

## **Culture-led regeneration**

### **Purpose of report**

For discussion and direction

### **Summary**

The Board commissioned a piece of research into culture-led regeneration at its meeting in September 2017. This paper updates the board on progress so far, and invites a further steer on the work.

### **Recommendation**

That the Culture, Tourism and Sport Board members discuss and provide direction.

### **Action**

Officers to progress as directed.

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## **Culture-led regeneration**

### **Background**

1. At its September 2017 meeting, the Board identified culture-led regeneration as one of its three priorities. As part of this, it requested that research was carried out into those areas that were felt to have achieved significant culture-led regeneration for the benefit of those councils with ambitions to do the same.
2. The focus of the publication will be on making the case for culture-led regeneration and identifying practical steps for undertaking culture-led regeneration, illustrated by case studies, and producing an outline template for the creation of a cultural strategy that can help drive regeneration.
3. We are also proposing a series of regional roundtables following the publication of the report, to communicate the findings to councillors, officers, local enterprise partnerships, business improvement districts and other relevant stakeholders.
4. The primary audience is intended to be councillors, with a secondary audience of senior officers in councils and local enterprise partnerships.
5. The Calouste Gulbenkian Foundation has agreed to provide £7000 towards this project. The Foundation is an international charitable foundation with cultural, educational, social and scientific interests, based in Lisbon with offices in London and Paris. The purpose of the UK Branch in London is to bring about long-term improvements in wellbeing, particularly for the most vulnerable, by creating connections across boundaries (national borders, communities, disciplines and sectors) which deliver social, cultural and environmental value.
6. We have also discussed this work with DCMS, who have agreed to provide input from their departmental economist; with Arts Council England, who have agreed to provide access to their case studies, current programmes, and their cultural taskforce with the core cities; and the Greater London Authority, who will share the London Mayor's plans for culture, including the Borough of Culture competition.

### **Appointing a supplier**

7. A request for quotation was prepared and advertised using LGA procurement processes. This is available in **Annex A**. 12 bids were received and scored against technical merit, quality, experience, and price.
8. The winning bidder is Regeneris, who were appointed on 11 January 2018.

9. Regeneris has undertaken extensive work engaging with, appraising, writing funding bids for, and evaluating culture-led regeneration projects across England and Wales.
10. They led the appraisals of all interim and final bids for the UK City of Culture programmes in 2013 and 2017 for DCMS, are leading the outcomes evaluation for Hull UK City of Culture 2017, and supported bids Stoke UKCC 2021, Milton Keynes' European Capital of Culture 2023 bid and Lambeth's London Borough of Culture bid.
11. Regeneris' full proposal is set out in **Annex B**, and members are invited to comment on the proposals, which are also summarised below.

### **Outline proposal**

12. Regeneris has proposed developing case studies based on a series of five-six typologies of culture-led regeneration, with an aim to complete three case studies for each.
13. The proposed typologies are:
  - 13.1. Individual cultural institutions/attractions as a hub and driver for regeneration, such as The Storyhouse in Chester, Tate in St Ives, or The Curve in Leicester.
  - 13.2. Community focused cultural programmes, such as the Arts Council England's Creative People and Places area
  - 13.3. Recurring arts festivals as a focal point for regeneration
  - 13.4. Strategic organisation to co-ordinate and promote cultural activity, such as the co-ordinated collaboration between Newcastle and Gateshead Councils
  - 13.5. City of Culture and related programmes.
14. Regeneris has been asked to identify appropriate case studies, but we envisage it will include some of the following:
  - 14.1. Newcastle and Gateshead (Great Northern Exhibition)
  - 14.2. Margate (Thanet District Council)
  - 14.3. Weston-super-Mare
  - 14.4. Hull (City of Culture)
  - 14.5. Coventry (Future city of culture)
  - 14.6. Stoke-on-Trent
  - 14.7. Waltham Forest
  - 14.8. Chester (The Storyhouse)
  - 14.9. Leicester
  - 14.10. St Ives (Tate)
  - 14.11. Grimsby (North East Lincolnshire)

14.12. Portsmouth

15. The findings will be communicated through a publication launched in May/June 2018, which will include advice and guidance for councils wishing to use culture as a way to promote regeneration.

16. Regeneris will also undertake regional workshops; the timing and nature of these will be developed once the findings have begun to emerge.

### **Implications for Wales**

17. The WLGA does not commission us to work on wider improvement issues. This service is provided directly by WLGA. However, the publication will be available to all interested councils.

### **Financial Implications**

18. There is a total of £20,000 available for this work. Up to £13,000 of this is from the LGA improvement budget. The remaining £7,000 has been provided as a grant from the Calouste Gulbenkian Foundation (UK branch).

### **Next steps**

19. Board members are invited to comment on the initial suggestion for a thematic breakdown, including whether these are the right themes (Paragraph 13).

20. Board members are invited to suggest further possible case studies. We will ensure there is a political balance, and have particularly requested that the supplier identify case studies from rural areas (Paragraph 14).

