

Rotherham Creative Council

Purpose of Report?

For discussion and direction.

Summary

This report updates the Board on progress made by Rotherham Metropolitan Borough Council with their Creative Councils project and raises discussion points for consideration by members. Cllr Paul Lakin, Portfolio Holder for Children and Young Peoples Services, CE Martin Kimber and Catherine Brentnall, Managing Director of Ready Unlimited company will present Rotherham's project.

Recommendation

Members are invited to comment on the project update and to discuss points arising from the presentations to be made by Rotherham Metropolitan Borough Council.

Action

Officers to reflect Members' suggestions in the design and delivery of future support to councils, communications and lobbying activity derived from the Creative Councils programme.

Contact officers:

Mike Short

Teresa Payne

Position:

Senior Adviser

Adviser

Phone nos:

07799 038432

07879 640823

E-mail:

mike.short@local.gov.uk teresa.payne@local.gov.uk

Creative Councils

Background

1. The Creative Councils programme is a joint programme between NESTA and the LGA. The ambition is to work with a small group of creative, pioneering councils and their partners throughout England and Wales in developing, implementing and spreading transformational new approaches to meeting some of the biggest medium and long-term challenges facing communities and local services.

Programme Progress to date

2. Six Creative Councils from an initial pool of seventeen in Phase 1 were selected to go forward under Phase 2 of the programme and these are receiving financial and non-financial support to help them progress their work. Rotherham are attending to present their progress and raise discussion points for consideration by members.
 - 2.1 **Rotherham** have recently spun out 'Ready Unlimited', an independent not-for-profit social enterprise that provides professional development to educators who work with young people from 4-19, to embed enterprise and entrepreneurship across the curriculum. Ready Unlimited has a strong, on-going relationship with Rotherham MBC and is currently piloting an innovative approach to holistic, community based enterprise in the town – Ready Hubs.
3. **Monmouthshire** and **Cornwall** attended the Improvement and Innovation Board on 17th September 2012
 - 3.1 Monmouthshire is implementing 'Your County Your Way', a cultural transformation programme within the council to listen and respond more creatively to the needs of its communities. Central to this approach is an internal training programme, the Intrapreneurship School, which seeks to introduce council employees to the concept of innovation and what it means for service delivery.
 - 3.2 Cornwall is implementing 'Shaped by Us', a technology platform and open innovation approach which makes it easier for local communities to put forward creative ideas to solve the county's biggest challenges, a number of which will be co-produced with the council.

4. **Derbyshire** attended the Children and Young Persons Board on 21st January 2013
 - 4.1 Derbyshire are developing 'Uni-fi' a bespoke package of support aimed at developing aspiration amongst young people in care. This will include a guaranteed entitlement to financial support on leaving care to be spent on the pursuit of self-selected goals, which might include further education or training.
5. **Wigan** attended the Community and Well Being Board on 8th May 2013
 - 5.1 Wigan are creating a new economic model for social care to meet their service and financial challenges, by harnessing underutilised and untapped resources within the local community through volunteering and the development of micro-enterprises.
6. **Stoke** are to attend a future such meeting tbc
 - 6.1 Stoke are developing their goal to become an energy sufficient 'Great Working City', pushing the boundaries of energy regulation and localism by moving towards local ownership of energy supply and re-imagining the role of the council as a strategic broker of resources.

Rotherham Creative Council Project

7. Rapid globalisation and shifts in technology, the economy and employment mean that young people face increasingly complex and unpredictable working lives. The transformation of the economy, from one based on manufacturing and industry, to one based on knowledge, creativity and enterprise has significant economic implications. Now, much low and medium skilled work is being outsourced or automated, and the competition for highly skilled work is on a global scale.
8. The global economic crisis and recession have compounded these problems and, as unemployment has spread across the UK, many young people have been disproportionately hit. There are twice as many young people unemployed as any other group. Nationally, one in five 16-24 year olds is not in education, employment or training. Unemployment, low aspiration and underachievement are a financial burden to councils and create a bitter legacy for people and communities.
9. Rotherham's belief is that councils have a key role to play in ensuring that the education young people experience connects them with the world of work and business and prepares them to apply their talents and energy to developing resilient communities with sustainable economies. The approach has been to tackle some of these issues downstream by focusing on developing an enterprise entitlement for

young people from 4-19, and most recently, co-designed and co-produced community enterprise provision through the Ready Hub model.

