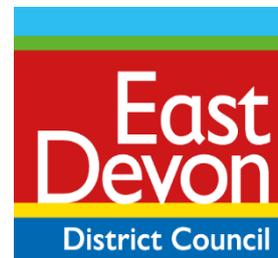


Agenda for consultative meeting of the Arts and Culture Forum

Wednesday, 12th October, 2022, 2.30 pm



Members of Arts and Culture Forum

Members: M Steven, K Burrough, J Whibley (Chair), B De Saram, B Norris, C Buchan, E Rylance, O Davey, A Moulding, N Hookway (Vice-Chair), L Cole, J Whipps, V Johns, D Tate and J Brown

East Devon District Council
Blackdown House
Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ

DX 48808 HONITON

Tel: 01404 515616

www.eastdevon.gov.uk

Venue: online via Zoom

Contact: Alethea Thompson 01395 571653

(or group number 01395 517546)

Thursday 29 September 2022

Important - this meeting will be conducted online and recorded by Zoom only. Please do not attend Blackdown House.

Members are asked to follow the [Protocol for Remote Meetings](#)

This meeting is being recorded by EDDC for subsequent publication on the Council's website and will be streamed live to the Council's Youtube Channel at <https://www.youtube.com/channel/UCmNHQruge3LVl4hcgRnbwBw>

Public speakers are now required to register to speak – for more information please use the following link: <https://eastdevon.gov.uk/council-and-democracy/have-your-say-at-meetings/all-other-public-meetings/#article-content>

Until 31st October 2022, the Council has delegated much of the decision making to officers. Any officer decisions arising from recommendations from this consultative meeting will be published on the webpage for this meeting in due course. All meetings held can be found via the [Browse Meetings](#) webpage.

1 Public speaking

Information on [public speaking is available online](#)

2 Minutes of the previous meeting (Pages 3 - 7)

3 Apologies

4 Declarations of interest

Guidance is available online to Councillors and co-opted members on making [declarations of interest](#)

5 Villages in Action 2022/23 programme and updates

- 6 South West Museums Partnership programme 2022/23 programme and updates
- 7 Libraries Unlimited presentation and East Devon (Pages 8 - 19)
- 8 Thelma Hulbert Gallery 2022/23 review and 2023/24 forward plan (Pages 20 - 38)
- 9 ACED updates
- 10 Culture strategy and UK SPF culture programme implementation programme 2022/23 (Pages 39 - 45)

[Decision making and equalities](#)

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

EAST DEVON DISTRICT COUNCIL**Minutes of the meeting of Arts and Culture Forum held at online via Zoom on 15 June 2022****Attendance list at end of document**

The meeting started at 2.00 pm and ended at 3.30 pm

1 Public speaking

There were no members of the public wishing to speak.

2 Appointment of Vice Chair

RECOMMENDED: that the recommendation that Councillor Nick Hookway be appointed Vice Chair of the Arts and Culture East Devon Network be passed for approval.

3 Minutes of the previous meeting

The minutes of the previous meeting held on 20 January 2022 were agreed.

4 Declarations of interest**EDDC Forum Members**

Cllr Whibley – Item 7 – Affects NRI – Member of Exmouth Town Council

Cllr Davey – Item 7 – Affects NRI – Member of Exmouth Town Council

Cllr De Saram – Item 7 – Affects NRI – Member of Exmouth Town Council

Cllr Arnott – Item 7 – Affects NRI – Member of Colyton Parish Council

Cllr Rixson – Item 7 – Affects NRI – Member of Sidmouth Town Council

Cllr Faithfull – Item 7 – Affects NRI – Member of Ottery St Mary Town Council

Non-EDDC Forum Members

Cllr Johns – Personal interest – Works at SW Academy of Applied & Fine Arts based at Kennaway House, and the SW Academy of Applied & Fine Arts charity does work alongside the Thelma Hulbert Gallery.

Cllr Brown – Personal interest - Member of Honiton Town Council, Honiton Town Council representative and Director of the Honiton Community Complex known as The Beehive.

Cllr Burrough – Personal interest - Member of Axminster Town Council, volunteers with Light Up Axminster, Rotary Member, runs the Yarty Party Festival.

Cllr Steven – Personal interest - Member of Seaton Town Council.

Cllr Farrow – Personal interest - Member of Axminster Town Council.

5 East Devon Culture Strategy 2022-2031

The Country and Leisure Service Lead's report provided the final draft of a Culture Strategy and Action Plan for East Devon for the future development and enhancement of the Council's ambitions for cultural development. The Culture Strategy was a ten year statement of intent that sought to build on the existing work of the Council focussed mainly around the Thelma Hulbert Gallery (THG), as a cultural hub and the Arts & Culture Forum through a more cohesive and strategic approach to arts and culture and also sought to add capacity and resource into meeting these ambitions.

The Strategy clearly identified the need for additional resource to enable delivery on the many actions identified and recommended the appointment of a Cultural Producer role. The Cultural Producer would sit within the THG team and be focussed on developing funding applications to the Arts Council and Cultural Development Fund as well as developing new cultural partnerships, projects and activities with East Devon's artist and cultural community.

The Countryside and Leisure Service Lead's report also recognised how an enhanced cultural programme could help to support and link into the District's distinctive cultural tourism offer through better promotion and marketing of the Council's work on the emerging Tourism Strategy. This was linked directly to the social and economic recovery of the district. The Culture Strategy also through its five themes encompassed *what* it wants to achieve and three themes related to *how* it would deliver making it an effective strategy. There were also a developed set of objectives and actions within the Strategy to enable implementation.

The Culture Strategy presented an opportunity to place culture at the heart of the Council's recovery planning (both economically and socially) and along with the planned Leisure and Tourism Strategies provided the strategic decision making framework for these areas in the Council Plan.

