

# **Southwark Overview and Scrutiny Committee September 2017**

Creative Southwark: Cultural Strategy 2017 – 2022  
Briefing September 2017

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## Background

1. Southwark is recognised worldwide as one of London's cultural gems. The borough boasts ground breaking creative industries, internationally renowned institutions such as the Tate Modern and Shakespeare's Globe, and a thriving grassroots community based arts scene. All of these create a landscape of opportunity for enriching lives across the borough.
2. Southwark's deep heritage and history is evident across the whole borough, from the sailing of the Mayflower from Rotherhithe in 1620 to the opening of Britain's tallest building in 2012.
3. Today Southwark attracts a vibrant creative cultural community who want to live, work, study and set up businesses here.
4. The council's refreshed cultural strategy celebrates this richness and diversity and sets out a framework that will allow culture to grow and continue to make Southwark the unique place that it is.
5. In 2013 the Council published a cultural strategy covering the period from 2013 to 2018. This strategy was developed in partnership with cultural organisations from across the borough, encompassing all forms of visual and performing arts and including a range of partners from large employers to sole traders.
6. The consultation for this cultural strategy focused on the council's role as a deliverer of cultural activities and as a facilitator between the cultural sector and the council. This strategy was grouped in five cross cutting themes:
  - Communicating, connecting and navigating
  - Platforms, places and spaces
  - Creativity, quality and innovation
  - Resilience and sustainability
  - People and audiences
7. In 2015 a mid-term review of progress of the strategy was conducted with the sector, and showed that over four years strong progress has been made against many of the targets.
8. It also showed that there was a rapid pace of cultural change in Southwark, and because of this a decision was taken in 2016 to refresh and update the strategy to guide cultural development for the next 5 years.

## Details

9. As part of the refresh of the strategy a number of consultation methods were used to engage with residents, key partner organisations and stakeholders.

An e-survey was circulated via council databases and through partners seeking feedback on the key issues for the sector, and focus groups were held with a cross section of external partners and officers to discuss emerging themes of:

- Equality, diversity and widening opportunities
- Business, employment and training
- Libraries and heritage provision

An in-depth face to face survey was completed in which 264 residents participated.

10. The development and implementation of “Creative Southwark” helps to achieve the Council Plan commitment of “increasing access for all to our rich cultural offer”.
11. The newly refreshed strategy entitled “Creative Southwark” was agreed by Cabinet in March 2017.

[http://www.2.southwark.gov.uk/info/100009/leisure\\_and\\_culture/2890/cultural\\_strategy](http://www.2.southwark.gov.uk/info/100009/leisure_and_culture/2890/cultural_strategy)

12. The strategy sets out three themes, and within each of these a number of commitments in order to support cultural development in the borough over the next 5 years.

### **Creative Economy**

Ensuring that Southwark continues to provide the right environment for the creative economy and enables residents to access opportunities for sustainable employment to support a strong highly skilled local economy.

### **Creative Growth**

Ensuring that the cultural needs of existing and new communities are met by retaining viable cultural organisations, and strategically developing cultural venues and creative workspaces.

### **Creative People**

Ensuring that everyone has access to high quality cultural offer regardless of background, knowledge, skills or experience.

13. The Strategy was launched in July 2017 with a round table debate with cultural leaders in the borough in the Tate Modern.

## Commitments

14. **Creative Economy** commitments are to:

- Improve the number of employment opportunities offered through the creative economy in order to support the council target of creating 5,000 jobs by 2018
- Deliver programmes which reduce barriers for Southwark residents to enter into cultural sector training and volunteering
- Advocate for the London Living Wage and union rates for artists in the creative economy
- Increase the amount of creative industry apprenticeships, in order to support the council target of creating 2,000 apprenticeships by 2018
- Support the skills and development needs of creative economy enterprises through training and capacity building
- Support existing networks and enable networking opportunities
- Support and enable businesses to overcome challenges and flourish

15. **Creative Growth** commitments are to:

- Retain viable cultural venues (indoor and out) and creative workspace
- To strategically plan and work with partners to create new cultural venues and workspaces. This supports the council target of achieving 500 new affordable business and creative spaces by 2018
- To work with developers to make informed decisions about the creation of cultural venues and workspaces
- Continue to use Section 106 and CIL to support the provision of cultural assets
- Provide opportunities for the cultural sector to engage in regeneration and planning processes
- Access and promote opportunities for the temporary, meanwhile use of properties.
- To continue to develop libraries, to include flexible spaces, which can host wider cultural and heritage activities

16. **Creative People** commitments are to:

- Deliver cultural opportunities through our libraries, heritage and events programme

- Deliver cultural opportunities for young people to engage with, out of school hours
- Promote digital inclusion and social media for creative means
- Support the development of cultural activities for, and by, all of our communities.
- Enable access to culture for older people.
- Support creative programmes that lead to healthier lives for our residents.
- To improve our communication about cultural activities to residents, especially those activities which are free and low cost.

