



## Agenda for Arts and Culture Forum Wednesday, 24th February, 2021, 10.00 am

### Members of Arts and Culture Forum

Councillors: K Briggs, J Whibley (Chair), B De Saram, S Twiss, B Norris, P Lewis, C Buchan, E Pang, G Jung, E Rylance, O Davey, A Moulding, L Cole and Carrigan

### Community representatives:

B Norris, S Twiss

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**Venue:** online via the Zoom app

**Contact:** Alethea Thompson;

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(or group number 01395 517546)

Thursday, 11 February 2021

## Meeting of the Arts and Culture Forum

- 1 Public speaking  
Information on [public speaking is available online](#)
- 2 Minutes of the previous meeting (Pages 3 - 9)
- 3 Apologies
- 4 Declarations of interest  
Guidance is available online to Councillors and co-opted members on making [declarations of interest](#)
- 5 Resilience, Adaptation and Innovation Fund for East Devon businesses (Pages 10 - 18)
- 6 Sector insights - guest speakers
  - a) [Visual arts - Tidelines - Anne-Marie Culhane and Jo Salter](#)
  - b) [Museums - Anne Tanner, Curator, Sidmouth Museum](#)
  - c) [Tourism - East Devon Excellence](#)
  - d) [Education and Research - Sarah Campbell, Associate Director Arts & Culture, University of Exeter](#)
  - e) [Exmouth Festivals - Carla Hiley](#)  
To be confirmed.
- 7 EDDC Arts and Culture Forum and Cultural Strategy (Page 19)
- 8 Date of the next Arts and Culture Forum meeting

To note that the next meeting of the Arts and Culture Forum will be held at 10am on Wednesday, 20 October 2021.

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Members of the public exercising their right to speak during Public Question Time will be recorded.

[Decision making and equalities](#)

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**EAST DEVON DISTRICT COUNCIL****Minutes of the meeting of Arts and Culture Forum held Online via the Zoom app on 3 December 2020****Attendance list at end of document**

The meeting started at 10.00 am and ended at 12.50 pm

**10 Public speaking**

There were no members of the public wishing to speak.

**11 Minutes of the previous meeting**

The minutes of the previous meeting held on 26 February 2020 were agreed as a true record.

**12 Declarations of interest**

4. Declarations of interest.

Councillor Andrew Moulding, Personal, Trustee of Axminster Heritage Ltd  
President of Axminster Musical Theatre  
President of Cloakham Lawn Sports Centre.

4. Declarations of interest.

Councillor Bruce De Saram, Personal, Exmouth Town Councillor.

4. Declarations of interest.

Councillor Joe Whibley, Personal, Exmouth Town Councillor.

4. Declarations of interest.

Councillor Olly Davey, Personal, Exmouth Town Councillor.

**13 EDDC culture recovery work (April - October 2020)**

This was covered during the presentation for the next agenda item.

**14 Recovery challenges overview**

The Service Lead – Countryside and Leisure welcomed all those present to the meeting and gave a presentation on how his teams had responded to the Covid 19 pandemic.

The impact of lockdown had been keenly felt in the arts and culture sector. There had already been a reduction in funding since 2010, which had had a huge impact on the industry. Theatres, galleries, events and festivals were all shutdown first in April 2020 and were the last to reopen. There was a rescue package of £1.57 billion from the Department of Digital, Culture, Media and Sport (DCMS), however local authority run venues were not eligible, therefore EDDC had not benefitted from this funding. DCMS guidance only allowed for theatres to achieve 30% capacity, which was not commercially viable for many. Galleries had been able to partially reopen with social distancing, but valuable income streams such as cafes, restaurants and shops remained closed.

The Thelma Hulbert Gallery (THG) had shut during lockdown with the majority of staff furloughed, and exhibitions and outreach and events programming postponed. The Manor Pavilion Theatre also closed with all staff furloughed and box office redundancies and the restructuring of staff. The Countryside team postponed all schools, public events and volunteering activities. It was a credit to the organisations' relationships that many of the pre-booked performances, exhibitions and events had been rescheduled for the following year. All the teams had reprogrammed and adapted venues and activities to meet the challenges ahead and ensure they were Covid compliant. It was acknowledged that people in the arts were creative and the pandemic had provided both threats and opportunities.

