

# TOURISM & THE VISITOR ECONOMY SCRUTINY PANEL

<b>DATE</b>	27/07/2023
<b>REPORT OF</b>	Carolina Borgstrom, Director of Economy, Environment and Infrastructure
<b>SUBJECT</b>	Arts Council England Priority Place Support
<b>STATUS</b>	Open

## CONTRIBUTION TO OUR AIMS

North East Lincolnshire's status as a Priority Place for Arts Council England will contribute to outcomes across the Council over the next 3 years. Specific focus on creativity will contribute to wider economic, health and social benefits, support business growth, nurture skills, enhance community interaction, and deliver better quality lives. As a result of Grimsby Creates' legacy and the adopted Creativity Strategy, creativity will form a core part of transforming our town centres into vibrant, dynamic destinations for visitors, and where residents and businesses are proud of where they live and work, promoting pride in place and a sense of belonging.

## EXECUTIVE SUMMARY

Our joint work with Arts Council England (ACE) as a Priority Place will build scale and capacity cementing the legacy of Cultural Development Fund – Grimsby Creates investment across NEL by empowering local creatives to continue their renaissance with support of recognised expertise. We will achieve the ambitions of NEL's Creativity Strategy and ACE's Let's Create Strategy, accelerating the quality of artistic programming and making a significant contribution to the Borough's culture and heritage-led regeneration. Our Creativity Strategy, aligned to ACE Investment Principles outlines our themes: Creativity for All, Creative Economy and Creative Working. Our programme will expand pilot activity commissioned through Grimsby Creates, support leadership development, inspire audiences, discover talent and provide opportunities for creative practice development and experimentation.

## MATTERS FOR CONSIDERATION

The Council has agreed draft priorities to work jointly with Arts Council England, built upon the Creativity Strategy (approved by Cabinet in March 2022). The panel are asked to provide feedback regarding the draft priorities and to inform the activities that could take place to deliver the shared objectives between the Council and Arts Council England.

### 1. BACKGROUND AND ISSUES

North East Lincolnshire is an Area of Focus for National Lottery Heritage Fund (NLHF) and a Priority Place for Arts Council England (ACE).

The Creativity Strategy adopted in March 2022 set out the Council's vision for creativity across the Borough. In May 2022, a Creativity Board was established to develop an action plan and to deliver the objectives of the Strategy. The action plan

(considered in Scrutiny in September 2022) highlights ten priorities for 2023.

Following the approval of the Creativity Strategy last year we (NELC) and Arts Council England have agreed the following draft shared priorities:

- ▶ **Investment**  
Support increased cultural investment into NEL from ACE and non-arts funding sources
- ▶ **Cultural infrastructure**  
Support the development of NEL cultural infrastructure through capacity building and talent development
- ▶ **Cultural Regeneration**  
Support strategic relationships within NEL to foreground importance of culture within regeneration
- ▶ **Children and Young People**  
Support enhanced CYP engagement throughout NEL
- ▶ **Cultural advocacy**  
Support for NELC's Audience Development / Creative Branding / Public Art programme strands

In recent months activity has focused on the first strand by attracting additional investment into North East Lincolnshire. The major ACE programme to support places is called the Place Partnership Fund (PPF) programme which 'is a strategic place-based intervention that is intended to make a long-term difference to the cultural and/or creative life of the local community in partnership with others'.

A successful application has been made for £450,000 for a Place Partnership grant which will enable delivery of the Creativity Strategy themes of Creativity for All, Creative Economy and Creative Working which align with ACE's areas of focus (Cultural Communities and Creative People).

Over the next 3 years, with the Place Partnership Fund grant, the Council and partners will deliver ambitious creative activity across NEL capturing our renewed confidence, remembering our past and celebrating our green future. Cementing foundations of Grimsby Creates, we will focus on participation and engagement, strengthening partnerships and delivering NEL and ACE's aims as a Priority Place. We will deliver this activity with the 'Create North East Lincolnshire' brand which has recently been subject to extensive engagement with the creative sector and has agreement from the Creativity Board.

In addition to the Place Partnership Fund (PPF) grant offered to the Council, 12 grants have been awarded to creative individuals and organisations based in NEL in the last year (June 2022 to June 2023). This is a record number of grants, both in terms of number of beneficiaries and amount invested. A list of grants awarded can be seen in Appendix A.

It is recognised by both NELC and ACE, that although investment is higher than ever before, investment levels are lower than comparable local authority areas. In order to support further applications and sustainable growth of creative sector, the following activities are taking place:

- Spark Creative Lab, a cohort led approach for creative business support (refined following learning from the Spark Grimsby programme).
- Spark Networking events with particular development areas e.g. How to apply to Arts Council England and digital support.
- Workshops focused on strong project planning.
- Workshops with colleagues across NELC to support creatives to deliver safe and high quality events e.g. How the Event Safety Advisory Group process works.
- Targeted support for potential applicants who may require access support.
- Training provided by Lincs Inspire's Business and Intellectual Property service regarding protecting assets through copyright.

The panel are asked to consider whether these activities support the delivery of the shared draft priorities highlighted above and what further actions could take place to grow the creativity within the North East Lincolnshire.

## **2. RISKS AND OPPORTUNITIES**

NEL's status as a Priority Place supports significant growth in NEL's creative sector and there is a risk that the Council, partners and creatives do not maximise the opportunities provided. This is mitigated by strong internal governance and steer by the Creativity Board. Also, investment in staff to support creatives, establishment of networks and a strong working relationship with the Creativity Board and through NELC where all appropriate checks will be made.

