

<b>Item No.</b> 11.	<b>Classification:</b> Open	<b>Date:</b> 12 March 2019	<b>Meeting Name:</b> Cabinet
<b>Report title:</b>		Free Primary School Visits to the Theatre Programme	
<b>Ward(s) or groups affected:</b>		All	
<b>Cabinet Member:</b>		Councillor Rebecca Lury, Deputy Leader and Cabinet Member for Culture, Leisure, Equalities and Communities	

## **FOREWORD - COUNCILLOR REBECCA LURY, DEPUTY LEADER AND CABINET MEMBER FOR CULTURE, LEISURE, EQUALITIES AND COMMUNITIES**

The creative industries is the fastest growing sector of the UK economy, employing over 130,000 in high skilled jobs, and contributing £19.5billion gross value added (GVA) to the economy.

We are extremely lucky to be a borough that benefits so much from its creative community. From Shakespeare's Globe, to The Bridge, Theatre Peckham and The Blue Elephant, to South London Gallery, the University of Arts London, Dulwich Picture Gallery and the Art Academy, sitting alongside the council's free fireworks display, Bermondsey Carnival, Camberwell Fair and so many other events that celebrate the diversity of our communities across Southwark.

We know that the benefits of a rich cultural environment are significant, bringing together social and generational groups, increasing interactions amongst communities, and providing a way to share knowledge and skills.

Our programme to introduce a free trip to the theatre for every primary school child embodies our approach and commitment to recognising the importance that culture plays in creating and sustaining our Borough. With over 20,000 primary school age children in our Borough, we are playing our part in opening the doors to them to new experiences and broadening their horizons.

### **RECOMMENDATIONS**

1. That cabinet agrees the proposed approach for developing a targeted programme to deliver the council plan target to:

*'Ensure every primary child gets a free visit to the theatre every year.'*

### **BACKGROUND INFORMATION**

2. Southwark has a reputation as a borough of creativity, innovation, and opportunity. Uniquely catered for, alongside Shakespeare's Globe sit small experimental theatres in the heart of our diverse communities such as Blue Elephant and Theatre Peckham, and brand new contemporary performance spaces such as The Bridge. In addition Southwark is home to the Unicorn, the

UK's leading professional theatre for young audiences, and the borough is fast becoming known as a destination for off-West-End theatre.

3. At a time when the pressures on young people are perhaps greater than they have been before, and the challenges faced by massive cultural and technological shifts, climate change, and political upheaval are immense, what we need is a rising generation who can use their heads to solve those problems but also their imaginations.
4. Theatre, particularly theatre for children, fires the imagination; it gives our children the skills and the creativity necessary to face the world, to understand it and perhaps to change it too, discovering their own voice, growing in confidence and develop empathy.
5. It is now widely understood that early cultural interventions, such as this programme, can shape outcomes in later life. It's highly likely that providing arts engagement for very young children will have a significant impact on their engagement and aspirations in later life. Whilst there is undoubtedly increasing pressure on young people and schools to achieve outstanding exam results, fortunately many schools can still see the value of creativity.
6. Understanding how local schools currently engage with theatres is paramount, and after consulting with head-teachers, theatres and other local authorities we have developed a programme that sits on a solid foundation, connects our schools, theatre and communities and can provide a long-lasting legacy beyond its funding term.
7. With 19 theatres in Southwark and 30 located within easy access of our schools, this programme will match these theatres with the 19,789 state funded primary students, 75 home schooled children, 481 looked after children in Southwark and children who are schooled at the Hospital and Home Tuition Sick Children's Service at Kings College and Evelina hospitals.
8. Some schools are already active theatre goers but many are not. This programme opens up theatre visits to those schools that do not have established sustainable funding streams such as PTAs or trusts and foundations.
9. The programme supports head-teachers who have told us they want to take children on trips during school hours, help them access Transport for London's free travel schemes, connect them with theatres that can support the curriculum, support ESOL students and provide free tickets for chaperones.
10. Schools are keen to build relationships with local theatres for opportunities to see West End shows. This programme will support this and recognise that different year groups require different types of performances.
11. Although there are existing relationships between some schools and local theatres, not all produce content that is suitable to primary school aged children. This programme will support theatres to provide the right content, timings and format appropriate for the target age group.
12. This programme will complement existing provision by theatres supporting a legacy beyond 2022.
13. Local authority models from elsewhere (Newham and Lewisham) have both delivered similar programmes inviting school groups to attend a specific performance during a given timeframe. In both cases it was acknowledged that

not every school child nor indeed some of the less easily engaged schools were reached using the approach.