10. Ready Unlimited works nationally and harnesses the unique opportunity teachers have to impact on young people's skills and perceptions by providing training to educators in order to develop more enterprising and entrepreneurial curricula, and connect learning to the world of work and business. Rotherham has some of the most deprived wards in the country, but working with teachers in this way has engaged children, improved behavior, motivation and attainment. It has also increased parental engagement in schools and highlighted the opportunities young people can take or make for themselves when they leave education.
11. The impact of these developments was recognised when Rotherham was acknowledged as 'The Most Enterprising Place in Britain' in 2010, for its work to create a culture of enterprise in education.
12. Following the success of Rotherham's flagship programme 'Rotherham Ready', new 'Ready' programmes were developed in other areas; Hull, Scarborough, North Lincolnshire and Calderdale. However, the sustainability and impact of these programmes has varied, depending on where councils have made cuts to their budgets. Nationally, many enterprise education programmes and initiatives have been reduced as part of austerity measures and this includes many council's School Improvement Services.
13. Building on Rotherham's experience of developing enterprise culture in schools and colleges the council's Creative Councils programme has two main aims:
 - 13.1 To catalyse measurable change in young people's and the community's perceptions of and involvement in enterprise and entrepreneurship.

Objectives:

 - 13.1.1 Develop a replicable holistic community based enterprise model in three prototype 'Ready Hubs'
 - 13.1.2 Develop methodologies that capture community perceptions and involvement in enterprise and entrepreneurship
 - 13.1.3 To work with business and the wider community to develop and test new models for funding and delivery of enterprise provision.
 - 13.2 To generate a movement towards enterprise in education by scaling the work originated in Rotherham with other local authorities and school clusters nationally, through a council backed social enterprise, 'Ready Unlimited.'

Objectives:

- 13.2.1 To create a resilient and sustainable business model for the social enterprise
- 13.2.2 To develop and implement a plan for replication and growth nationally
- 13.2.3 Create an organisational structure and all necessary resources for scaling effect
- 13.2.4 To advocate for the social and economic impact and benefits of enterprise culture in schools and communities to councils, educators, and policy makers.

- 14. A key element of this vision is to develop a new model for holistic, community based enterprise provision, co-produced with young people, business and the community. Whilst the council still views schools as the physical and emotional hub which will help catalyse this work, it also wants to develop a greater role for young people, the community and business in this model.
- 15. The aim is to enable young people and the community to shape and lead enterprise provision. The vision is that the responsibility for this is shared and owned through a community enterprise co-operative which serves the needs of students and the wider community, and benefits those who take part.
- 16. A key shift in this approach is from the council designing, leading and delivering enterprise provision, to schools, young people, business and communities co-designing and co-producing enterprise provision.
- 17. Rotherham is prototyping this new model in three pilot learning communities. Ready Unlimited will also replicate the original schools based approach and develop a robust business and scaling strategy that will have national significance.
- 18. Key outcomes will include:
 - 18.1 Developing the enterprise skills, attitudes and aspirations of young people and the community.
 - 18.2 Engaging young people, business, schools and the community in the development of a community enterprise co-operative.
 - 18.3 Building capacity and resources (outside of schools/colleges, for example university students, the unemployed, 3rd sector) that enables young people and communities to learn about and through enterprise.
 - 18.4 Developing a community based enterprise provision model that can be replicated nationally.
 - 18.5 Generating research that captures the impact of enterprise and the programme on those involved and advocating these approaches nationally.

- 18.6 Creating a robust not-for-profit social enterprise that has a resilient business model and will generate a movement towards enterprise in education.

Conclusion

19. This is an exciting and interesting programme that offers many lessons for the local government sector in how best to innovate.

Appendix A

Further details of the Rotherham Project are contained within their 'Achievements and Impact' report.