**SPECIFICATION**

<p><b>Introduction and background</b></p>	<p>The <a href="#">UK's creative industries</a> are now worth a record £84.1 billion to the UK economy. They grew by 8.9 per cent in 2014 - almost double UK economy as a whole – and generate nearly £9.6 million per hour. Employment in the UK creative industries is growing at four times the rate of the UK workforce rising by 5 per cent in 2016, compared to the 1.2 per cent increase in the wider UK workforce. Almost 2 million people are now employed in the UK's creative organisations, with a wider number making up the creative economy which also includes creative roles in non-creative organisations.</p> <p>Similarly, and with some overlap, <a href="#">tourism in the UK</a> is currently worth £126.9 billion, employing over 3.1 million people in every local authority in the UK and includes a huge export component of around £29.8 billion annually.</p> <p>Figures from Arts Council England on <a href="#">the contribution of arts and culture organisations</a> shows equally positive results, with the gross output of the entire arts/culture industry registered at an estimated £20 billion in 2015.</p> <p>These findings, coupled with the cultural contribution to public health and wellbeing objectives, the positive impact on community cohesion, and their general impact on making somewhere a desirable place to live and work, means many councils, and <a href="#">business improvement districts</a>, are looking at cultural activities as a way of regenerating or improving aspects of their area.</p> <p>Some councils are already some way down this journey, such as Newcastle and Thanet (in Margate), while others like Hull and North Somerset have used key events like Banksy's Dismaland and Hull's City of Culture title to begin the journey. Still others have ambitious plans, such as those bidding for future City of Culture or the aborted European Capital of Culture titles, like Leeds, Stoke-on-Trent, and Coventry. The Mayor of London has also launched the Borough of Culture competition, which has generated significant interest in the capital.</p> <p>While many of these areas are urban in nature, the LGA is particularly interested in capturing examples in a rural context.</p> <p>The focus of this publication will be on regeneration, but suppliers may</p>
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	<p>wish to consider the LGA and cCLOA publication People, Culture, Place, which captured some of this information in a placemaking context, and avoid duplication. This document is linked to in <b><u>Appendix 1</u></b> at the end of this document, alongside other useful reference materials.</p> <p>Elsewhere, Arts Council England's Creative Cultural Partnerships programme and VisitEngland's the Great Places programme partnerships are designed to accelerate the creation of desirable places and destinations, and may also contribute learning to this project.</p>
<p><b>Detailed requirements including objective(s):</b></p>	<p>The LGA's Culture, Tourism and Sport Board is keen to capture and share the positive ambitions and aspirations behind those councils who are using culture to regenerate their areas. In particular, they wish to identify:</p> <ul style="list-style-type: none"> <li>• The vision of those councils for their area, and the role of culture in achieving that</li> <li>• The case for using culture as a way of generating the change needed for the area and/or community</li> <li>• Any particular benefits of using culture to promote regeneration, such as inclusive growth or enhanced sustainability, compared to other regeneration approaches</li> </ul>

- Common issues and challenges being addressed
- Any key themes about how to approach culture-led regeneration
- The role of elected members in leading change
- The impacts, where available, of the changes on residents and communities
- Top tips and key considerations for other councils wishing to use culture to generate change in their area

This project is also being part funded by the Calouste Gulbenkian Foundation (UK branch).

The supplier will be required to:

- Identify, with support of the LGA, case study areas who exemplify culture-led regeneration or have stated ambitious plans for culture-led regeneration
- Contact and interview senior decision-makers and partners, where appropriate, from the case study areas
- Write up case studies from the areas
- Identify, analyse and collate any common ambitions, impacts, opportunities or challenges from the case studies and summarise for readers
- Develop top tips and key learning sections to advise other councils wishing to effect significant change in their area, and make the case for using culture to do so
- Conduct desk research into published data on the economic impact of culture (see incomplete but indicative list in **Appendix 1**), with an emphasis on local impact, and summarise for the audience
- Collate examples of strong local level strategies that have been effective in facilitating council wide planning for culture-led regeneration, and delivery mechanisms that engage a range of local authority departments and stakeholders
- Identify and produce a list of subject headings that form the outline of a cultural strategy or vision that could be used by areas wishing to stimulate their local cultural sector.
- Deliver a series of regional workshops after publication to communicate the findings to groups of councils, reaching council leaders and portfolio holders, economic and regeneration teams, LEPs, heads of culture, and other relevant contacts. While the majority of this contract must be delivered by 30 March 2018, these events can take place later.

The maximum amount available for this work is £20,000, and lower bids will be scored more favourably. Suppliers will need to set out what

	<p>will be achieved for the price and how the budget will be spent. For instance, number of case studies provided, any proposed meetings or workshops, hours spent on the project, and details of the team working on the project.</p>
<p><b>Expected benefits:</b></p>	<p>Councillors and senior decision-makers will be aware of the opportunities for using culture as a major tool to effect change in their area, and the potential scale of impact that can be achieved.</p> <p>They will have an understanding of how to start conversations about cultural change, the types of partner to involve, and possible barriers to change.</p> <p>They will also have an illustrative example of what could be included in a cultural strategy for their area.</p>
<p><b>Desired outcomes:</b></p>	<p>More councils consider culture as a tool for regeneration; and an increased number of councils develop visions or strategies for cultural activity in their areas.</p> <p>The research serves to refresh local government approaches to partnerships, focusing on a renewed vision of quality and inclusivity.</p>