14. We believe Southwark's approach will be a first and offer a more flexible approach allowing schools and theatres the space to build new and long-term relationships.

### **Programme aims**

15. Considering the above findings, the aims felt to be most important to Southwark theatres and primary schools in developing the programme are:
  - To ensure every primary child gets a free visit to the theatre every year.
  - To support Southwark's theatres existing work and encourage development of a meaningful programme that facilitates a legacy of on-going relationships with schools.
  - Further deliver the council's culture strategy, Creative Southwark.

### **KEY ISSUES FOR CONSIDERATION**

#### **Recommended delivery model**

16. A single service solution for school years one to six will be created to facilitate access to free tickets to theatre productions in Southwark and beyond.
17. An extension to include reception years will be reviewed as the scheme progresses.
18. A branded digital platform will be created that will promote and bring all the opportunities for Southwark schools together in one place. The platform will tie in to Southwark Presents, providing long-term post programme legacy.
19. The platform will connect schools and theatres, identifying and matching existing free and discounted theatre ticket schemes and current uptake from schools, and identifying gaps and we know that both schools and theatres will benefit from the economies of scale, providing better value if cheaper tickets are secured.
20. The programme will expressly work with schools that do not have a history of visiting the theatre and those in areas of high deprivation. Resources will be focused on these non-active theatre going schools ensuring they benefit and are financially supported where needed.
21. The programme will provide opportunities for schools and theatres to explore other activity such as backstage tours, visit to schools by actors and directors talks.
22. The programme will aim to work with theatres and productions that support the highest standards for the UK theatre industry as set out by various unions such as Equity and BECTU. This will be clearly set out in any contracts for the programme.
23. A robust monitoring and evaluation framework will be developed to capture and analyse uptake and feedback from children, teachers and theatres, and track children's engagement with over time to track longer term impacts such as the

number of children entering creative subjects, further education or creative careers.

### Policy implications

24. The proposed Free Primary school visits to the theatre programme supports by two policy frameworks:
  - Southwark's Council Plan 2018 to 2022
  - Southwark Council cultural strategy Creative Southwark 2017 to 2022.
25. Southwark Council Plan describes our vision for the borough. It sets out our priorities for the next four years, and the commitments that we have made to the people of Southwark.
26. Guided by our values, and shaped by our context this Council Plan presents a set of commitments which will help us achieve our vision of a fairer future for all. The Council Plan sets out these commitments across eight themes:
  - A place to call home
  - A place to belong
  - A greener borough
  - A full employment borough
  - A healthier life
  - A great start in life
  - A safer community
  - A vibrant Southwark.
27. A vibrant Southwark highlights that Southwark is an exciting and diverse borough which is vibrant and full of energy, rich in culture and showing off its artistic talents to the millions who visit every year and want to make sure that it is accessible for all and open to all.
28. The proposed programme delivers a commitment in the theme of A vibrant Southwark to 'Ensure that every primary child gets a free visit to the theatre every year.'
29. Creative Southwark, the council's cultural strategy 2017 to 2022 sets out our vision to place culture and creative industries at the heart of our priorities, shaping the context and delivering a range of programmes that support our long-term ambition of Southwark being the first choice for people to live, work, study and visit.
30. The proposed Free Primary school visits to the theatre programme further delivers Creative Southwark, by supporting:
  - Creative People
    - Commitment 2 *'Deliver cultural opportunities for young people'*
    - Commitment 7 *'Improve communication about cultural activities'*
  - Creative **Growth**
    - Commitment 1 *'Retain viable cultural venues'*
  - Creative **Economy**