A positive impact of lockdown had been the responding, reimagining and repurposing of planned activities. Lockdown had also given people the opportunity to engage with their natural environment, and with traffic levels reduced there had been a resurgence within the natural environment. A significant rise was seen in visitor numbers to all the local nature reserves. Both the THG and Wild East Devon reimaged their public events programmes and these were often fully booked within 24 hours of going live.

All East Devon's green spaces and cultural venues had never been as valued for both their contribution to mental and physical well-being as now. Investment in securing new green spaces for local communities was required as well as investment in new technology to recover income. The pandemic had shown beyond doubt the social value of the Council's nature reserves, arts, events and performances to all its communities and their wellbeing.

There was an opportunity to put arts and culture into the public eye following lockdown, with promotional messages highlighting activities as well as health and well-being. This could include an expansion of East Devon's tourism offer.

## 15 **Thelma Hulbert Gallery Creative Cabin project**

The Thelma Hulbert Gallery (THG) Curator's presentation looked back on 2020 and celebrated the successes. In 2020, against the context of EDDC's commitment to Devon's Climate Change Emergency declaration, and the University of Exeter's declaration of an environment and climate emergency, the THG and University of Exeter planned to work together to deliver a series of ambitious exhibitions, projects and public programme. This included:

- Artist Rooms Richard Long.
- Creative Cabin - a project launched with Wild East Devon, a new travelling creative space which hosted an array of activities.
- Abode of Love – although the original activity was paused this was then reconfigured, and it also combatted the anti-social behaviour that was happening in the area.

During lockdown an online project had been run called 'Nature Shorts' – a series showcasing art practises which inspired, built creativity and deepened connection with nature. It explored how people connected with nature, particularly during periods of isolation, sharing different artistic approaches to land and space.

Another project was Area of Outstanding Natural Beauty (AONB) Talking Heads – in 2020 THG forged a new partnership with both East Devon AONB and Blackdown Hills AONB to deliver a diverse creative programme explaining our relationship with the natural world.

The Forum agreed that it was fantastic to hear how dynamic the THG was being and congratulated the team on the positive projects which were so valuable to people's health and well-being.

16 **Abode of Love update**

The Thelma Hulbert Gallery's Curator covered this in her previous presentation (minute 15 refers).

17 **Thelma Hulbert Gallery reopening and Richard Long exhibition**

The Thelma Hulbert Gallery's Curator covered this in her previous presentation (minute 15 refers).

18 **Wild East Devon events programme**

The Countryside Team Leader outlined to the Forum the Wild East Devon events recovery programme. It had been a difficult year, but all local nature reserves had remained open throughout. However, there had been huge restrictions on outdoor learning and some staff had been on furlough.

The events offer had been reinvented, with around 55 family/household events being run over the summer, with everything fully booked and hugely successful. Despite the pandemic Wild East Devon had raised £5500 in revenue, which was a testament to the team and also showed how well the public had responded to the events.

There had been a large audience drive through social marketing. During lockdown many people were looking for activities and outdoor ideas. There was a self-guided sculpture trail at Seaton Wetlands which had been a great success. The Wild Swimming project had also been a great success, selling out within 30 minutes.

Wild East Devon had also launched an art competition for a calendar, encouraging people to use their art skills and enjoy nature. This had just gone to print.

The Leader expressed his congratulations and thanks to the Wild East Devon project at Seaton Wetlands, which was an excellent example of combining environmental work with an extraordinary arts offer.

19 **Wild Exmouth**

The Countryside Team Leader explained that the second year of programme had been rejigged due to the Covid 19 pandemic, with the main aims of getting people out enjoying nature and linking them to the outside environment.

