

**Chief Executives' Group – North Yorkshire and York
28 August 2019**

A Cultural Strategy for North Yorkshire – progress report

1 Purpose of the Report:

To update Chief Executives in respect of work to develop a new Cultural Strategy for North Yorkshire and to seek match funding contributions towards the commissioning of consultants to deliver this work in line with the attached brief.

2 Background

2.1 At the York and North Yorkshire Chief Executives meeting of November 2018 it was agreed to progress work to develop a new Cultural Strategy for North Yorkshire which would link closely to the City of York Cultural Strategy being developed at that time. This report provides an outline of progress to date and seeks a financial contribution from partners to match funding from Arts Council England for the development and completion of a Cultural Strategy for North Yorkshire.

2.2 At the November 2018 meeting of Chief Executives were asked to nominate representatives to sit on the North Yorkshire Cultural Strategy Working Group. Nominations were duly agreed and in December 2018 the group was formed having now met a total of four times. During this time the Group has;

- identified a range of key issues shared by all partners relating to the provision of culture,
- undertaken an initial audit of key cultural assets across North Yorkshire,
- agreed the scope and principals for the development of a new cultural strategy for North Yorkshire,
- developed a draft brief for the delivery of a new Cultural Strategy, including stakeholder engagement, consultation and drafting,
- consulted with Arts Council England in respect of their new 10 year plan,
- considered the implications for culture in the emerging Local Industrial Strategy,
- identified mechanisms to engage with the development of market towns through a study currently being developed by the Local Enterprise Partnership,
- begun to engage with colleagues in Public Health in respect of developing improved linkages between culture, public health and economic development,
- engaged with the Heritage Lottery Fund in respect of new funding programmes and strategy for Heritage,
- engaged with City of York Council to consider linkages with the emerging York Cultural Strategy.

- 2.3 Since its formation the Working Group membership has been expanded to include Arts Council England, Scarborough Museums Trust and Rural Arts North Yorkshire, alongside existing members which include representatives of District Councils, National Parks Authorities, NYCC, North Yorkshire Libraries Service, and Community First Yorkshire.

3 Scope and brief for the development of a new Cultural Strategy:

- 3.1 The Cultural Strategy Working Group has carefully considered the scope and principles for a new Cultural Strategy for North Yorkshire and these have been used to inform the development of the attached brief with the intention to commission an organisation to undertake this work.

The four central aims for the development of this work are as follows:

- i. To articulate an ambition which seeks to ensure that cultural provision in North Yorkshire is of the highest quality, has the widest reach and will raise the profile of the County as a place in which to live and invest.
 - ii. To promote the development and value of participation in culture and its benefits in terms of social cohesion, public health, learning and social mobility.
 - iii. To promote the value of culture as a mechanism for shaping places and delivering local prosperity and economic growth.
 - iv. To create a strategic framework which links the development of Culture in North Yorkshire to the aspirations of key funding partners including Arts Council England, National Lottery Heritage Fund and the Local Enterprise Partnership.
- 3.2 The successful consultant will be asked to complete a baseline analysis of Culture in North Yorkshire and to consult widely with the cultural community and its stakeholders in order to identify local ambitions and opportunities. The finished work will be an overarching document which outlines the headline ambitions of the County as a whole but also reflects the needs and aspirations of all partners and is flexible enough to be used as a stand-alone strategic document or as a strategic accompaniment to Local Cultural Strategies or Plans as they are developed by Local Authorities in North Yorkshire.
- 3.3 The work will link closely with the City of York Cultural Strategy as well as with aspirations for Culture in Leeds City Region and will help to support the development of a bid for a new tourism action zone in the region as part of the Government's new tourism sector deal.

4 Funding

- 4.1 The North Yorkshire Cultural Strategy Working Group is now seeking to commission an appropriate organisation to develop the strategy. To support this Arts Council England have indicated potential funding of £8,000 subject to

match funding from partners. This paper proposes that NYCC contribute £5,000 and each District Council, and National Park Authorities (jointly) contribute a further £1,000 to create a total pot of £20,000. This would be comparable to the initial costs of development of the York Cultural Strategy.

- 4.2 It should be noted that both Selby District and Scarborough Borough Councils are in the process of developing local strategies with support from ACE and it will therefore be necessary to ensure that work to engage with the local cultural sector is not duplicated and aligns with the work taking place across the County. In recognition of this some form of shared funding arrangements and cooperation may be required and initial conversations have taken place with a view to facilitating this.
- 4.3 The overall commission will be overseen by the working group who will report progress to Chief Executives.

