment in culture**

14. The strategic approach of the council, together with partnership working and sector expertise, enables significant investment in culture to take place in Southwark.
15. The council's regeneration schemes are key to providing this investment through partnerships with developers and through planning obligations. The ongoing regeneration has recently seen provision for a new building for Theatre Peckham and for a new theatre to be occupied by Southwark Playhouse in Elephant and Castle. Affordable studio provision is also a key consideration for regeneration plans as they move forward.
16. Public art through section 106 agreements negotiated by the planning service and supported by the Arts Service are currently under development and will come to fruition within 2015/16. These include public art works at One Blackfriars (£300,000) and the LBQ Shard/Network Rail scheme (£1.0 Million).
17. Work to create cultural employment opportunities is being undertaken through the development of a consortia funding bid to the Creative Employment Programme (CEP). This is being progressed by the Arts Service, the Local Economy team, Organisational Development and Job Centre Plus. The programme aims to place unemployed young people with arts organisations, either as apprentices (young people aged 16-24 who will undertake training as well as gaining work experience) or interns (short term job opportunities for 18-24 year olds).
18. If the bid is successful, CEP will pay up to £2,000 per apprentice and £2,500 per intern. Additional support of up to £3,500 per participant is available through other sources. The bid will be submitted in February 2015 and, if successful, 10 participants will be recruited between April 2015 and March 2016.
19. The council is also successful at attracting external funds for culture to deliver its own programmes of work. The All About the Band project, a young persons' music project led by the Arts Service was awarded £76,949 of grant funds from the Youth Music Foundation. In addition to this the Heritage Service has recently been awarded £72,000 from Arts Council England to develop a digital format for the collection and deliver the Cabinet of Curiosity outreach initiative whilst the Cuming Museum is closed.

## **Advice and support**

20. In addition to building direct financial support and securing inward investment, the council works with a wide range of organisations to stimulate and expand high quality cultural activity in the borough.
21. Examples of this wider supporting role are set out below and have already been completed as part of the cultural strategy action plan:
  - Working with the property service to establish an online space register for organisations and individuals seeking space to produce and exhibit their work, streamlining the process and establishing a more transparent approach.
  - Commissioning an area based mapping report to establish the Gross Value Added of Creative Industries in Peckham; to inform the Peckham Town Centre regeneration programme. The report is due for publication in February 2015.

- Advising on the development of three major new cultural facilities developments: Theatre Peckham, London Centre of Contemporary Music and Southwark Playhouse.
- Providing advice on a range of public art issues including to the St George Housing Group in relation to an approach to commissioning for a major site as well as giving internal support on the commissioning of the Conrad Shawcross sculpture for Dulwich Park.
- Providing 40 organisations with practical skills and guidance to run their events in public spaces through the Revealed arts and events training programme.
- Hosting and facilitating 125 individual events over the last year, resulting in 186 event days.
- Establishing a monthly arts e-newsletter for dissemination of council related cultural opportunities.
- The development of a draft public art strategy, currently being consulted on with officers prior to wider circulation.
- Establishing a Southwark and Lambeth Culture, Health and Wellbeing Group. This is a strategic group with a membership of key organisations such as Public Health and Guys and St Thomas's Charity, South London and Maudsley NHS Foundation Trust.
- Providing an emerging artists' programme which supports the development of new work as well as offering mentoring opportunities and access to equipment, facilities and expertise for the two selected artists. The programme also offers local people a range of opportunities to engage with the artists and their work.
- Delivery of 72 advisory/development sessions with cultural sector organisations.
- Through the arts grants, funded organisations have engaged with a minimum of 319,828 people, of which 54,243 are young people (0-19), the vast majority of whom live in Southwark.
- Supporting three young people to achieve a Bronze Arts Award and a further three are currently in progress. This award is equivalent to a Level 1 Award in Employability and is part of a suite of Qualifications and Credit Framework (QCF) qualifications designed to assess different skills and characteristics required to gain employment and continue to achieve improvement and effective performance at work.

### **Policy implications**

22. The cultural strategy, agreed in July 2013 sets the policy framework for the council's approach to culture and cultural activity. The key themes of the strategy are set out in paragraph 8 of this report.