The Chair introduced and welcomed Hollie Smith-Charles, lead consultant FEI, to the meeting and she presented the draft culture strategy to the Forum. FEI had been appointed by EDDC to develop a shared 10-year vision for culture in East Devon, with a cultural strategy that set out goals, principles and objectives that reflected local needs and ambitions, and a practical delivery plan. Evidence was gathered in February/March 2022 to help shape the strategy and included research, mapping and consultation, creating a SWOT (strengths, weaknesses, opportunities and threats) analysis. The strategy would be aligned with the new tourism strategy and reviewed by the EDDC Climate Change Officer.

The vision was for East Devon to be a vibrant cultural ecosystem whose distinctive communities and outstanding natural environment were enhance and enriched through creativity, curiosity and collaboration. The values underpinning the strategy were to be:

- Resilient.
- Collaborative.
- Diverse.
- Connected with nature.

The strategy had eight themes. The first five were 'what we would do, and the last three were 'how we will do it'. There was also a set of indicators to measure impact.

1. Strengthen and support the 'people that do': to support the unique, community led cultural organisations whose efforts enhanced the high quality of life and wellbeing in East Devon's towns and villages.
2. Protect and enhance the natural environment: to establish East Devon as an innovator and regional beacon of culture-led environmental protection, enhancement and activism.
3. Cultural tourism: to establish new cultural products, partnerships and promotional activity, to mutually benefit and grow the creative and visitor economies.
4. Creative enterprise and skills: to build inspiring talent development pathways for the current and next generation of East Devon creatives.
5. New places for culture: to ensure all East Devon residents, especially children and young people, could experience high quality culture and creativity in their local areas.
6. Connectivity: to support the sector to connect, work collectively, share best practice and lever investment through greater joint working.

7. Cultural leadership: to be ambitious and enable change by bringing together a diverse range of partners to drive forward and advocate for the Cultural Strategy and secure inward investment.
8. Capture value: to ensure continuous learning and improvement by monitoring and evaluating the change that creativity and culture has on people and place.

On behalf of those present the Chair thanked Hollie Smith-Charles for presenting a clear and easy to understand strategy.

RECOMMENDED: that the Arts and Culture Forum recommend that Cabinet:

1. Notes the significance of culture to the District and the importance of supporting recovery from the impact of the pandemic.
2. Endorses the Culture Strategy 2022-31 to reflect the new ambitions and opportunities to expand the arts and cultural offer of East Devon with a view that it supersedes the Culture Strategy 2017-21.

6 **Steering the development of the Culture Strategy**

The Service Lead – Countryside and Leisure thanked the Chair and the FEI Consultant for their support. He went on to outline the Cultural Strategy Steering Group terms of reference. The Steering Group was chaired by the Leader of EDDC and members were drawn from a wide group within and outside the Council. Membership included the Portfolio Holder for Leisure, Sport and Tourism and the Culture Champion, as well as representatives from the arts, museums, community engagement, Arts Council England, tourism, natural environment and economic development. It was hoped that the terms of reference would reassure members that due diligence was being adhered to. The Steering group had met twice to feedback on the evidence and emerging themes report and to take part in a visioning workshop, and to review the draft cultural strategy.

7 **Resourcing the Culture Strategy**

The Service Lead – Countryside and Leisure explained that the culture strategy had identified through its action plan a number of new activities with resourcing implications and outlined a number of funding avenues, as well as the need for discussions with Arts Council England:

1. Funding from the UK Shared Prosperity Fund: Focussing on theme 1 of the strategy, communities and places.
2. Cultural development fund.
3. EDDC budgets.

Subject to funding and Council approval, it was proposed that a new Cultural Producer role be created to take forward the action plans ambitions and act as a conduit and enabler between EDDC's various services, and also to seek out fundraising opportunities to help support the wider ambitions outlined in the action plan. The Cultural Producer post would be tasked with developing new cultural partnerships, developing funding bids, and taking responsibility for overseeing the monitoring and reviewing the progress in delivering the strategy.

The Cultural Producer would provide a central hub for advocacy, communications and development of the strategy, and would be situated within the Thelma Hulbert Gallery/ACED team who would support the post by utilising existing networks, resources and shared expertise in cultural engagement, marketing and programming. It was noted there was not capacity in the current THG team to take on the tasks required of this post.

The ACED network would be developed into a supportive, consultative resource, operating internally and externally, supporting fundraising, education and outreach, cultural tourism and partnership building.

Those present welcomed and agreed the need for a Cultural Producer to bring forward the ambitions of the culture strategy. It was crucial to unlock opportunities in other areas and to deliver the aims and visions of the strategy.

The Chair commented that going forward the terms of reference of the Arts and Culture would be reviewed to make it more of an active forum, with its pivotal role to play in implementing the new strategy.

RECOMMENDED: that the Arts and Culture recommends that Cabinet endorses the Culture Strategy's proposal to provide additional resources to support the delivery of the Strategy's Action Plan and that Cabinet recommend to Council the funding for a Cultural Producer role.

8 **Arts and Culture East Devon update**

The Forum received a verbal update on the work of ACED and the role of the Thelma Hulbert Gallery (THG) from the Arts Development Manager. The THG operated on less than three full time members of staff. The cultural plan would underpin the THG's developing business plan and its next Arts Council application. The THG was utilised as the engine for EDDC's cultural offer and by positioning the Cultural Producer in the THG would be the most efficient way for the deliverable of the plan to be met.

The work of the THG was district wide, with public art commissions across the district. The Arts Development Manager outlined some of the THG highlights:

- Public Art Commissioning: Exmouth, Honiton, Clyst Valley
 - ACED
 - Exhibitions DAN at THG and Ocean, then Pollard
- Creative Cabin and Clyst Valley – collaboration with Simon Bates and *Roots for Routes* to expand the reach of the mobile creative space touring programme, Creative Cabin, into the Pinhoe, Broadclyst and Cranbrook communities.
 - Public Art commissions, Pinhoe, Honiton, Exmouth
- Secret Garden: part of Climate Conversations - This will be a space for reflection, creativity, engagement, sustainability; contributing to the nation's goal to become net zero by 2050. The appointed Garden Designer is Jenny Jones [ABOUT | Jenny Jones Gardens](#)

The aims were:

- Greater sense of community, purpose and wellbeing.
- Through the relationship with In In My Back Yard (Local East Devon Growers) provide enhanced access to local ethical food and knowledge about the availability of high welfare, organic, biodynamic and agro-ecological produce and plant-based diets.
- Learning space for activities, events and workshops to profile artists and growers and support themes around the environment and sustainability.
- Outdoor selling area for the craft shop and In My Back Yard (supporting local industry).
- Ingrid Pollard in Devon exhibition: 8 August 2022 – Ingrid Pollard had recently been selected for the Turner Prize. The Turner Prize exhibition at Tate Liverpool would run concurrently.
- 2023 exhibitions included:
 - Leonie Hampton: Seeds of Change: 11 January – 4 March
 - Paradise Found: Modern art in the Blackdown Hills, past and present: 18 March – 3 June.

