

Report to: Arts & Culture Forum Choose a meeting



Date of Meeting 8<sup>th</sup> November 2023

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

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## UK Shared Prosperity Fund cultural programme

### Report summary:

The report provides a summary of the first year of outputs of the UK Shared Prosperity Fund (UK SPF) cultural programme. This is a three year funded programme which will help to both support the delivery of East Devon's Cultural Strategy 2022-2031 as well as deliver funding into our district's diverse and distinctive creative communities and help to support their activities and events. The three year Cultural Programme will also help to enable the delivery of the Council Plan 2021-2023 strategic aim to 'develop a stronger commitment to and offers in arts and leisure through the development of a Culture Strategy and an Events Strategy for our own land'. It is therefore a significant programme that will benefit the whole of the district.

### Is the proposed decision in accordance with:

Budget Yes  No

Policy Framework Yes  No

### Recommendation:

That the Arts & Culture Forum:

- endorses this report and the successful delivery of the year one outputs of the UK SPF cultural programme.

### Reason for recommendation:

To ensure that the Forum is informed and updated annually on the progress of the three year UK SPF cultural programme in the most reliable and transparent manner. The cultural programme year one outcomes will feed into the overarching monitoring and evaluation being reported to DHLUC by the Economic Development team as the UK SPF programme co-ordinators.

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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

**Climate change** Low Impact

**Risk:** Low Risk; .

**Links to background 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

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## Report in full

### 1. Arts and Culture Summary Report – Year 1 Evaluation of Cultural Programme

- 1.1 The three year Cultural Programme, funded by UK Shared Prosperity Fund, aims to build a more resilient, inclusive and community focussed cultural and creative sector in East Devon. Empower more local people to shape and get involved with culture at all stages of their lives, drawing on and reflecting upon the diversity of contemporary society and the variety of activity that takes place in East Devon.
- 1.2 The Cultural Programme will amplify how culture enhances, inspires and engages people with the countryside, coast and climate whilst bolstering civic pride and a renewed sense of community
- 1.3 The Cultural Programme will increase the attractiveness of East Devon as somewhere younger professionals (20-29 year olds) want to live and work. Therefore targeting support and opportunities to help more young adults to feel that they have a voice, something to do and take an active role in their community; drives local community spirit and builds upon our existing cultural assets
- 1.4 One of the identified projects will help build capacity for volunteers and community groups through training in governance, business planning, digital transformation and fundraising, and collections management. We will also explore the potential for promoting and diversifying volunteering opportunities through a central digitised portal.
- 1.5 In addition, the programme will seek to enhance the quality and appeal of collections, and the sustainability of local museums, through a programme of shared capital investment in display and interpretation.
- 1.6 Finally, celebrating East Devon's volunteers through recognition and rewards will help to foster a sense of achievement and community spirit within our towns and parishes, with the aim to motivate other local residents to step forward and take part.

### 2. The main activities and milestones in Year 1 (Jan – March 2023) delivery were:

## 2.1 Arts and Culture East Devon (ACED) website: [www.aced.org.uk](http://www.aced.org.uk)

The Cultural Producer commissioned Cosmic to develop create new website to better connect the creative communities of East Devon

## 2.2 ACED Training with delivery of sessions in fundraising and marketing delivered

2.3 The THG's Creative Cabin with new areas of delivery enabled by the hire of a vehicle to transport the Creative Cabin to increase cultural engagement across East Devon making specific provision to support those from disadvantaged socioeconomic backgrounds; including young people, older people, people with dementia, caregivers, rurally isolated communities, both coastal and inland

## 3. Response to Cultural Programme:

3.1 The growth and development of the ACED Network, where we also share other opportunities such as cultural funding, has been of interest to surrounding areas. For example we received this email from a Senior Lecturer (MA Arts, Health and Wellbeing) at Plymouth Marjon University:

*"I'd been meaning to get in touch with ACED for a while - you have such a brilliant newsletter, featuring so many great training opportunities, which I will definitely be sharing with our students, and telling them to sign up to your mailing list too!"*

3.2 Our ACED Training has also been received positively:

*"The ACED Essentials in Fundraising workshop was fantastically put together and delivered. I had some previous experience in fund-raising but came away with new skills and ideas that enabled me to secure funds in the following weeks from sources that I had previously not known about. David from Cause4 was so knowledgeable and engaging, fund-raising can sometimes feel like a daunting prospect but I came away with a renewed sense of purpose. Thank you ACED for creating this great day!"*The Cultural Producer recently sent out a 6 month follow up survey to the 19 participants of this fundraising training, where the majority of survey respondents said they had been able to develop a more focused case for support which had led to successfully obtaining grants since the training.

## 4. Alignment with Council objectives:

4.1 The ACED website and network development, as well as the Creative Cabin project connect with the wider strategic ambitions of the Council in the following ways:

- Better homes and communities for all - a portfolio has been introduced to cover culture, leisure and tourism, recognising the importance of these sectors for our local economy, our communities and health and wellbeing.
- A greener East Devon – a section on sustainability will feature on the ACED website with links to various resources specific to decarbonisation of cultural activities. We will also be running Carbon Literacy Training in Year 2. The Creative Cabin also promotes links between arts and culture and climate change – raising awareness of the public and seeking to change behaviours.
- A resilient economy – we're supporting the creative industry by providing training opportunities, for example in fundraising and marketing to increase income streams. We recognise the economic as well as the social value of tourism, art and culture to the local economy and the wealth that is generated in those sectors.

## 5. Plans for Year 2:

5.1 Activity for Year 2 of the programme is now underway. The ACED website is now live, with over 100 ACED Members listed in the Directory. The website promotes our training programme which covers: volunteer recruitment and retention, carbon literacy, collections management, governance and public speaking. A small grant scheme, Creative East Devon Fund, has also been set up accepting applications which align with our East Devon Cultural Strategy and our goals that by 2031:

- East Devon's cultural offer is perceived by residents as high quality, interesting, fun, relevant, accessible and well-promoted
  - Residents who have taken part in cultural activity feel that their health, happiness and wellbeing have improved as a result
  - Children and young people across the district feel they have ample opportunities to take part in cultural and creative activities
  - More people work in the cultural and creative industries in East Devon, backed up by more training, skills and pathways to employment
  - Cultural organisations, artists and creative businesses feel connected, resilient and creatively ambitious (professional and voluntary sectors)
  - Investment into arts, museums and heritage through earned income, grants, sponsorship and philanthropy has increased
  - The number and diversity of visitors, audiences and participants in culture and creative activity in East Devon has increased
  - Culture is helping to tackle the climate emergency
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### **Financial implications:**

There are no financial implications identified within the report.

### **Legal implications:**

There are no substantive legal issues directly arising from this update report.