

NORTH LINCOLNSHIRE COUNCIL

**LEISURE, ARTS AND CULTURE
CABINET MEMBER**

GREAT ART FOR EVERYONE 2008-2011

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To advise of the publication of *Great Art for Everyone 2008-2011* by Arts Council England (ACE) and to consider the initial implications for the arts in North Lincolnshire.
- 1.2 The key points of the report are as follows.
- ACE have published a plan for the arts for the next 3 years.
 - They have over £1.6 billion to invest in the arts over that period including some £154 million in Grants for the Arts.
 - ACE have identified four development priorities, Digital media technologies, Visual Arts, Children and Young People, and London 2012.
 - The council will need to respond to these priorities in order to gain maximum benefit for the area.

2. BACKGROUND INFORMATION

2.1 ACE have developed the plan in response to three initiatives:

- The arts debate that was started in 2006 concluded that people see the arts as an important part of the lives of individuals and society.
- The McMaster Review *Supporting excellence in the arts – from measurement to judgement* which describes how public funding of the arts can encourage excellence, risk taking and innovation and how that can increase participation
- The Department of Culture Media and Sports (DCMS) publication *Creative Britain* that outlined plans to grow the creative economy.

2.2 ACE has identified four development priorities for the next three years.

2.2.1 Digital Opportunity - with the aim of enabling the arts sector to make the most of digital opportunities arising from existing work in

broadcasting and new media. Key initiatives will include research into digital art forms and building the digital capacity of ACE's own staff and Regularly Funded Organisations (RFOs).

- 2.2.2 Visual Arts - with the aim of implementing the goals of *Turning Point* the 10 year visual arts strategy. Key initiatives include public art, increasing artists' commissions, supporting artists through a range of career development initiatives and raising the curatorial and business skills of organisations and individuals in the visual arts.
- 2.2.3 Children and Young People - with the aim of all children and young people up to the age of 25 having contact with the arts as participants and audience members. Key initiatives include working with partners to make the arts central to children and young people's lives, encouraging links between RFOs and the educational sector, supporting Youth Music with £10 million a year and planning for the World Young People's Arts Festival in 2013. This vision complements the government ambition of pupil entitlement to 5 hours of cultural activity per week, and is seen as an investment in the future of the creative economy.
- 2.2.4 London 2012 and the Cultural Olympiad – with the aim to make the most of the opportunities offered by 2012 by investing £7million in the Artists Taking the Lead flagship project, investing £5million in the Legacy Trust which will support a diverse range of cultural and sporting community initiatives, supporting and investing in RFO s and enabling Grants for the Arts to support innovative projects inspired by the Olympics.
- 2.4 ACE has agreed five outcomes with the DCMS – based on excellence, reach, engagement, diversity and innovation.
- 2.5 RFO s, like 20-21 and the Ropewalk, will be expected to support ACE's aims and to test their own performance conducting peer reviews.
- 2.6 ACE also see local authorities as having a key role in developing partnerships that will see excellent arts taking root in communities across the country.
- 2.7 The full implications for North Lincolnshire require more detailed exploration with partners and will be the subject of a further report. However it is clear from this brief summary, that there will be significant potential benefits from working with ACE and other partners to deliver this plan in North Lincolnshire.

3. OPTIONS FOR CONSIDERATION

- 3.1 Option 1 - To welcome and endorse the ACE plan and take advantage of the opportunities offered for the benefit of the communities of North Lincolnshire by engaging positively with ACE and partners to deliver the outcomes.
- 3.2 Option 2 - To merely note the ACE Plan.

4. ANALYSIS OF OPTIONS

- 4.1 The first option is considered the best. The key benefits will include:
- Enabling RFO's to continue to benefit from the support they get from ACE.
 - Opening up the possibility of support for North Lincolnshire's contribution to the Cultural Olympiad.
 - Secure funding for Youth Music in the area.
 - Cementing the council's partnership with ACE Yorkshire by using our resources to enable excellence in the arts to take root in local communities.
- 4.2 If option 2 is adopted none of these benefits will accrue.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 There are no additional resource implications at this stage.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)

- 6.1 Delivery of the plan in North Lincolnshire will help make a contribution to the Sustainable Community Strategy priority action action SI3/4 - *Improving well being by promoting participation in leisure and cultural activities.*
- 6.2 It will make a contribution to LAA indicators NI 7 (a thriving third sector) and NI 110 (young people's 13-19 participation in positive activities), as well as the council's target for National Indicator 11 (engagement in the arts).
- 6.3 The delivery of the plan will also make a positive contribution to the community safety agenda by providing diversionary activities for young people.
- 6.4 The priorities in the plan will be reflected in the future Arts Strategy for North Lincolnshire.

7. OUTCOMES OF CONSULTATION

7.1 Staff within Cultural Services support the proposal.

8. RECOMMENDATIONS

8.1 That the ACE plan *Great Art for Everyone* is welcomed and endorsed and a further report is brought to a future meeting outlining the impact for North Lincolnshire in more detail.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

Hewson House
Station Road
BRIGG
North Lincolnshire
DN20 8XJ
Author: Neil Jacques
Date: 3 November 2008

Background Papers used in the preparation of this report:

- Great Art for Everyone 2008-2011 published by the Arts Council England