- Corrina Wagner: University of Exeter: 17 June – 12 August.

The ACED (Arts & Culture East Devon) was network connecting the artistic communities of East Devon and providing a central platform to engage, network, promote and talk about arts and culture across the region. The THG and ACED were two separate entities, but complimented each other. The post of Cultural Producer was considered vital to take work forward and grow the ACED. At present there were three network meetings per year and two meetings of the Arts and Culture Forum.

Attendance List

EDDC Councillors present:

J Whibley (Chair)
O Davey
B De Saram
N Hookway

Community representatives:

Town Representatives

K Burrough, Axminster Town Council
C Buchan, Cranbrook Town Council
J Brown, Honiton Town Council
M Steven, Seaton Town Council

Officers in attendance:

Ruth Gooding, Arts Development Manager/Curator THG
Charles Plowden, Service Lead Countryside and Leisure
John Golding, Strategic Lead Housing, Health and Environment
Sarah James, Democratic Services Officer
Alethea Thompson, Democratic Services Officer
Anita Williams, Principal Solicitor (and Deputy Monitoring Officer)

Also Present

Cllr P Arnott
P Faithfull
M Rixson
Hollie Smith-Charles FEIUK Consultant

Apologies:

B Norris, Community Representative
E Pang, Ottery St Mary Town Council
J Loudoun, Sidmouth Town Council
Eileen, Exmouth Town Council

Chair

Date:



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

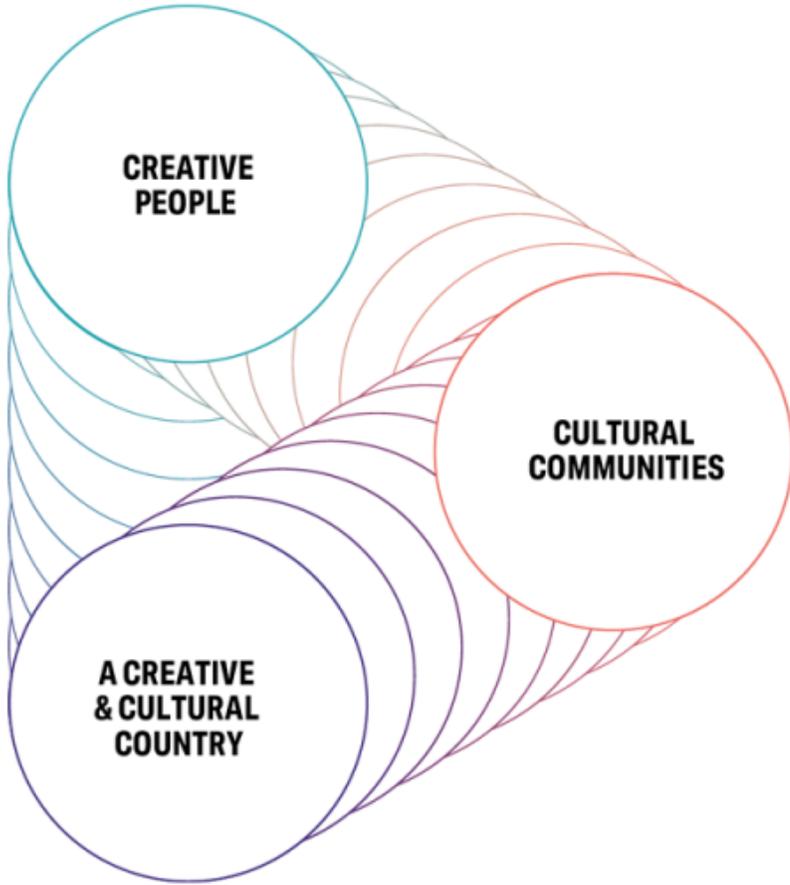
Enriching Lives Building Communities

In partnership with
Arts Council England

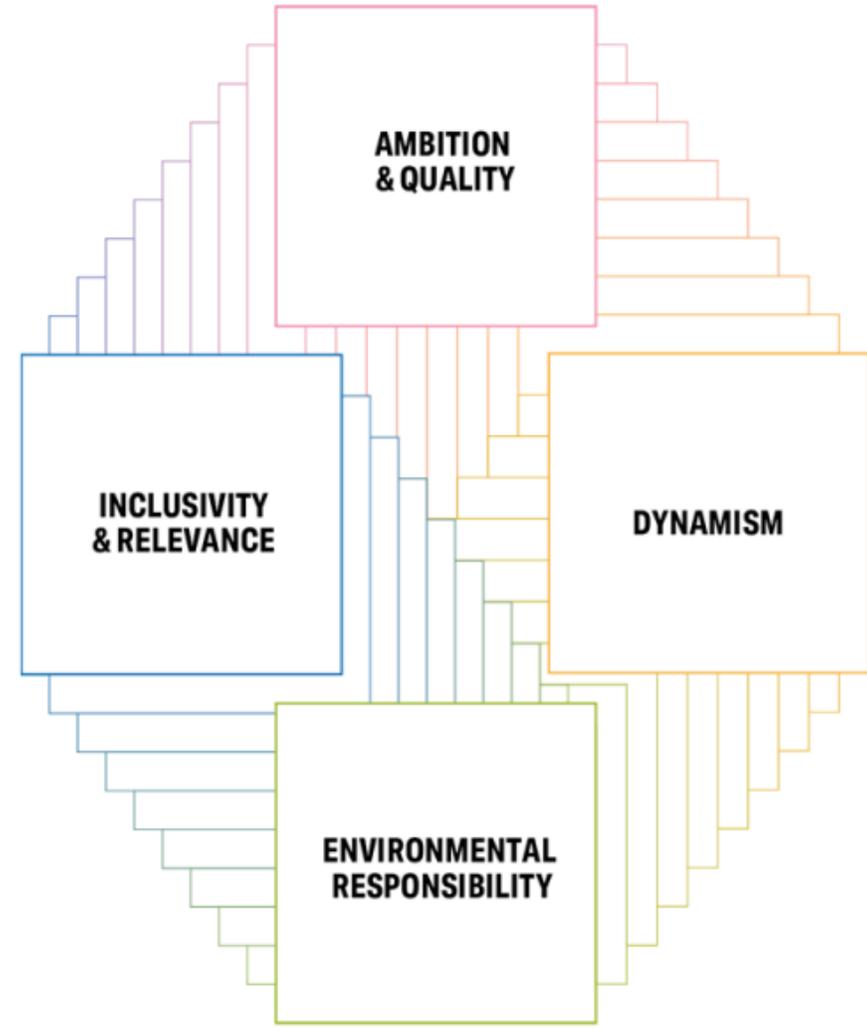
Agenda Item 7



THE OUTCOMES



OUR INVESTMENT PRINCIPLES



Strategy Alignment – Investment Principles

Let's Create - Arts Council Strategy

Inclusivity & Relevance

England's diversity is fully reflected in the individuals and organisations we support and the culture they produce

Ambition & Quality

Cultural organisations and individuals are ambitious and committed to improving the quality of their work

Environmental Responsibility

Cultural organisations and individuals lead the way in their approach to environmental responsibility

Dynamism

Cultural organisations and individuals are dynamic and able to respond to the challenges of the next decade

Libraries Unlimited Strategy 2022-27

People At Our Heart/Community Relevance & Reach

As an Equality, Diversity and Inclusion leader in the community, our workforce will reflect the communities we work with and we will deepen our partnerships and collaboration with communities locally and strategically.

People At Our Heart

We will develop our people to perform at their best creating a culture focussed on continual improvement and experimentation, enabling us to achieve our mission.

We Care About The Environment

Our aim is to reduce our carbon emissions by 25% 2027 and to become an environmental leader in the community

All 5 pillars are relevant to this

Diversity

Co-Design

Commissions

**Altering
perceptions**



High-Quality

EVOLVE
Libraries of Now

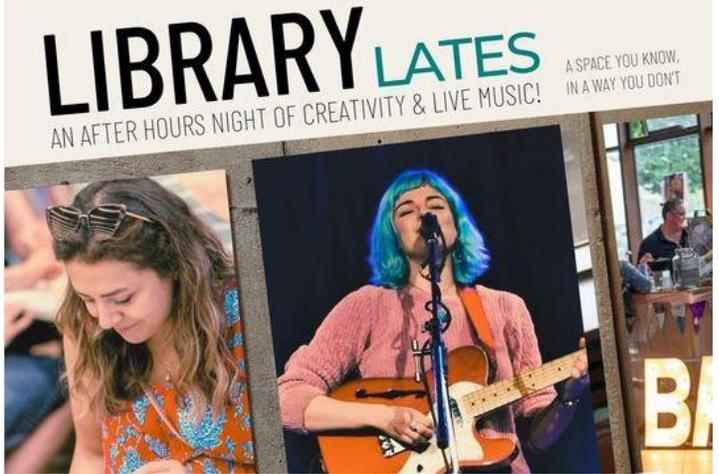
**Touring
offers**

**Staff
Development**

Innovation



Work to date



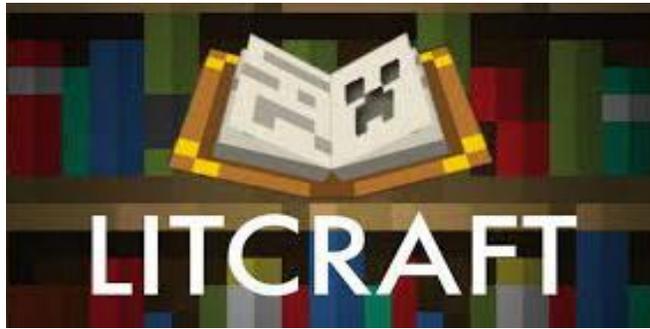
Work to date continued



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Libraries Unlimited presents
Beyond the Horizon

Inspiring talks from inspired minds



Work to date continued



Overview of activity

- **Themed seasons for programme of events**
Pride of place / Building a better tomorrow / Get creating
 - **Library Lates and Cultural Take-Overs**
 - **Films at the Library (Discovery Screens)**
 - **Cultural Credits scheme**
 - **Commissioning new art works**
 - **Touring**
 - **Staff training: Design Thinking / OF:BY:FOR:ALL**
- 

Libraries Unlimited

- **Inspires a love of reading and reduce literacy inequalities**
- **Provides free access to resources and information; reducing social inequalities and creating opportunities**
- **Supports the health and wellbeing of individuals and communities**
- **Supports business start-ups and facilitates employment**
- **Reduces isolation and builds resilience**
- **Empowers by developing digital skills and sharing knowledge**
- **Brings the benefits of cultural experiences to all**
- **Inspires ideas and creativity**

Current priorities

- **We are a charity: every penny we raise goes back into delivering our services**
- **We serve a population of over 1 million people**
- **We tackle inequality, social isolation, help people find jobs and help prepare children for their future**
- **Our libraries receive 3 million visits per year**
- **2.4 million items are borrowed from libraries each year**
- **Our libraries leverage their value and community impact by working effectively in partnership with hundreds of national and local organisations**
- **In 2021 an item was borrowed from LU every 20 seconds**
- **Our libraries are supported by 500 volunteers who contribute around 30,000 hours every year to support us.**