### **Community impact statement**

23. As set out under the Equality Act 2010 and the Public Sector Equality duty (PSED) an equalities impact assessment was carried out during the initial development of the cultural strategy. Extensive early consultation was carried out at this stage with internal providers, external groups and residents, and the aims of the strategy are broadly inclusive, and should foster good relations between people from different communities as well as advancing equality of opportunity.
24. The strategy has no clear detrimental impact to any group or protected characteristic as outlined in the Equalities Act or the PSED, and the broad aims and actions programmed are likely to increase participation, representation and

accessibility to cultural provision within the borough. Consultation with both directly funded and active groups, audiences and the wider community is an integral part of delivering this strategy, and data on audiences and visitors is collected for all the directly delivered or funded projects.

## **Resource implications**

### **Financial issues**

25. There are no financial implications as a result of accepting the recommendations set out in this report. The cost of implementing the cultural strategy is contained within existing revenue budgets. Bids for external funding are being submitted subject to capacity to deliver projects and to positively sustain them so that there is a long term cultural legacy.
26. The funding amounts set out in paragraph 12 above, refer to current financial year 2014/15 budgets and do not take into account any budget proposals currently being finalised for 2015/16 and future years. If there are any costs of implementing the financial support that cannot be contained within the funding identified above, alternative funding will be identified before any expenditure is committed.

### **Staffing issues**

27. The cultural strategy is being delivered within existing council resources.

### **Consultation**

28. Extensive consultation was undertaken in 2013 in order to inform the cultural strategy. The findings of the consultation are reflected in the key themes and the action plan. Ongoing consultation on specific issues is being undertaken.

## **SUPPLEMENTARY ADVICE FROM OTHER OFFICERS**

### **Director of Legal Services**

29. This report seeks approval of recommendations relating to the implementation of the cultural strategy action plan.
30. The decision to approve the report recommendations is one which is expressly reserved to the Cabinet under Part B of the council Constitution, and the action plan had been developed following Cabinet approval of the cultural strategy in July 2013.
31. There are no specific legal issues arising from this report, although Cabinet should note that officers will be required to maintain regular consultation with relevant organisations, groups and individuals in order to ensure that the action plan continues to be delivered in line with the key themes of the cultural strategy outlined in paragraph 8 and to inform future policy and cultural activity.
32. Officers should also ensure that the cultural activity generated under the action plan is accessible by all sections of the community, in recognition of the requirements of the Public Sector Equality Duty imposed by the Equality Act 2010.

**Strategic Director of Finance and Corporate Services FC14/0041/FH**

33. The strategic director of finance and corporate services notes the report; any future financial implications will be incorporated into the council’s budget setting and decision making process as these arise.

**BACKGROUND DOCUMENTS**

<b>Background Papers</b>	<b>Held At</b>	<b>Contact</b>
Cultural strategy and action plan	Environment and Leisure Culture, Libraries, Learning and Leisure Arts service	Coral Flood 020 7525 5231
<b>Link:</b> <a href="http://www.southwark.gov.uk/culturestrategy">http://www.southwark.gov.uk/culturestrategy</a>		

**APPENDICES**

<b>No.</b>	<b>Title</b>
None	

**AUDIT TRAIL**

<b>Cabinet Member</b>	Councillor Dora Dixon-Fyle, Adult Care, Arts and Culture	
<b>Lead Officer</b>	Adrian Whittle, Head of Culture, Libraries, Learning and Leisure	
<b>Report Author</b>	Coral Flood, Arts Manager	
<b>Version</b>	Final	
<b>Dated</b>	15 January 2015	
<b>Key Decision?</b>	No	
<b>CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / CABINET MEMBER</b>		
<b>Officer Title</b>	<b>Comments Sought</b>	<b>Comments Included</b>
Director of Legal Services	Yes	Yes
Strategic Director of Finance and Corporate Services	Yes	Yes
<b>Cabinet Member</b>	Yes	Yes
<b>Date final report sent to Constitutional Team</b>	15 January 2015	