The purposes of the project were:

- Conservation volunteering
- Outdoor events
- Mapping and access
- Nature campaigns

The four themes of Wild Exmouth were:

- Wild and active
- Wild at home

- Wild around town
- Wild learning

Second year successes included:

- Increasing volunteers
- 65 orchard trees in two new locations
- Covid safe family bookable events:
  - Family bat walks
  - Bumble bee webinar
  - Family bee walks
  - Small group tree planting
  - Family bird box building
  - Family pond dipping
- Green space map
- Growth of 'my patch for nature' – a very successful and low cost project which could easily be scaled up across the district
- 16 volunteer days – within 'the rule of 6', including:
  - Tree planting
  - Event support
  - Wildflower seed packing
  - Practical projects
  - Orchard guardians
  - Pond restoration
- 6 newsletters

Overall the project had run more events than originally planned in the pandemic, with a large rise in social marketing.

The Strategic Lead – Housing and Environment commented that Wild Exmouth was an excellent example of rewilding and nature recovery. The project had joined up with Street Scene and agreed to leave certain areas of grass long and then maintained for diversity in nature.

A Wild Exmouth map had been designed and would be provided to every household in Exmouth, as well as being used in four locations as an interpretation map around the town. It showed how people could enjoy the green spaces around the town and would be launched in the new year.

It was noted that the funding for similar projects in other towns would be dependent on the outcomes of the project and the size of the town.

The Countryside Team Leader was thanked for his presentation and the amazing work of the Wild Exmouth team.

## 20 **Cultural plans - "re-imagined programme" 2021/22**

This item was covered under the following agenda items.

## 21 **Thelma Hulbert Gallery culture and climate change programme and exhibitions 2021/22**

The THG Curator outlined the 2021 programme for the Thelma Hulbert Gallery, which was very responsive to what had happened in 2020 and involved creating communities and captured the changing planet.

Events planned for 2021 included:

- Mikhail Kariki's Children of the Unquiet (2013-14) - involving renewable energy, climate change, community participation and song.
- In Plain Sight London Group – exploring the concept of perception.
- Ingrid Pollard
- Mike Perry Land/Sea – the tension between human activity and interventions in the natural environment, and the fragility of the planet's ecosystems.
- Volunteer project – a new project to make the opportunity more accessible and inclusive to volunteers with additional needs, funded through Devon County Council, focussing on mental health and using the Creative Cabin.
- John Francis art history lecture series.

The Forum agreed that the THG was offering a really exciting programme and that the gallery was very lucky to be having some of the projects. It offered real diversity and a great opportunity to promote the gallery during 2021.

## 22 **Wild Honiton project - nature recovery network pilot**

The Countryside Engagement and Participation Officer outlined 'Wild Honiton' to the Forum. This was a 2 year project led by EDDC's Wild East Devon team. It was aimed at improving the green space and residents' connection to green spaces. The two themes were nature recovery (year one) and nature connection (year two).

The Forum noted a map of the key areas in Honiton as well as the timeline for the project, which was currently on target, with consultation being completed. It was hoped to deliver the project from March 2021-2023.

The Engagement and Participation Officer was pleased with the consultation responses, with a large proportion of responses being in the younger age ranges, therefore engaging with a different audience to usual. The four improvements people would most like to be made were:

- More wildflower meadows.
- Installation of bird and bug boxes.
- More tree planting.
- Improvements with the aim of making visitors more comfortable, healthy and happy.

40% of people said Wild East Devon could make it easier for them to access the outdoor, public open spaces in Honiton.

The first year of the project would focus on the creation and set up of the network, with year two building on the framework to focus on the development and expansion of the project to targeted groups of people in Honiton.

There were three delivery options for the Wild Honiton project:

1. Delivered entirely by the team.
2. Delivered with a project officer.
3. Delivered with a mix of the above.

The Strategic Lead – Countryside and Leisure explained that Wild Exmouth had been very successful and that the proposal was to scale up the Wild Towns initiative so that eventually all East Devon's towns would be able to benefit from the improvement of its green spaces and wildlife. The Wild East Devon team was limited by team capacity, however it was hoped that after each Wild Town project a sustainable legacy would be left through establishing a strong community volunteering network. It would be a long term project, with each town presenting its own challenges.

All those present acknowledged how important the arts were in maintaining people's mental health.

### 23 **Manor Pavilion theatre reopening planning**

The Manor Pavilion Theatre Manager explained to the Forum the situation with the Manor Pavilion Theatre. The theatre was about to start its busiest season in March 2020, but had been unable to open and forced to cancel over 20 shows. Fortunately the computerised Box Office system allowed customers to be easily contacted and refunded. It was noted that as well as the lost revenue through ticket sales, the theatre had also lost income usually made in ice cream and bar sales.