Thank you

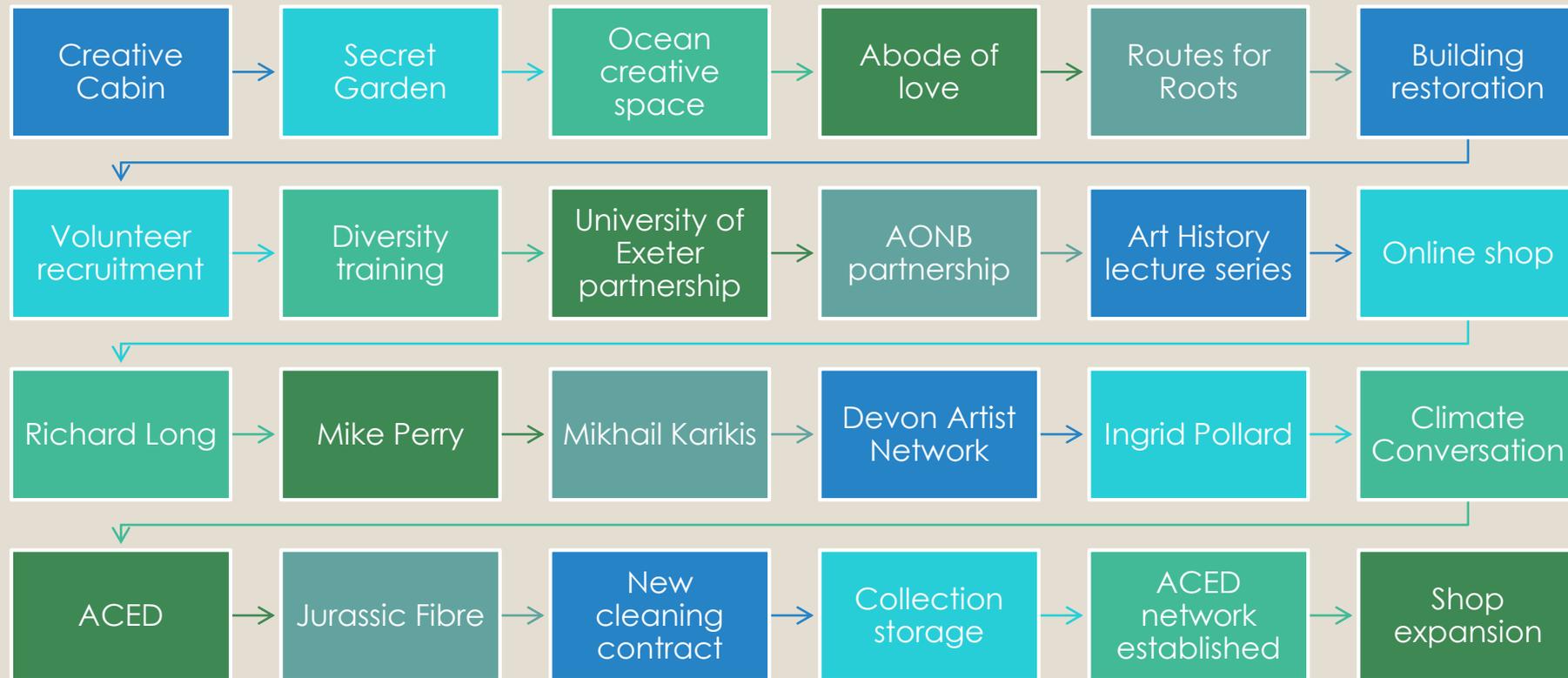
I'd love to hear from you:
rae.hoole@librariesunlimited.org.uk





THG Autumn update 2022 & 2023 plans

THG Highlights 2020-22



2022 PARTNERS



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Pandemic recovery at a glance THG in numbers 2019 vs 2022

KPI		2019	2022
DONATIONS	JUNE	£65	£100
	AUGUST	£101	£191
VISITORS	JUNE	659	1098 (inc Ocean)
	AUGUST	954	704
SALES	JUNE	£1652	£2261
	AUGUST	£1825	£1709
ENGAGEMENT	JUNE	129	293
	AUGUST	592	319
VOLUNTEERS		37	31





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LANDSCAPES IN TIME

THG 2023 programme

Landscapes in Time

THG is situated between two Areas of Outstanding Natural Beauty and 9 miles from the Jurassic coast. These landscapes constantly shift and change in time, reflecting the effects of the climate crisis and changing patterns in land use and ownership.

[CLIMATE EMERGENCY](#)

These landscapes can tell multiple stories simultaneously, there is not then and now, but resonance of a multitude of connections and social change both past and present.

[DIVERSITY, EQUALITY AND INCLUSION](#)

If we perceive of rural landscape as a dynamic intersection of people and place across time and intrinsically connected to the global, we can start to conceive of the rural landscape in new ways.

[CHANGE PERCEPTIONS AND CREATING OPPORTUNITIES FOR YOUNG PEOPLE LIVING IN RURAL AREAS](#)

Strengthening our story and connection with landscape will help our understanding of rural space and our place within it, supporting communities forge connections and ecologically sustainable futures.

[MENTAL HEALTH AND WELLBEING](#)



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Sally Baldwin

Fragile Earth

Jan – 4 March

Fragile Earth is a body of work evoking natural forms such as trees, pods, flowers, insects, sea life, water. The materials used - recycled paper, handmade paper, silk waste, silk, cotton scrim - are ghostly, white and ephemeral, suggesting delicate, fragile, finely balanced and vulnerable landscapes.

The pieces in the Fragile Earth collection reflect some of the issues involved in our current environmental crisis.



