

North Tyneside Council

Report to Council

Date: 24 September 2015

ITEM 5

Title: The North East of England's Case for Culture

Portfolio(s): Leisure, Culture and Tourism

Cabinet Member(s): Cllr Eddie Darke

Report from Service

Area: Environment, Housing and Leisure

Responsible Officer: Phil Scott, Head of Environment, Housing and Leisure (Tel: (0191)6437295)

Wards affected: All

PART 1

1.1 Executive Summary:

The *North East of England's Case for Culture* is a positive statement of ambition for the next 15 years, building on the strengths of the region's diverse communities and pointing to the opportunities for further investment in arts and heritage right across the North East.

The Case for Culture was launched on 29 July 2015 with the support of the Association of North East Councils (ANEC), Arts Council England (ACE), Historic England and the region's five universities. It outlines five aspirations relating to participation and reach; children and young people; talent and progression; economic value; and distinctiveness and innovation, as the basis for recognising the existing strengths of the arts and heritage offer in the region, and the platform for further growth.

In order to achieve these aspirations the continuation of the North East Culture Partnership (NECP), and its development as a formally established organisation, is seen as vital to provide a voice for the cultural sector in the North East.

1.2 Recommendation(s):

It is recommended that Council welcomes the report and expresses its support for the aspirations as outlined in the North East of England's Case for Culture.

1.3 Forward Plan:

Twenty eight days notice of this report has been given and it first appeared on the Forward Plan that was published on 24 August 2015.

1.4 Council Plan and Policy Framework

This report relates to the following priorities in the 2014/18 Our North Tyneside Plan:-

Our Places

Investing in high quality infrastructure across the borough to provide excellent recreational facilities for residents and visitors

Our Economy

Promoting the heritage and culture of North Tyneside as a key aspect of economic regeneration

1.5 Information:

1.5.1 Background

1.5.2 Since its inception in 2013, the *Case for Culture* consultation process has involved over 1,000 people, reaching out beyond the cultural sector to business networks; local authorities; health professionals; organisations working with children and young people; black and minority ethnic communities; and the region's large constituency of individual artists, freelance workers and creative practitioners.

1.5.3 An overwhelmingly positive message has come back from the consultations, resulting in five key aspirations, through to 2030, along with a range of project ideas which will illustrate the value and impact of cultural investment.

1.5.4 The *Case for Culture* draws upon a significant and growing body of evidence that investment in culture has wider benefits in terms of the economy, health and well-being, child development and encouraging creativity. The five aspirations have specific targets, utilising existing Department for Culture, Media and Sport (DCMS) Taking Part survey data as a baseline, to measure the increased engagement of people in culture over the next fifteen years.

1.5.5 The stated targets are:-

- to lead nationally in participation in culture, reaching an extra 500,000 people per year;
- to extend reach by another 285,000 children and young people per year;
- to work with the creative industries to double the 70,000 jobs in the sector by 2030.

1.5.6 In addition, the document stresses the need for collaboration to achieve these targets, setting out four areas in which that collaboration needs to be focussed in order to be successful:-

- Continuation of the North East Culture Partnership (NECP) as a more formally established organisation to provide a voice for the cultural sector in the North East;
- Work with central government, national bodies, as well as local authorities and Local Enterprise Partnerships, to ensure that the voice of culture is heard in areas of legislation, policy, practice and funding;
- Use investment in the region to lever in further funds, with a target of £300m over the next five years to match the estimated £100m investment already committed for new projects;
- Encourage everyone working in the sector to use the *Case for Culture* to make a case for investment in their plans and ambitions.

1.5.7 The role of the North East Culture Partnership (NECP) is unique in bringing together all of the North East's local authorities with representatives from the cultural sector, the region's universities, the further education sector and the business community. No other English region has such an organisation. The opportunity such a partnership provides is

to help influence and guide investment decision making, as well as providing an important vehicle for communicating what the region has to offer.

- 1.5.8 Having launched the *Case for Culture* within the region it is now the intention of the North East Culture Partnership to take the discussion to the next level and host a national launch at the House of Commons on 4 November 2015. It is hoped that, at a critical point in the national and local government budget and financial planning cycle, such an event will keep the case for investment in culture high on the political agenda, in spite of ongoing austerity and pressure upon local authority budgets.

1.6 Decision options:

The following decision options are available for consideration by Council:

Option 1

To support the recommendations and endorse the *North East of England's Case for Culture* aims and aspirations.

Option 2

Not to endorse the recommendations.

Option 1 is the recommended option.

1.7 Reasons for recommended option:

Option 1 is recommended for the following reasons:

Support for the *North East of England's Case for Culture* will continue the regional momentum for outlining the benefits of investment in the cultural sector and strengthen the region's voice in national discussions.

1.8 Appendices:

None.

1.9 Contact officers:

Steve Bishop, Senior Manager, Cultural Services, tel. (0191) 643 7410
Alison Campbell, Strategic Business Partner, tel. (0191) 643 7038

1.10 Background information:

The following background papers have been used in the compilation of this report and are available at the office of the author:

- (1) *The North East of England's Case for Culture* (ANEC 2015)
<http://www.case4culture.org.uk/wp-content/uploads/2015/07/longer-document.pdf>

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

The Authority makes no direct payment to the NECP, which is currently funded through ANEC to whom the Authority does provide funding. At this stage no additional funding has been requested to support the continuation of NECP. As such there are no direct financial or resource implications arising from this report.

2.2 Legal

There are no direct legal implications arising from this report.

2.3 Consultation/community engagement

2.3.1 Internal Consultation

Culture and Leisure Sub Committee 24 February 2015

http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=559013

2.3.2 External Consultation/Engagement

Detailed conversations with a wide range of stakeholders across the region available on the website here <http://www.case4culture.org.uk/consultation/>

2.4 Human rights

There are no direct human rights implications arising from this report.

2.5 Equalities and diversity

Equality and diversity issues were considered as part of the consultation process and the organisations engaged are indicated in <http://www.case4culture.org.uk/consultation/>

2.6 Risk management

The risk of lack of investment in culture resulting in poor economic growth, limitations on the health and well being of the population and restrained child development is mitigated by the document itself. In addressing the benefits of investment in culture the document seeks to avoid these risks.

2.7 Crime and disorder

There are no direct crime and disorder implications arising from this report.

2.8 Environment and sustainability

There are no direct environment and sustainability issues arising from this report.

PART 3 - SIGN OFF

- Deputy Chief Executive x
- Head(s) of Service x
- Mayor/Cabinet Member(s) x
- Chief Finance Officer x
- Monitoring Officer x
- Head of Corporate Strategy x