5 Recommendations

- 5.1 Chief Executives are asked to provide feedback on the contents of this report and attached draft consultant's brief (appendix 1) and;
- 5.2 That the Chief Executives agree to provide match funding subject to the Arts Council England funding being available. The amounts proposed are that North Yorkshire County Council contributes £5,000 and each District Council and National Park Authorities (jointly) contributes a further £1,000 to create a total pot of £20,000.

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North Yorkshire County Council
August 2019

Appendices

Appendix 1 – Draft consultant's brief

A brief for the development of a new Cultural strategy in North Yorkshire

1.0 Introduction

- 1.1 This document outlines a brief for the development and completion of a new Cultural Strategy for North Yorkshire and seeks proposals for the delivery of the work to achieve this. The brief highlights the broad scope of the work as agreed by partners and the expectations of the North Yorkshire Culture Working Group who will oversee this commission. Organisations are asked to respond to the brief by providing a short methodology, including timescale and costs and demonstrate relevant experience and aptitude for this work.
- 1.2 This contract will be let on the basis of a fixed price and proposals will be judged primarily on quality and fit with the expectations of the steering group and cultural stakeholders.
- 1.3 The North Yorkshire Culture Working Group consists of representatives of each of North Yorkshire’s District Councils and National Park Authorities and also includes the Arts Council England (who are part funding this work), Community First Yorkshire, Scarborough Museums Trust and Rural Arts North Yorkshire.

2.0 Purpose and agreed scope of the work:

- 2.1 The proposal to create a new Cultural Strategy for North Yorkshire has emerged after consultation with partners and stakeholders about the need for a coherent plan for Culture in the County and the benefits of jointly developing a strategy that reflects shared needs and ambitions.
- 2.2 The strategy will be developed in order to deliver the following aims:
 - To articulate an ambition which seeks to ensure that cultural provision in North Yorkshire is of the highest quality, has the widest reach and will raise the profile of the County as a place in which to live and invest.
 - To promote the development and value of participation in culture and its benefits in terms of social cohesion, civic pride, public health, and lifelong learning.
 - To promote the value and development of culture and the creative industries as a mechanism for shaping places and delivering local prosperity and economic growth. It will do this by seeking to influence other strategic approaches to economic and community development such as the Local Industrial Strategy, and as well as regeneration strategies which work to develop the future of high streets and market towns. Place shaping will contribute to promote the County as a great place for investment and to live.

The finished document will provide a strategic framework which links the development of Culture to the aspirations of key funding partners including Arts Council England, National Lottery Heritage Fund, Local Enterprise Partnership and future opportunities such as the Shared Prosperity Fund. In this way the strategy will support funding and investment in culture where the aspirations of partners and funders coalesce and to address key issues across the County.

- 2.3 The working group has identified the following parameters or guiding principles for the development of the strategy which are as follows:
- a. The strategy will cover the County of North Yorkshire but will engage with the aspirations and influence of neighbouring communities including the Cities of York and Leeds.
 - b. The strategy should focus on the arts and heritage components of culture as they are reflected in the wider remits of the National Lottery Heritage Fund and Arts Council England.
 - c. The development of the strategy should consider / reflect upon/promote the wider benefits that the arts and heritage bring to social cohesion, sustainable communities, individual health and economic growth.
 - d. The finished work should be an overarching document which outlines the headline ambitions of the County as a whole but also reflects the needs and aspirations of all partners and is flexible enough to be used as a stand-alone strategic document or as a strategic accompaniment to Local Cultural Strategies or Plans as they are developed by Local Authorities in North Yorkshire.
 - e. The strategy should reflect an ambitious future for culture in North Yorkshire, as part of a wide range of strategic aspirations in the region linked to social cohesion, economic growth and public health and the development of places and communities including the role that culture can play in the future of the high street. The primary aim of the Strategy is to identify a clear direction of travel for the future cultural life of North Yorkshire addressing key issues for the County as identified in the next section of this brief.
 - f. The finished work should be able to be used to support funding applications to a range of partners including the Local Enterprise Partnership, Central Government and Lottery distributors.
- 2.4 The work of developing the strategy should explore and test key issues across North Yorkshire which have been identified by the working group including:
- o Placemaking and the role of culture in developing vibrant, healthy and successful places. In light of the need for Local Enterprise Partnerships to develop new Local Industrial Strategies, the work

should give some emphasis to the role of culture as a key driver in shaping local places and in ensuring sustainable local communities and economies. Again the place of culture in the future of the high street should be thoroughly explored with a view to this being applied in North Yorkshire.