- Commitment 2     ‘Reduce barriers into creative careers’  
 Commitment 6     ‘Support existing networks’

**Community impact statement**

31. The council wants Southwark to be a fairer borough and aim on brokering partnerships to achieve Southwark’s enormous potential and securing our cultural and creative landscape for generations to come.
32. An initial analysis (see Appendix 1) has been carried out in terms of the potential equalities and health impacts of the proposed programme.
33. Based on the information in this report, the initial equality and health analysis demonstrates that the policy shows no potential for discrimination and you have taken all appropriate opportunities to advance equality of opportunity and foster good relations between people with different protected characteristics.
34. Due to the nature of the programme and the involvement of partners in this process, the proposals set out in this report are likely to create only positive impacts and benefits.
35. However, whilst it is unlikely that roll out will have anything other than positive impacts for the community, there may be accessibility and parity issues regarding which schools engage and more importantly don’t, therefore a further Equalities and Health Analysis will be carried out once this level of detail is clearer. The table below outlines further actions:
- 36.

<b>Further actions</b>			
Based on the initial analysis above, please detail the key mitigating actions or the areas identified as requiring more detailed analysis.			
<b>Number</b>	<b>Description of issue</b>	<b>Action</b>	<b>Timeframe</b>
1	It is unlikely that the programme will have anything other than positive impacts for the community, there may be accessibility and parity issues regarding which schools engage and more importantly don’t	A further Equalities and Health Analysis will be carried out once this level of detail is clearer	Once implementation approach has been agreed.
2	Programme is designed to be open to all primary school children aged five to eleven	Ensure a range of productions suiting different age groups are available, and monitor uptake across age groups	Once implementation approach has been agreed.
3	Potential issues around access at smaller/older theatre venues	Full access assessments to be completed for participating theatres so these can be clearly communicated with	Once implementation approach has been agreed.

Further actions			
Based on the initial analysis above, please detail the key mitigating actions or the areas identified as requiring more detailed analysis.			
Number	Description of issue	Action	Timeframe
		schools in advance of organising a visit	

### Financial implications

37. The estimated cost of implementing this programme is £500,000 over a three-year period. This is based on a half year delivery of £100k in 2019-20 and £200,000 per year in year 2 & 3 to cover complete delivery.
38. A commitment of £100,000 has been agreed by cabinet, subject to Council Assembly approval, as part of the council's budget process for 2019-20. A further commitment of £100,000 for this programme has been identified from 2020-21 onwards which would need to be agreed as part of the council's budget setting process for 2020-21. This, once approved by council would equate to a total budget of £200,000 from 2020-21 as shown below.

Year		£ 000's	Cumulative Budgets £000's
2019/20	Commitment agreed as part of 2019/20 Budget Process	100	100
2020/21	Commitment to be included for 2020/21 Budget Process	100	200
2021/22	Funding approved in 2020/21		200
	<b>Total Proposed Budget</b>		<b>500</b>

39. Resources to deliver the programme will be sourced internally or via a third party with all options being considered to ensure best value high quality service to schools.
40. As stated in the Fairer Future Procurement Strategy early and timely political input will be sought when assessing options and before a decision is taken about the external procurement of the services.
41. Regardless of delivery mechanism external sponsorship will be sought in order reduce the level revenue the council is investing in this programme.
42. Staffing and any other costs connected with this programme will need to be contained within existing departmental revenue budgets.

### Consultation

43. Officers have carried out research and consultation to scope options for delivering a programme. Research and consultation activities have included:

- Mapping existing theatres and primary schools
- Survey with theatres to understand existing offers and engagement with schools
- Roundtable with theatres in the borough
- Consultation with Primary School's Head-teacher's forum
- One to one meeting with Southwark Theatre Education Partnership
- Desk research on comparable theatre and primary school ticket schemes
- One to one meetings with other local authorities with similar schemes.