The venue was Covid safe and planned to reopen in February 2021, with a different way of operating. Current regulations only allowed for 80-90 people per production (normal seating capacity was 277) and a deep clean taking place between performances. 19 shows had been rebooked and it was planned to work more closely with organisations for co-productions rather than operating as a hire only venue. A pantomime production was scheduled for June 2021. The Manager believed that audiences would be regained in the future, with the theatre coming back stronger, better and improved.

The Service Lead – Countryside and Leisure reported that the Council had a new events officer who would be invited to a future meeting to discuss her role in supporting cultural events

### 24 **Date of next meeting**

The Chair thanked everyone present at the meeting and acknowledged how useful it had been to see what the arts and culture services were doing across the Council. The teams' adaptations had been impressive and their positivity was great.

It was agreed to hold the next meeting of the Arts and Culture Forum in late February/early March 2021, with the date to be confirmed in due course.

#### **Attendance List**

##### **EDDC Councillors present:**

J Whibley (Chair)  
B De Saram  
S Jackson  
G Jung  
O Davey  
A Moulding

##### **Community representatives:**

S Twiss

**Town Representatives**

K Briggs, Seaton Town Council  
S Twiss, Community Representative  
C Buchan, Cranbrook Town Council  
E Pang, Ottery St Mary Town Council

**Officers in attendance:**

Tim Dafforn, Countryside Team Leader  
Ruth Gooding, Manager/Curator THG  
Charles Plowden, Service Lead Countryside and Leisure  
Graham Whitlock, House Manager (Manor Pavilion Theatre)  
Sarah Jenkins, Democratic Services Officer  
Alethea Thompson, Democratic Services Officer  
John Golding, Strategic Lead Housing, Health and Environment  
Carla Hiley, Exmouth Arts Manager

**Also Present**

P Faithfull  
P Arnott  
J Bailey  
P Hayward  
P Millar  
A Colman  
N Hookway

**Apologies:**

B Norris, Community Representative  
J Loudoun

Chairman .....

Date: .....

Report to: **Cabinet**

Date of Meeting 3<sup>rd</sup> February 2021

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A



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## Supporting Economic Recovery

### Report summary:

Cabinet has received a series of reports to date on the response to the Covid-19 pandemic. This has included endorsing the Team Devon Business and Economic Recovery Prospectus, addressing resource constraints and deploying grant schemes principally designed to compensate businesses for trade lost through periods of local and national restrictions. As we near what will hopefully be the end of the worst of these periods, this report considers how the Council can transition from tactical response to supporting and sustaining long term recovery. The overall objective is to support the development of a more resilient, sustainable and inclusive economy.

The report sets out proposals to launch a Fund aimed at supporting businesses and other organisations to adapt to the post pandemic landscape and associated changes in operating conditions. As well as utilising £1m of Additional Restriction Grant monies, it puts forward a recommendation to allocate £1m from the Business Rate Pilot reserve to bolster the amount of funding available and ensure that support can be provided beyond March 2022. The report also highlights the importance of developing a credible pipeline of projects so as to be able to successfully access external funding streams including the Shared Prosperity Fund.

### Recommendation:

It is recommended that Cabinet;

- Consider the proposed Adaptation, Innovation and Resilience Fund and publish the draft prospectus for consultation for a 4 week period
- Give delegated authority to the Service Lead (Growth, Development and Prosperity) in consultation with the Leader, Deputy Leader and Portfolio Holder for Finance to such changes to the prospectus that may be required and to launch an initial call for applications
- Agrees that prior to the Service Lead (Growth, Development and Prosperity) taking a decision under the scheme that there is consultation with a group of members comprising the Leader, Deputy Leader and Portfolio Holders for Finance and Corporate Services & Covid-19 Response and Recovery and two Conservative members, one of the Independent members and one Cranbrook Voice member to be nominated by the respective Groups
- Recommend to Council that £1m from the Business Rate Pilot reserve is utilised in conjunction with monies from the Additional Restrictions Grant to support the deployment of the Fund
- Notes the importance of having a credible pipeline of projects in order to successfully access forthcoming external funding streams

### Reason for recommendation:

To ensure that the Council can play a leading role in supporting economic recovery and the development of a more resilient, sustainable and inclusive economy.