In the delivery of the Place Partnership and other ACE funded projects for which the Council is responsible for, we will manage all contracts building on existing relationships with delivery organisations that ensures any issues are identified and addressed as soon as possible. The project aims to deliver a leadership and talent pipeline for creatives working locally to develop their skills and capability to deliver creative projects.

The Place Partnership programme and other ACE funded projects will be inclusive and open to all welcoming creatives, schools, communities and audiences alike with free admission and engagement in communities. Creative activity will take place across the borough of North East Lincolnshire to ensure that all residents irrespective of where they live, how much money they have, or their background has access to creativity. This minimises the potential risk of lack of access or under representation to creative activity.

Grant investment from funders such as Arts Council England and National Lottery Heritage Fund has been attracted to North East Lincolnshire in recent years, both to the Council and other organisations enabling high quality creative activity to be delivered. It is therefore important to maximise the opportunities through this PPF to bring further funding to the borough to deliver high quality, collaborative, relevant and safe events.

## **3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

ACE's work with NEL as a Priority Place will demonstrate an inclusive and clear message to residents and visitors that creativity is for all, where opportunities for working creatively is a positive and should lead to healthier and more fulfilling lives

where creativity is a vital part in everyday activities. Many creative activities that Grimsby Creates funded have received widespread positive acclaim from audiences and creatives alike. It is intended to build upon this engagement and broaden the activity across North East Lincolnshire.

The activities outlined in this report will continue to enhance our reputation with funders including the local delivery of Arts Council England's Lets Create Strategy and the National Lottery Heritage Fund's Strategic Framework, which puts North East Lincolnshire in a strong position to prioritise activities and access additional funding for projects across the borough.

#### **4. FINANCIAL CONSIDERATIONS**

Collaboration with Arts Council England further demonstrate an evidence base and local strategy for funding opportunities including Arts Council England, National Lottery Heritage Fund and Historic England. The approaches outlined in the creativity strategy will also influence the development of a range of activities which the Council and partners deliver. For example, commissioning visual artists in the public realm projects, supporting organisations such as Grimsby Town Sports and Education Trust to deliver heritage projects and aligning to Levelling Up and UK Shared Prosperity funds has been delivered in recent years. In future, securing external funding is vital to ensure continued delivery of the agreed creativity strategy action plan for the borough.

#### **5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS**

The Creativity Strategy highlights the importance of creativity for all with a particular focus on children and young people such as the recent aspirational day at Grimsby Town Hall called, We Are Great Grimsby. Many of the activities which follow will have direct benefit to children and young people by enhancing creativity in a range of settings and across the borough. This is likely to include ensuring that festivals and events engage with children and young people, supporting schools to obtain Artsmark certification and ensuring that young people are encouraged to become creative leaders.

#### **6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

Environment and climate change will form the basis for commissioned events delivered by the PPF partners. Strong and meaningful partnerships between local creatives and renewable energy providers operating in our Borough have leveraged additional investment to support and promote a sustainable and low carbon future for North East Lincolnshire.

Funders are increasingly focussing on environmental responsibility and sustainability as part of their application process. Therefore, local creatives are demonstrating their commitment to the future with their themes of creative activity.

#### **7. MONITORING COMMENTS**

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result no monitoring

comments have been sought from the Council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Head of People and Culture.

## **8. WARD IMPLICATIONS**

All wards as the programme reaches across the borough in supporting local creatives and engaging audiences in creative activity.

## **9. BACKGROUND PAPERS**

The Creativity Strategy was approved by Cabinet on 16 March 2022. [Decision-Notice-16th-March-2022.pdf \(nelincs.gov.uk\)](#)

The approved Creativity Strategy can be found here. [4.-Creativity-Strategy.pdf \(nelincs.gov.uk\)](#)

The Creativity Strategy Action Plan was discussed at the Tourism and Visitor Economy Scrutiny panel on 29 September 2022 [10.-Creative-Strategy.pdf \(nelincs.gov.uk\)](#)

## **10. CONTACT OFFICER(S)**

James Trowsdale Strategic Lead for Culture  
Sarah Smith, Culture and Heritage Programmes Manager

**CAROLINA BORGSTROM**  
**(DIRECTOR OF ECONOMY, ENVIRONMENT AND INFRASTRUCTURE**

## APPENDIX A

### Arts Council England National Lottery Project Grants awarded to NEL based creatives and organisations from June 2022 to June 2023

<b>Accountable Organisation</b>	<b>Funded Activity</b>	<b>Funding Amount</b>	<b>Awarded Date</b>
Docks Academy	Venue accessibility (lift installation)	£33,961	Jun-22
Lincs Inspire	Albert Room arts programme 2022-25	£49,950	Jun-22
Benjamin McDonald	R&D – The Art of Dissociation	£4,989	Jul-22
Our Big Picture	Art at the heart of the community 22-23	£96,000	Jul-22
The Culture House	Our Future Starts Here, edition 2	£29,800	Sep-22
Evangeline Henderson	Grimm	£20,029	Dec 22
Turntable Gallery	Gallery programme for 2023	£28,623	Jan-23
A Perfect Day	One day inclusive festival (July 23)	£25,000	Apr-23
East Marsh United	Grassroots Music Project – Hear me RAW	£29,995	Apr-23
Enrolled Freeman	Reflections wraparound creative activity (June-July 23)	£29,950	May-23
NELC	Festival of the Sea 23	£30,564	May-23
Red Herring Games	Safe Harbour (creative writing)	£29,950	Jun-23
	<b>TOTAL</b>	<b>£408,811</b>	