## **SUPPLEMENTARY ADVICE FROM OTHER OFFICERS**

### **Director of Law and Democracy**

44. This report seeks approval of the development of a targeted programme to deliver the council plan target to ensure that every primary school child gets a free visit to the theatre every year.
45. Under Part B of the council constitution the cabinet is responsible for formulating the council's overall policy objectives and priorities. Accordingly the recommendation to develop the targeted programme is reserved to cabinet.
46. Cabinet's attention is drawn to the Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010, and when making decisions to have due regard to the need to eliminate discrimination, harassment, victimisation or other prohibited conduct, and to advance equality of opportunity and foster good relations between persons who share a relevant protected characteristic and those who do not share it. The community impact statement at paragraphs 30-34 sets out the consideration that has been given to equalities issues which should be considered when approving the recommendation, and includes reference to an Equality and Health Analysis which has been previously undertaken and which is contained in Appendix 1 to this report.
47. Paragraphs 41 and 43 confirm the additional consultation undertaken which should be considered by cabinet when approving the recommendation. Consultation on the programme should be updated on a regular basis for the purpose of monitoring the effectiveness of the programme and to assist future decision making in this area.

### **Strategic Director of Finance and Governance (FC18/034)**

48. This report seeks the cabinet to approve the proposed approach for developing a targeted programme to deliver the council plan target to *'Ensure every primary child gets a free visit to the theatre every year.'*
49. The strategic director of finance and governance notes that the costs associated with this contract is expected to be funded as detailed in the financial implications.
50. Staffing and any other costs connected with this contract will need to be contained within existing departmental revenue budgets.

## BACKGROUND DOCUMENTS

Background Papers	Held At	Contact
Southwark Council Plan 2018 to 2022	Chief Executives Office/Strategy and Partnerships	Stephen Gaskell 020 7525 7293
<b>Link:</b> <a href="https://www.southwark.gov.uk/council-and-democracy/fairer-future/council-plan">https://www.southwark.gov.uk/council-and-democracy/fairer-future/council-plan</a>		
Southwark Council cultural strategy, Creative Southwark 2017 to 2022	Environment and Leisure/Culture	Paul Cowell 0207 525 0857
<b>Link:</b> <a href="https://www.southwark.gov.uk/culturalstrategy">https://www.southwark.gov.uk/culturalstrategy</a>		
Maps showing Southwark state funded primary schools and theatres and Southwark state funded primary schools and theatres and Indices of Multiple Deprivation 2015	Environment and Leisure/Culture	Paul Cowell 0207 525 0857
<b>Link:</b> <a href="http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4">http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4</a>		
Southwark Primary Schools data	Environment and Leisure/Culture	Paul Cowell 0207 525 0857
<b>Link:</b> <a href="http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4">http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4</a>		
Southwark theatres data	Environment and Leisure/Culture	Paul Cowell 0207 525 0857
<b>Link:</b> <a href="http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4">http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4</a>		
Existing theatre and Primary School schemes data	Environment and Leisure/Culture	Paul Cowell 0207 525 0857
<b>Link:</b> <a href="http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4">http://moderngov.southwark.gov.uk/ieListDocuments.aspx?CId=302&amp;MId=6088&amp;Ver=4</a>		

## APPENDICES

No.	Title
Appendix 1	Initial joint Equality and Health Analysis

## AUDIT TRAIL

<b>Cabinet Member</b>	Councillor Rebecca Lury, Deputy Leader and Cabinet Member for Culture, Leisure, Equalities and Communities	
<b>Lead Officer</b>	Fiona Dean, Director of Leisure	
<b>Report Author</b>	Paul Cowell, Culture and Events Manager	
<b>Version</b>	Final	
<b>Dated</b>	26 February 2019	
<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 Law and Democracy	Yes	Yes
Strategic Director of Finance and Governance	Yes	Yes
<b>Cabinet Member</b>	Yes	Yes
<b>Date final report sent to Constitutional Team</b>		28 February 2019