## Action Plan

17. The ambition of the strategy can only be delivered through a robust and deliverable action plan. It is anticipated that the action plan will be agreed by the Cabinet member for Business, Culture and Social Regeneration by the end of September 2017.

## Governance

18. The strategy will need to be flexible and adaptable and, due to the size and diversity of the cultural sector, it will be impossible to deliver this with a traditional governance or board structure.

It is proposed to hold an annual culture conference, to review progress against the Creative Southwark Strategy and seek shared agreement from the sector on the priorities for the year ahead.

Separately a council officer group will meet every six months to oversee the delivery of the strategy and to develop and deliver against the emerging action plan.

## Funding for the Arts in Southwark

19. One of the key questions for Southwark is determining what impact its continued funding has, both in terms of engagement and participation but also in how this investment attracts external funding.
20. Southwark is one of London's most vibrant and innovative locations for cultural activity, and attracts many new and emerging artists and cultural organisations that offer high quality opportunities for local people to benefit from culture. Many of these organisations operate on limited resources and have multiple funding sources.

21. The council delivers an annual arts grants programme which in 2017-18 had a value of £152,000 and is funding five organisations.

Organisation	Grant 2017/18
CGP London/Bermondsey Artists Group	21,500.00
Blue Elephant Theatre	19,500.00
London Bubble Theatre	28,000.00
South London Gallery	51,500.00
Theatre Peckham	31,500.00
Total	152,000.00

22. The grant programme aims to achieve a number of outcomes noted below but to also be seen as match funding to support investment from other sources.

23. As a requirement of their funding these organisations had to meet a number of criteria:

- Proactively engage with and strive to better understand local audiences
- Encourage engagement and participation, and are accessible to Southwark's diverse communities
- Deliver targeted programmes by age, ethnicity, health & wellbeing, disability etc. for Southwark residents
- Deliver high quality engagement programmes and provide opportunities for local people to witness and participate in high quality cultural experiences
- Transform local areas, makes places more attractive and changes the perception of a place
- Harness the skills of the local community through volunteering

24. Delivery against these criteria is robustly monitored using the performance indicators below. The performance for quarter 1 of 2017-18 is as follows.

<b>Culture Grants Programme Total</b>			
	<b>Project Output</b>	<b>Apr to Jun 17</b>	<b>Annual Target</b>
1	Number of people engaged in the project (participants/audiences/visitors)	56,092	157,653
2	New performances and exhibitions	194	609
3	Number of sessions for education, training or community participation	888	2,518
4	Number of artists employed to deliver programmes and performances	164	213
5	Number of individuals employed who are new to the creative industries, including graduates	44	25
6	Hours of free or low cost space provided to the creative industries	648	2,320
7	Hours of advice, guidance and support provided to aspiring and emergent artists e.g. CV workshops, mentoring, networking events	1,368	2,115
8	Number of young people progressing onto higher education or careers in the creative industries	11	13
9	Number of volunteers supporting the project/s funded	74	95
10	Number of work places/apprentices	23	28
11	Number of networking opportunities for the creative industries	9	30

25. In addition to the arts grants the council provides £235k of funding for cultural events annually such as the Bermondsey Carnival and the annual fireworks display. All activities supported through this funding stream are focused on celebrating and engaging with local communities across the borough.
26. There are a number of other funding sources supporting the arts within the borough from national organisations such as the Arts Council England (ACE), trusts and foundations, private developments.
27. 19 organisations in the borough are National Portfolio Organisations (NPOs) and receive core funding from ACE. The current NPO funding runs from 2018 to 2022. The total value of this funding from 2018 – 2022 in Southwark will be £31,222,000.

28. ACE also supports the arts with one off grants under the “Arts for All” scheme. In 2015-16 the value of these grants to organisations in Southwark was £1,200,00 across 83 different organisations with grants ranging from £2,500 to £58,645.
29. Arts organisations in the borough also benefit from funding from charitable organisations such as the Big Lottery Fund, the Heritage Lottery Fund, the Esmee Fairbairn Foundation and the Paul Hamlyn Trust.

### **Cultural services in the council**

30. Leisure Department has staff working in the following services areas to support Creative Southwark:

- Libraries
- Heritage
- Arts
- Events
- Youth services

These services were recently reorganised in order to integrate them into a single Cultural Services division. This acknowledges the role that these services fulfil and ensures that the work of the whole team is focused on the delivery of Creative Southwark in a coordinated manner.

31. Supporting cultural development in the borough extends beyond the Culture Services division and strong links have been developed with Regeneration and Education in terms of delivering wider Social Regeneration.

The culture and regeneration teams work together to ensure that cultural outcomes are embedded in regeneration schemes across the borough. This is reflected in the number of new cultural facilities that have been built and those planned as part of current programmes.

Examples of this are seven new theatres (either refurbishment or brand new facilities), increased studio provision, and significant educational institutions such as Mountview Academy and the Central School of Ballet locating in the borough.

32. The public realm is being improved by ensuring that the highest quality public art is included in new development schemes particularly in the major high profile developments such as One Tower Bridge and 1 Blackfriars.