Leonie Hampton A language of seeds (RAMM) 14 Jan – 4 March

- *A Language of Seeds* was created by Devon-based artist and photographer [Léonie Hampton](#). Her commission explored RAMM's collection of seeds and herbarium sheets in dialogue with her own photographs of her family, friends and vegetable garden.
- The series of photographs were created between May and October 2020. They engage directly with the current ecological emergency through the tender relationships Hampton has created between human body, hand, mouth, the food she grows in her garden.
- The project will be accompanied by an engagement programme focus on seed collection and grow your own as part of EDDC's Climate Conversations



AONB Blackdown Hills past and present 18 March – 3 June

- Exhibition exploring the Blackdown Hills through the artist's lens past and present.
- Between 1911 and 1925, the Blackdown Hills were a source of inspiration for the avant-garde painters of the [Camden Town Group](#). They captured the ancient landscape with the progressive French artistic approach of Cezanne, Gauguin and Van Gogh.
- The exhibition will consider the Blackdown Hills through the changes to its architecture, ecology, agriculture and land management, as well as its social context and art.
- Contemporary artists including past and present members of [The London Group](#) (previously the Camden Town Group), will recapture the same sites that the Camden Towners chose to paint. These works will be shown alongside original works by artists [Robert Bevan](#), Camden Town Group and [Stanislawa de Karłowska](#), The London Group.
- Coordinating programme of art history talks and workshops as well as guided walks and ecological commentaries in the landscape.
- *This project has been made possible through partnerships with the [Blackdown Hills Area of Outstanding National Beauty](#) and the Bevan family.*

Corinna Wagner

University of Exeter

Time and Tide Bell 17 June – 12 August

This exhibition explores our relationship to rivers and seas, and to the edge lands around them. This work has grown out of Wagner's work with *Time and Tide Bell*, supported by the UK Climate Resilience Programme and the Natural Environment Research Council (NERC).

Artist Marcus Vergette's bells, which are dotted around the British coast, celebrate the connections between land and sea, but also remind us of rising sea levels, flooding and coastal erosion.

Wagner's practice reflects this emphasis on sustainability and renewability: she works in cyanotype and plant-based anthotype, prints on mulberry paper and cotton rag, processes images in seawater and sand, paints with oils made from reclaimed waste and with natural beeswax. These layered images, and her handmade photobooks, capture the haunting and ever-changing nature of edge lands and coasts.





Goals

To remove offensive graffiti concentrating on racist comments and phone numbers.
To engage the community but also not alienate the people who use the area regularly
To create a beautiful image of an underwater scene

THG Out and About

- Abode of Love
- Exmouth Pinhoe, Eagle One Commission
- Routes for Roots
- Creative Cabin
- AONB

East Devon cultural mapping 2022.

The Evidence Base and SWOT revealed a number of key values and concepts:

- Balancing the unique identities, independence and quirks of each ED community, with the need to work together on shared initiatives that transcend any one organisation or place
- Enhancing and enriching local community spirit and empowering more local people to shape and get involved with culture
- The abundance of opportunities to connect nature, culture, wellbeing and people in mutually beneficial ways
- **The importance of embedding culture, leisure and wellbeing within ED's growing, younger communities**
- The need to strengthen the pathways and career opportunities for young people within the district.

This leads us to five key Emerging Themes, which will form the scaffolding around which the Strategy is built:

- **Protect and enhance the natural environment:** Establish East Devon as an innovator and regional beacon of culture-led environmental protection, enhancement and activism
- **Strengthen and support the 'people-that-do':** Support the unique, community-led cultural organisations whose efforts enhance the high quality of life and wellbeing in ED's towns and villages
- **Cultural tourism:** Grow the professional cultural sector and support economic growth through new products, partnerships and promotional activity with the visitor economy
- **Creative enterprise and skills:** Build inspiring talent development pathways for the next generation of ED creatives
- **New Places for culture:** Ensure all ED residents, especially children and young people have the opportunity to experience high quality culture and creativity where they live.

Young people inclusivity, Arts and Environment programme 2023-24

The importance of THG has grown exponentially in the last year, spearheading new models in rural cultural production and responding to the challenges posed by Covid19, working in dynamic partnerships, supporting the Council in delivering against strategic priorities including Climate emergency, Diversity, Equality and Inclusion and social and economic recovery.

Our *Young people inclusivity, Arts and Environment programme* provides opportunities to engage with the arts, culture and climate change, responding to the specific needs of East Devon's young people 13-25. Our project is creating impactful and diverse opportunities for employment, learning, training and co creation through dynamic partnerships.

Confirmed partners: AONB Blackdown Hills, University of Exeter and Honiton schools

THG Business plan 2022-2023



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LET'S CREATE/NLPG

Ambition & Quality
Dynamism
Environmental Responsibility
Inclusivity & Relevance

EDDC Cultural plan

Collaborative
Connected with Nature
Diverse and inclusive
Resilient

THG Business plan structure

- **Section 1** - Strategic vision
- **Section 2** - Our Values
- **Section 3** - Governance
- **Section 4** – THG Staffing
- **Section 5** – SWOT
- **Section 6** - Strengthening Organisation Capacity
- **Section 7** – Financial Strategy Going Forward
- **Section 8** – Volunteers & Creative Apprentices and Internships
- **Section 9** – Commercialisation
- **Section 10** – The Building page
- **Section 11** – How THG Contributes to East Devon District Council Priorities
- **Section 12** –How the THG contributes to ACE's Priorities
- **Section 13** – Exhibitions Programme inc public art
- **Section 14** – Thelma Hulbert Collection
- **Section 15** – Education and Community Engagement - THG Out and About
- **Section 16** – Audience Development inc EDI
- **Section 17** – Marketing and digitisation

Report to: ACED Forum

Date of Meeting 12TH October 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A



East Devon Culture Strategy progress update

Report summary:

The purpose of this report is to update ACED Forum members on plans and the progress being made in delivering the East Devon Culture Strategy 2022-31. Also the details of the proposed three year cultural programme being funded through the UK Shared Prosperity Fund (UK SPF).

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

That the ACED Forum notes the plans being made in delivering the East Devon Culture Strategy 2022-31 and the UK SPF cultural programme 2022-2025.

Reason for recommendation:

To enable the ACED Forum to have oversight of the progress being made in delivering the East Devon Culture Strategy 2022-31 and receive updates and reports at its meeting as part of the monitoring and review framework for the Culture Strategy's implementation.