Officer: Andrew Wood, Service Lead (Growth, Development & Prosperity), Tel 01395 571743, [adwood@eastdevon.gov.uk](mailto:adwood@eastdevon.gov.uk)

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Portfolio(s) (check which apply):

Climate Action

- Corporate Services and COVID-19 Response and Recovery
- Democracy and Transparency
- Economy and Assets
- Coast, Country and Environment
- Finance
- Strategic Planning
- Sustainable Homes and Communities

**Financial implications:**

The financial implications are identified in the report and the proposed allocation of funds and reserves is in accordance Government guidance and Council’s determination of the use of the Business Rates Retention Reserve.

**Legal implications:**

What is proposed is permissible from a legal standpoint. It is for Members to decide whether they are content with the approach advocated. There are no other implications requiring comment.

**Equalities impact** Low Impact

If choosing High or Medium level outline the equality considerations here, which should include any particular adverse impact on people with protected characteristics and actions to mitigate these. Link to an equalities impact assessment form using the [equalities form template](#).

**Climate change** High Impact

An important focus of the proposed Adaptation, Innovation and Resilience Fund will be to support a green economic recovery and the transition to a low carbon economy.

**Risk:** Low Risk

**Links to background information** [Team Devon Covid-19 Economy and Business Recovery Prospectus](#)

[DCC Cabinet Paper on Economic Recovery Programme \(item 10\)](#)

[Coronavirus \(COVID-19\): Local Restrictions Support Grant - guidance for local authorities](#)

[Covid-19 Economic Response and Recovery Report, Cabinet October 2020 Item 11](#)

[Covid-19 Economic Response and Recovery Resources Report, Cabinet 25<sup>th</sup> November 2020 Item 17](#)

[Business Grant Support Measure, Cabinet 20<sup>th</sup> January 2021, Item 7](#)

**Link to [Council Plan](#):**

Priorities (check which apply)

- Outstanding Place and Environment
- Outstanding Homes and Communities
- Outstanding Economic Growth, Productivity, and Prosperity
- Outstanding Council and Council Services

**1. Background and context**

1.1 Over the course of the last 6 months Cabinet has considered a series of reports regarding the economic impact of the Covid-19 pandemic. These have highlighted the profound effects that are already been experienced in the District, including business failures and large scale redundancies, and the expectation looking forward that there will be further rises in

unemployment, more business closures and ongoing challenges for the local economy. The evidence highlights that these impacts will be felt disproportionately by some age/income groups, places and sectors. Residents and businesses in the District therefore face a period of unprecedented economic change and the road to recovery will be both bumpy and prolonged.

1.2 The reports have considered a range of issues including;

- Endorsing the Team Devon Business and Economic Recovery Prospectus
- Addressing capacity constraints
- Agreeing the framework for deploying funds made by available by government to compensate for the impact on trade during periods of local and national restrictions

As we near what will hopefully be the end of the worst of these periods, this report considers how the Council can transition from tactical response to supporting and sustaining long term recovery.

## **2. Adaptation, Innovation and Resilience Fund**

2.1 The Council received an award of £2,925,680 in November 2020 through the Additional Restrictions Grant and a further sum of circa £1.5m is expected to be confirmed shortly. These funds are to be used before 31<sup>st</sup> March 2022. The government's [Additional Restrictions Grant: Guidance for Local Authorities](#) document provides details of potential beneficiaries of this scheme. It is intended to support businesses that have had their trade affected by the restrictions. This includes:

- closed businesses that don't pay business rates
- businesses that have not been required to close, but are still severely impacted

Each local authority has the discretion to establish business grant schemes or other business support as best fits their area.

2.3 The November 2020 Cabinet meeting resolved to divide the initial award as follows;

- £1m towards a discretionary grant scheme to be deployed in line with an agreed policy
- £1m towards strategic economic recovery projects and priorities - initial thinking is that this could take the form of a grant scheme to support business adaptation, resilience and innovation
- £925,680 to be held in reserve

An initial call for applications from businesses impacted by the second national lockdown ran during December 2020. A subsequent Cabinet report in January extended this support through the subsequent periods of both local and national restrictions.