- Demographic profile of the population which means that compared with the UK as a whole proportionally fewer young people between the ages of 20 and 40 and relatively higher numbers of older people over the age of 65 reside in North Yorkshire. The work will need to consider approaches to redressing this imbalance and retaining and attracting younger people and young families in North Yorkshire. The strategy should also explore the potential to mitigate the effects of social isolation and loneliness and an ageing population.
- The work to develop this strategy should address the changing nature of society and employment, in part as the result of technological change, by considering necessarily the role of culture and creativity in developing skills and in supporting economic activity in the near to medium future. This should consider creative industries, portfolio careers and the role creative skills have in the future economy and how might they be nurtured and developed including in formal education through initiatives such as Arts Award in schools?
- The rural nature of England's largest County and the challenges this presents in terms of reaching audiences, participation in cultural activities and the delivery of choice, diversity and quality of experience. Alongside this the challenge of Coastal peripherality should also be considered.
- Inclusion and diversity; looking at how culture and the creative industries can best support people with protected characteristics to ensure accessibility. The strategy will include working with communities of interest, including minority groups and people disadvantaged by economics and/or rurality to ensure representation and engagement in cultural activity. Development of culture will be by, with and for these communities.

3.0 Developing the Strategy

3.1 In developing the strategy the successful individual/organisation is asked to undertake the following tasks. These are not intended to be definitive and can be amended with agreement of the steering group but they are outlined here in order to reflect the breadth of the project and the general level of engagement with stakeholders:

- Review the baseline data which reflects the broad social and economic challenges which the County will face in the medium to long term where these relate to the impact of cultural provision and the opportunities and

challenged faced by the cultural sector. (Support/documentation can be provided for this element from existing work undertaken by partners).

- Complete / verify the existing audit of cultural assets undertaken by the Cultural Strategy Working Group. This can be provided in draft form at the outset of the commission.
- Review of the existing strategic framework for culture including the Arts Council England's 10 year Plan, National Lottery Heritage Fund funding plans and the development of the Local Industrial Strategy.
- Consult or engage with stakeholders including the cultural sector, Local Authorities and other organisations as appropriate including Arts Council England, National Lottery Heritage Fund and the Local Enterprise Partnership, National Trust, Canal and Riverside Trust and others to identify key issues in the delivery and development of culture in the County of North Yorkshire.
- Review the approaches of neighbouring authorities, particularly York, Leeds and Middlesbrough with a view to creating a strategy which identifies and responds to the close relationships with these Cities and their local strategies for future cultural development.
- The work should include an approach to user analysis which considers; What are the needs of North Yorkshire's residents, how they access cultural experiences and what are the barriers to those who do not engage with culture on a regular basis? This element of the project should also consider what are the aspirations of the County's young people and can opportunities for engagement and representation be increased?
- The project should include an event or conference which brings together the cultural sector across North Yorkshire and which can be part of the consultation process. *It should be noted that the costs of hosting such an event do not need to be identified within the project budget.*

4.0 Outcomes:

4.1 The development of the North Yorkshire Cultural Strategy will result in the following outcomes:

1. The development of a new ambitious and far reaching Cultural Strategy with Action Plan for North Yorkshire which supports the aspirations of partners and provides a clear overarching rationale for the development of cultural provision and its benefits. In doing this the strategy should identify clear priorities for the longer term development in culture in North Yorkshire
2. The work should advocate the benefits of cultural activity and the creative industries and thereby influence the development of emerging strategies

and plans including the Local Industrial Strategy in York and North Yorkshire and other local strategies and plans including but not limited to local economic strategies, town centre development or regeneration plans and other significant new developments (including housing) which can be influenced by, have an impact on, or a relationship to the cultural life of North Yorkshire.

3. The Strategy or Plan should clearly explain our aspirations so that we are able to benefit from future funding opportunities where they relate to cultural development and/or where they support the wider framework of investment in and development of local communities in North Yorkshire.
4. The work should result in a better shared understanding between cultural practitioners in the County of the scale and depth of cultural provision in North Yorkshire and those individuals and organisations responsible for creating this. There should be some indication of how these individuals and organisations could collaborate to benefit each other and the County's cultural provision.
5. The finished strategy should indicate the most effective ways to promote the cultural life of North Yorkshire to residents, potential residents, businesses and students, and how this could be achieved.

5.0 Responding to the brief:

- 5.1 Organisations seeking to deliver this work on behalf of the working Group should send a proposal which includes the following:
 - Illustration of experience and ability to deliver the project as identified in this brief.
 - Experience of those people to be engaged in delivering the work.
 - Overall costs of delivering this work on a task by task basis.
 - A brief consultation methodology which includes provision for a County wide engagement event / conference.
 - A proposed timetable for completing the work.
- 5.2 Completed proposals should be returned no later than XXXX