Officer: Charlie Plowden, Service Lead – Countryside & Leisure; cplowden@eastdevon.gov.uk

Portfolio(s) (check which apply):

- Climate Action and Emergencies
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Culture, Tourism, Leisure and Sport
- Democracy and Transparency
- Economy and Assets
- Finance
- Strategic Planning
- Sustainable Homes and Communities

Equalities impact Low Impact

This is a report on updating members of the ACED Forum on plans and progress being made in delivering the Culture Strategy

Climate change Low Impact

Risk: Low Risk; There are no risks associated with this report and its recommendation.

Links to background information Click here to enter links to background information; appendices online; and previous reports. These must link to an electronic document. Do not include any confidential or exempt information.

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
-

Report in full

1. Culture Strategy summary update

1.1 Since the adoption of the East Devon Culture Strategy 2022-31 in July 2022 there has been progress with a number of the actions identified within the document. The Strategy being a 10 year document means that there is enough time to help develop and identify new partnerships, funding and community support for a number of new areas of cultural development across the district.

1.2 The recent adoption of the 5 year East Devon Tourism Strategy along with East Devon DC's Leisure & Built Facilities Strategy 2021-31 means that there is now a coherent policy and delivery framework for the Council to progress its ambitions in these three sectors as well as enabling multiple opportunities for collaboration. The Tourism Strategy in particular has been developed with a view to help support and develop a number of ambitions within the Culture Strategy around cultural tourism, place making and the marketing and promotion of our cultural and natural environment.

1.3 To be able to progress the delivery of the Culture Strategy the Council agreed to appoint a Cultural Producer to act as an enabler and lead officer to take forward the priorities identified within it. The role is currently out to advert and it is hoped that an appointment will be made by December 2022. Once in post there will be a focal point for not only delivery but also the monitoring and reviewing of the Strategy. This is a very important appointment for the Council and will enable the new postholder to work in collaboration and in partnership with our internal "cultural providers" such as the THG, Manor Pavilion theatre, Countryside team, Economic Development team and our Property & Estates team on actions within the Strategy.

1.4 The Cultural Producer will also be responsible for securing the long term future of the ACED Network and ensuring it remains pivotal in bringing East Devon's creative and performing arts sector together to help provide a strong voice for the cultural ambitions of East Devon. The development of an East Devon Cultural Compact will help with developing strategic funding applications to bodies such as the Arts Council and Heritage Lottery Fund. The Cultural Producer will enable both district-wide and south west networking to help market and promote the district's creative arts and cultural sectors activities and events in a more joined up way. This will be crucial to help support East Devon's year round visitor economy. This work will be in support of and alongside the promotional strategies of the Economic Development and Communications teams.

1.5 Finally the planned three year cultural programme funded through the UK Shared Prosperity Fund (an announcement is expected in October 2022) will provide an initial injection of funds to help take forward some of actions identified within the Culture Strategy. This will enable some early "wins" in delivery and enable funds to be released this year into supporting some of our local cultural organisations. The details of the programme are in section 2 of this report.

2. The UK SPF cultural programme

Project description:

In January 2022, East Devon District Council (EDDC) began working with specialist consultants, FEI, to develop a Cultural Strategy and an Action Plan.

Aims:

- *Resilient*
We will build resilience of the creative and cultural sector by connecting, supporting and securing investment in local artists and practitioners, and attracting new investment
- *Collaborative*
Local community spirit drives much of our current cultural activity. This will be a strategy that empowers more local people to shape and get involved with culture at all stages of their lives, delivered with and for local people from all parts of the district
- *Diverse*
We will draw on and reflect the diversity of contemporary society and celebrate the variety of activity that takes place in East Devon
- *Connected with nature*
East Devon has an abundance of opportunities to connect nature, culture wellbeing and people in mutually beneficial ways. We will amplify how culture enhances, inspires and engages people with the countryside, coast and climate and the challenges we face in protecting them.

The programme of projects over the 3 year funding period delivers East Devon’s Culture Strategy’s theme on ‘Strengthen and support the ‘people-that-do’’. It will specifically assist in creating cultural opportunities for some of East Devon’s most socially deprived communities and those who have little or no access to cultural activities or events.

The programme of cultural projects will also help build civic pride with the focus being on celebrating and supporting the work of volunteers who ensure our local cultural assets e.g. museums, theatres, community centres etc. are managed and open to the public as well providing opportunities to develop skillsets such as fundraising, developing business plans etc. to help support these cultural assets futures

Culture Strategy theme 1 - Strengthen and support the ‘people-that-do’ :

Objective: Support the unique, community-led cultural organisations whose efforts enhance the high quality of life and wellbeing in East Devon’s towns and villages.

Actions	Potential work programmes	Timescale	Suggested lead at EDDC
1.1 Invest in and strengthen our many thriving, often volunteer-run cultural venues and programmes across East Devon	1.1.1 Build post-Covid confidence and capacity for volunteers and community groups in our towns and parishes through training in governance, business planning, digital transformation and fundraising, as well as training in core creative skills, such as producing live events, interpretation, collections management	Short/Med	Growth, Development & Prosperity team, via UK Shared Prosperity Fund (SPF) bid Supported by Cultural Producer (recruitment permitting)

	1.1.2 Enhance the quality and appeal of collections, and the sustainability of local museums, through a programme of shared capital investment in display and interpretation	Med	Growth, Development & Prosperity team (UK SPF bid) Supported by Cultural Producer (recruitment permitting)
	1.1.3 Explore the potential of a new network that supports more community asset transfers and sharing of policy support and good practice for village halls and other cultural venues, to ensure their place at the heart of our communities	Med	Place, Assets & Commercialisation team Supported by Cultural Producer (recruitment permitting)
1.2 Support and champion volunteering	1.2.1 Celebrate East Devon's volunteers through recognition and rewards	Short	Growth, Development & Prosperity team (UK SPF bid) Supported by Cultural Producer (recruitment permitting)
	1.2.2 Explore the potential for promoting and diversifying volunteering opportunities through a central portal, such as Volunteer Makers	Med	Growth, Development & Prosperity team (UK SPF bid) Supported by Cultural Producer (recruitment permitting)