2.4 These grant schemes have provided essential compensation for businesses for periods when their trade is affected by local and national restrictions. As we start to ease out of these periods it is important for the Council to also transition to considering how it can best support and sustain recovery and help to develop a more resilient, sustainable and inclusive economy.

2.5 It is proposed to utilise the £1m of ARG monies which have predicated toward strategic economic recovery projects and priorities to establish an Adaptation, Innovation and Resilience Fund to which businesses and other organisations such as social enterprises can apply. A draft prospectus is contained at Appendix A. This includes setting out objectives, priorities and eligibility criteria as well as detailing the application and decision making processes.

2.6 The prospectus follows the key themes in the Team Devon prospectus namely people, place and business. Crucially it does not seek to set a prescriptive set of rules as to the types of project that will be eligible. This is to allow a wide range of ideas to come forward. Two different avenues for applications are identified – for individual business and organisations and for

collaborative proposals, for example place based proposals or those that relate to specific sectors of the economy such as tourism.

2.7 It is a recommendation of this report that Cabinet consider the draft prospectus and that targeted consultation is undertaken prior to finalising it and launching the Fund. This could include local Chambers of Commerce or other business groups for example. This is in addition to considering the work that has already been completed, for example the business survey undertaken as part of the Reopening High Streets Safely Fund.

2.8 Subject to finalising the prospectus and confirming the wider position regarding Covid-19 related restrictions, it is expected that the Fund could be launched in April. This would allow a significant period of just under 12 months for applications to come forward to drawdown funds made available under the ARG. The impact of the pandemic is though expected to be long lasting and concerted support and investment will be required to sustain recovery and achieve wider objectives such as a green industrial revolution. In recognition of this it is also a recommendation of this report that Cabinet recommend to Council that £1m is made available from the Business Rate Retention Pilot reserve to augment the ARG funds. This will also allow projects and initiatives to be supported beyond March 2022.

2.9 Finally in terms of decision making it is proposed that no decisions will be made in relation to the Fund until consultation has first been undertaken with a Panel of Councillors. Again this forms the basis for a specific recommendation in the report and is a continuation of the approach adopted in relation to the Additional Restrictions Grant.

### **3. Pipeline of Projects**

3.1 The beginning of 2021 has heralded two key economic development challenges – supporting recovery from the pandemic and adapting to life outside of the European Union. The November 2020 national Spending Review included a commitment to launch a £4bn Levelling Up Fund that will invest in local infrastructure and which will support economic recovery. The Spending Review also includes an initial £220m of investment in 2021/22 to help local areas prepare for the introduction of the UK Shared Prosperity Fund. This is the successor to European structural funds.

3.2 It is clearly important that we maximise our chances of successfully accessing these funds. This is a concern shared by the Local Enterprise Partnership who have asked the County Council to help prepare a prioritised pipeline of projects. A proposed template for this is contained at Appendix 2. It can be seen that this covers a wide variety of themes from transport and town centres to carbon reduction and culture.

3.3 Work is underway to populate this template in anticipation of there being a report being taken to the LEP Board meeting in April. Projects will need to continue to be moved forward to an investment ready condition so as to maximise the chances of successfully accessing the funding streams. In turn this will be a further important ingredient in supporting recovery and the LEP is itself moving forward with the publication of a 'Build Back Better' prospectus.

### **4. Conclusion**

4.1 The monies received through the ARG have played an important role to date in supporting businesses that have had their trade impacted by periods of local and national restrictions. There is now an opportunity to consider how to support recovery and the development of a more resilient, sustainable and inclusive economy. The proposed Adaptation, Innovation and Resilience Fund is intended to support both individual businesses/organisations and wider collaborative initiatives in this respect. Dedicating additional funds to this from the Business Rate Retention Pilot reserve will help to maximise its impact over time.

