

27th January 2020

ARTS & CULTURE

Purpose of Report

To seek the MCA's support for the development of a programme of work to further evolve the arts and cultural sectors in South Yorkshire.

Thematic Priority

Whilst this issue is a Mayoral priority, it aligns with the following Strategic Economic Plan priorities:

- Attract investment from other parts of the UK and overseas, and improve our brand.

Freedom of Information and Schedule 12A of the Local Government Act 1972

The paper will be available under the Combined Authority Publication Scheme.

Recommendations

That the Members of the MCA:

- Agree to support the development of a programme of work to further evolve the arts and cultural sectors in South Yorkshire.
- Support the Mayor's intention to appoint an Arts and Culture Commissioner and Project Director to take forward the work.

1. Introduction

- 1.1** Despite the potential of art, culture and heritage to contribute to the regional economy, sustainable jobs, urban centre regeneration and social cohesion, there is more we can do collectively to support, grow and benefit from the opportunity.

Whilst there are significant strengths and opportunities in the region the broad story of the Sheffield City Region visitor economy, arts and culture offer is that participation and engagement rates of our communities is too low, that the region is undercapitalised in terms of investment from bodies such as the Arts Council, there are too few projects of scale, there has been limited collaboration to date and the offer is not promoted effectively.

- 1.2** The Mayor intends to appoint an Arts and Culture Commissioner for South Yorkshire, who will provide visible and ambitious leadership in addressing these challenges over a two-year period.
- 1.3** Following the Commissioner's appointment, SCR will work to establish a project team, including a Project Director, supporting the Commissioner. Working in close partnership with our Local Authority partners and key art and culture organisations, the Commissioner will

progress the development and delivery of an art and culture work programme that takes full advantage of the significant strengths and opportunities in this field.

2. Proposal and justification

2.1 The Mayor is intending to appoint an Arts and Culture Commissioner for South Yorkshire, to focus on some or all of the following themes over a two-year period:

- Leadership and governance .
- Identifying and developing, to investment readiness, a number of signature capital investment projects of scale.
- Promotion and branding of cultural assets and experiences.
- Leveraging business community investment in the arts.
- Exploring funding models and opportunities to support capital and revenue projects
- Spearheading the development of a City of Culture bid for South Yorkshire - or developing a bespoke programme.

2.2 The appointment and work of the Arts and Culture Commissioner and their team will not replace or duplicate the work the South Yorkshire Authorities or individual arts, culture and heritage organisations are already doing. This work programme will create capacity to prioritise shared ambitions, develop ambitions for projects crossing Local Authority borders and maximise resources and impact.

A number of workshops have taken place with representatives across South Yorkshire that have directly informed the proposed work programme.

2.3 The Commissioner be able to capitalise on a number of significant regional opportunities:

- The collective view of representatives from key South Yorkshire cultural organisations, which emerged through two art and culture roundtable events is that the sector is under-funded but over-delivering, i.e. delivering great outcomes and extraordinary experiences with very limited resources.
- South Yorkshire saw a 40% increase in the number of Arts Council National Portfolio Organisations for the 2018-2022 period to 21, up from 15 for 2015-2018. In real terms this meant an increase of funding from £11,278,953 to £21,185,504.
- Opportunities exist around a number of cultural and heritage assets across the region.

2.4 The Commissioner and their work programme will also start to address a number of identified issues that South Yorkshire is facing: For example,

- Barnsley, Doncaster and Rotherham were all classed as 'least engaged' in arts and culture across England according to the Active People survey from 2010. The Active Lives Survey from 2015-17 shows that art and cultural engagement across SCR is below national average. More recent data from the Taking Part survey 2018/19, although not broken down by Local Authority, confirms that art participation rates continue to be lower in the Midlands and North of England compared to the East, South West and South East.
- South Yorkshire also underperforms in terms of visitor numbers, nights and spent, compared to other Northern regions (e.g. Leeds City Region, Greater Manchester and Liverpool City Region) according to the Great Britain Tourism Survey.
- As the traditional role of the high street and town centre changes there is a recognition that we need to diversify the use of our urban centres. Our urban spaces lack exhibition and venue spaces of scale. Investment in these spaces can be a driver of more vibrant centres.

3. Consideration of alternative approaches

- 3.1** The art and culture sector within South Yorkshire are supported by the strategies and resources drawn from the public sector, the private sector and arts and culture organisations. This will continue to provide for a functioning arts and culture sector.

4. Implications

4.1 Financial

This work will be resourced by £415k of the Mayoral Capacity Fund to support the delivery of this programme of work between April 2020 until May 2022.

4.2 Legal

At its meeting on 17th December 2018, the MCA delegated authority in respect of approving and managing Mayoral Capacity Funding spend to the Head of Paid Service, in consultation with the Mayor. The power (vires) to incur expenditure in this area is the MCA's powers contained in s. 144 Local Government Act 1972 (power to encourage visitors etc.).

4.3 Risk Management

Not appointing an Art and Culture Commissioner will result in missed opportunities to increase community participation, progress shared ambitions regarding cultural assets and stimulating the visitor economy.

Any projects developed as part of this new workstream will be assessed and managed through the approved Risk Management process.

4.4 Equality, Diversity and Social Inclusion

The SCR will follow an open recruitment process to appoint a Commissioner and Project Director. The delivery of an art and cultural workstream will have wide reaching benefits for SCR communities.

5. Communications

- 5.1** A recruitment campaign for the Commissioner and Project Director is ready to be launched and a strategic communications plan for Art and Culture is being produced and implemented for the 2020/21 financial year.

6. Appendices/Annexes

- 6.1** None

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Background papers used in the preparation of this report are available for inspection at: 11 Broad Street West, Sheffield S1 2BQ