Stage 2 project details:

1. Any data regarding local **challenges** in our area which this project will help to resolve

- East Devon has an ageing population, including the 3rd highest proportion of retired people in the UK. At the same time, health is generally high. By investing in community cultural activity through volunteering and community leadership, this project will enable many among this key demographic to stay active and continue to contribute to their communities.
- Overall, the population of East Devon has lower levels of cultural engagement than Devon as a whole.
- The project proposal will take forward **one of the 5 Key Themes in the Culture Strategy** that seeks to help provide support and additional resource into the volunteer network supporting much of the cultural activities in East Devon's communities;
- The current volunteer network is disparate and uncoordinated across the district with multiple challenges around receiving support for fund raising and accessing appropriate training to build capacity, the project proposal will help target resources through events, professional support and a single point of contact (volunteer portal) to provide capacity into this area;
- This project will pilot an infrastructure model for volunteer networking and capacity building, seeking to empower the volunteer base to grow in confidence, capacity and skill (rather than disempowering by doing everything for them)

- Audience development especially with young people is also a key challenge the project will seek to overcome and enable young people in the district to participate, engage and have a voice for their needs through the creation of a Youth Forum;
- East Devon has significantly fewer 20-29 year olds than Devon as a whole. While culture alone cannot solve this problem, the targeted support and opportunities within this project will help more young people to feel that they have a voice, something to do and potentially a role in their community.
- FEI's 2022 consultation revealed a strong community desire for more joined-up promotion and publicity. Some commented that there is 'little to no capacity' for marketing within volunteer organisations. This project will build skills in digital marketing and explore options for a joined-up model.
- The lack of single point of information through a digital 'what's on' guide that enables the diverse and numerous cultural activities being delivered within the district has meant that local people and visitors have been unable to access or even been aware of events. The project will seek to set up a digital 'what's on guide' to overcome this issue working in collaboration with tourism to create a destination portal;
- As a first step, this project will commission a community information systems mapping exercise and feasibility study. Using external expertise, this exercise will map the strengths and weaknesses of existing human and digital information systems in the community / VCSE sector against the various audiences for information, their needs and preferences. This will ensure that any digital guide does not 'reinvent the wheel' while also allowing it to be shaped by proven audience / end-user need.
- The Strategy covers a ten year timespan and a number of the project proposals will require this length of time to fully develop from the concept and initial 'start-up' position the SPF will support. The challenge will be to sustain and scale up these areas following the initial injection of funding from the SPF.

2.1 Any data or information regarding local **opportunities** in our area which this project will help to realise

- East Devon has more than 100 public venues for culture, including 25 community museums and heritage sites, libraries, 7 small-scale performing arts centres, 35 village halls and an art gallery. The majority are partly or entirely volunteer-run. This project will help this largely volunteer-run cultural ecology to realise its full potential as community assets (FEI mapping)
- For example, up to 700 people volunteer in East Devon's community museums which, between them, welcome quarter of a million visitors per year (extrapolated by FEI from South West Museums data). This project will ensure volunteers benefit from the most up-to-date skills in order to deliver a high quality experience for visitors. (FEI mapping)
- East Devon is home to 17 festivals and 54 clubs and societies offering opportunities to take part in activity (FEI mapping)
- 49% of East Devon's adult population visit or take part in theatre. (FEI mapping)
- FEI's consultation showed that the community support an assets-based approach to empowering people to make things happen in their own communities.
- The approach set out in the project will target those actively engaged in volunteering for their local cultural organisation or as a lead for their community where there is a need and opportunity

to provide targeted training e.g. writing funding applications that can help support and sustain local cultural activities;

- The project proposal will help support the work of Arts Culture East Devon (ACED) Network that is supporting creative arts professionals with talks, sharing information and accessing events that supports the cultural sector in the district;
- Partnership working is fundamental to the project and will ensure co-ordination of volunteer activities across all East Devon's communities providing advice and guidance on establishing groups interested in running events and activities.
- The project will encourage utilising the district's outstanding natural environment and developing programmes of activity that have a low carbon footprint.
- The delivery of specific training needs into our volunteering community will require the use of specialist training providers who can go into our communities and deliver workshops that cover a wide range of identified "skillset needs" that can support the delivery of locally delivered cultural activities;
- FEI's 2022 consultation revealed a desire for better connectivity among artists, practitioners and networks, including better access to information, spaces and opportunities.
- There are significant opportunities for improving access to training needs, engage our younger audiences, provide a co-ordinated cross district what's on guide, develop a volunteer portal that is accessible to every community and local resident. The benefits of volunteering in particular are well known for both mental and physical wellbeing, which links well and compliments the Council's Public Health Strategy.
- Cranbrook is a new town with limited cultural facilities and a very different demographic to the rest of the district and there is a need to engage the younger families and younger population in volunteering and setting up new cultural programmes as well as providing training to support this work;

2.2 How much **experience** do you have in managing this type of project and what **capacity** do we have to deliver this proposed project.

- There is 'strong' experience both within the Council in managing volunteers and supporting their development;
- The project will require additional expertise and experience in key areas such as the provision of freelance trainers to deliver courses and workshops; also to set up the what's on guide and the digital platform required to promote all the activities and events across the district;

3. Next steps

3.1 The funding submission for the cultural programme over three years is £91,800 with the majority of expenditure identified for years 2 and 3. The year 1 target is to set up the training modules for our voluntary and community cultural groups and run a limited number of courses as the funding allocation for Year 1 will require spending by March 2023.

3.2 The initial thinking is for the training modules and booking processes to be set up and co-ordinated through the ACED Network digital platform which will be developed as part of the secured funding for year 1. The modules that will be provided in year 1 will be offered in the following years along with an expanded portfolio of modules to provide expertise in a wide range

of areas from fund raising to audience development plans that will help provide the district's creative arts and cultural organisations and its volunteers with the skill sets to help secure their long term futures.

Financial implications:

The financial details are contained in the report with the proposed UK SPF cultural programme proposal

Legal implications:

The report does not identify any legal implications requiring comment'