# Resilience, adaptation and innovation fund for East Devon businesses

Updated 13 January 2021



Brief summary TBA. Ovid molorestis ma verio maio illaborepro consed que corum dolorum rerovidio bla nulliqu iatquias est fugitec uptatibus et unt, alitae corum a velenia verum quatur, cusam ipsam sequiam fugit volorro vidunt exerum laborem andae.

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## Foreword



**Councillor Paul Hayward**  
Deputy Leader of the Council and  
Portfolio Holder Economy and  
Assets

Foreword TBA. Dent, sin explabo. Tem fugiatio. Os modit voloriam veruptia debis net que ped min remped molorior simaxim porerumene vid modi delit licat eumet maximposti ut quid es ma vollupt iumenisquo everfero occupatam fugiatias et estiae cor seque volupta serionse rescid quis doluptatet quaes nulpa cor magnate sequiam aliquat ibusdam ipsunte molent.

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Honiton's Gate to Plate event showcasing local producers and suppliers

## Introduction

**From farming and food and drink to IT security and supercomputers, East Devon has a diverse economy. But there is no aspect of this that has not been impacted by the Coronavirus (COVID-19) pandemic. From the largest business to the self-employed, everyone has felt the implications of the multiple periods of restrictions.**

Evidence shows that particular sectors, places and people groups have been disproportionately impacted. This includes key sectors in the district such as tourism and hospitality. Trends such as towards online retailing have accelerated rapidly with implications for our retailers and high streets. The unemployment rate tripled during 2020 with above average rises for 16- to 24-year-olds and the over 50s.



Our stunning Jurassic coastline

The council has been responsible for deploying a range of government grant schemes to businesses over the course of last year and the first part of 2021. These have related to defined periods of restrictions, both locally and national, and have been designed to compensate for reductions in trade.

Now as we start to emerge from the worst effects of the pandemic we need to transition from short term support to promoting long term recovery whilst also addressing long standing challenges in terms of supporting the development of a low carbon economy and ensuring that all our residents can access a decent, well paid job.





East Devon has many local food and drinks producers

The Resilience, Adaptation and Innovation Fund is the first step towards achieving this objective and supporting a more resilient economy. We recognise that there is no single or simple answer to how best to achieve this. The council has worked as part of the 'Team Devon' approach and has endorsed the Business and Economic Recovery Prospectus. This sets out specific themes around people, place and business.

This document sets out how funds (initial value TBA) that have been made available by both the government and the council can be accessed. It does not seek to set out a prescriptive set of rules, rather to create a framework through proposals and applications can come forward. This includes from both individual businesses and organisations and wider collaborations.



Tourism and hospitality are important sectors in East Devon

## Objectives

The objectives of the fund are to:

- Support economic recovery across all sectors, places and communities in the district with a particular emphasis on specific priorities
- Ensure that residents can access employment opportunities, both through promoting new and safeguarding existing employment opportunities
- Enable businesses to adapt to changing operating conditions and working practices including through bringing forward innovative solutions
- Support a green economic recovery
- Promote the achievement of a resilient, sustainable and inclusive economy

## Priority areas

The following are priorities for support:

### Business

- Retail
- Hospitality and leisure and associated supply chain
- Tourism
- Events industry
- Cultural venues and services including independent cinemas, theatres, concert venues, museums and heritage centres, galleries, performance-led venues, performance production/exhibition and festival production
- Aviation/aerospace
- International visitor services – for example, language schools
- Social enterprises

## Place

- High streets
- Places that have scored highly on Devon County Council's vulnerability index: Axminster, Exmouth and Honiton

## People

- 16- to 24-year-olds
- Over 50s

## Structure

The fund is in two parts:

- Grants of up to £50,000 to individual business and organisation
- Grants of up to £150,000 towards collaborative proposals – for example, to support specific sectors, places or communities

Awards level table content TBA

## Eligibility

The Fund is open to any business, charity or social enterprise which is located in East Devon.

This prospectus has been informed by the outcome of business surveys – for example, relating to the high street. But we accept that do not have all the answers as to how best to support economic recovery and we do not want to set out a prescriptive set of requirements that stop good ideas or stifle innovation. Rather we want to create a framework through which proposals and applications can come forward and be considered for funding.

In this spirit the following are some examples of the types of projects that could be supported:

- Adaptions to business premises to ensure that they can operate safely – for example, by utilising outdoor space
- Establishing an online/digital presence
- Initiatives to promote and market specific sectors (for example, tourism) or to access new markets
- Events to show case the cultural offer of the district
- Business diversification – for example, to bring forward a new product or offer
- Promotion of local sourcing
- Initiatives to support high streets
- Training initiatives to help people in to work or to develop new skills
- Investments that support energy efficiency and carbon savings



Digital innovation and clean growth in the Exeter and East Devon Enterprise Zone

A call for applications will run from TBA to TBA through an online form.

There will be an opportunity to learn more about the application process and the fund itself through on line events scheduled as follows:

Dates TBA

## Assessment criteria

Applications will be considered against the following criteria:

- Safeguarding of existing employment
- New employment opportunities created

- New employment opportunities created
- Evidence of impact on trading from the pandemic
- Value for money
- Options considered
- Training opportunities created
- Risk management
- Sustainability
- Carbon savings

### Decision making

Applications will be considered by a panel of councillors.

### Exclusions

The following exclusions apply:

- Businesses and organisations based outside of East Devon
- Businesses that were not trading as of 1 March and were in administration, insolvent or subject to striking-off notice
- Businesses that have already received the maximum level of support available

### Policy

A full policy is available at [link TBA](#).



### Get the latest with our business newsletter

Please sign up to [our East Devon business email newsletter](#) to receive the latest updates.



[East Devon District Council homepage](#)

### East Devon – an outstanding place

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## Arts & Culture Forum

In 2012, the Council ran an Arts & Culture Task and Finish Forum to help direct the future of culture and this set a useful direction that was adopted by the Council. This led to the creation of an **East Devon Arts & Culture Forum** which provides a strategic steer for the Council's work in all areas of cultural development with internal services and our wider partnerships.

## ART & CULTURE FORUM 2021

This year, we propose to relaunch the forum as a platform and network for all local cultural services, working with local social, health and economic development agendas and supporting local arts and culture organisations and creative businesses. Through meetings and newsletters, we hope to share information and good practice - aiding communication between arts practitioners, arts organisations, non-arts organisations, local government and regional and national bodies.

## Culture plan 2022-27

Culture is at the heart of the Council's vision to maintain, enhance and enjoy an outstanding place for everyone in East Devon.

East Devon District Council's **Culture Plan** sets out a direction of travel for our cultural and related services over a five year period. It reflects the Council's current Council Plan and provides a high level framework for a number of more detailed, service specific plans that underpin the work of those services that contribute to the delivery of cultural services in East Devon.

We want the **Culture plan 2022 – 27** to acknowledge and reflect the work of local arts and culture services and further embed the role of the arts in the cultural, social, educational, environmental and economic life of the district. In doing so, the Culture plan will align to Arts Council England's *Let's Create* Strategy  
To view the existing Culture Plan visit - [Countryside and Leisure service plan 2021/22 \(eastdevon.gov.uk\)](https://www.eastdevon.gov.uk/countryside-and-leisure-service-plan-2021-22)

## Arts Council strategy 2020 -2030 – Let's Create

By 2030, we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences.

**Let's Create** is the result of nearly two years of evidence-gathering and consultation with people working in museums, libraries and arts organisations, the public, our stakeholders and our staff. The Strategy centres around three Outcomes which we will work to deliver over the next decade:

1. **Creative People:** Everyone can develop and express creativity throughout their life.
2. **Cultural Communities:** Villages, towns and cities thrive through a collaborative approach to culture.
3. **A creative and cultural country:** England's cultural sector is innovative, collaborative and international.

To achieve these the Arts Council and the organisations and people we invest in will need to adapt, steered by our four Investment Principles:

1. **Ambition & Quality:** Cultural organisations are ambitious and committed to improving the quality of their work.
2. **Inclusivity & Relevance:** England's diversity is fully reflected in the organisations and individuals that we support and in the culture they produce.
3. **Dynamism:** Cultural organisations can thrive and are better able to respond to the challenges of the next decade.
4. **Environmental Responsibility:** Cultural organisations lead the way in their approach to the climate emergency. [Our strategy 2020-2030 | Arts Council England](#)