

Report to: Cabinet

Date of Meeting: 7 January 2019

Report Title: Cultural Development Fund

Report By: Victoria Conheady, Assistant Director Regeneration & Culture

Purpose of Report

To present a consortium bid to the Department for Digital, Culture, Media and Sport / Arts Council England Cultural Development Fund led by Hastings Borough Council and request match funding.

Recommendation(s)

- 1. To support the submission of the bid and the Council's leadership of the project should we be successful.**
- 2. That the council shall sign the legal agreements with Arts Council England accepting CDF funding including commitment to the match for administration and management identified in paragraph 9.**
- 3. To support the recruitment of the project team as outlined in paragraph 13.**
- 4. To agree an amount of £50,000 capital (£11,500 p.a. additional revenue cost including interest and repayment) as match funding to the project at Hastings Museum (total value £350,000) as per the attached business case.**
- 5. Delegated authority is given to the Director of Operational Services, or his nominee, in consultation with the lead member for regeneration to:**
 - a. Negotiate and conclude legal agreements with the managing authorities to implement and deliver the programme**
 - b. Negotiate and conclude legal agreements with project delivery partners and with successful grant applicants once the programme is commenced**
 - c. Approve and release funds to the project delivery partners up to a value of £3,835,000**
 - d. Deliver the HBC-led projects outlined in the bid.**
 - e. Deliver further HBC projects or vary those outlined if funding becomes available from within the programme or additional match funding.**

Reasons for Recommendations

Report Template v29.0

This fund has the potential to make a significant contribution to our cultural regeneration ambitions, through supporting key cultural sector partners and Council-led activity.

Introduction

1. Cultural regeneration is a Corporate Priority for Hastings Borough Council. Significant investment has been made over the past 10 years in projects such as the Jerwood Gallery and Stade Open Space, Stade Saturdays, Coastal Currents Arts Festival and ROOT 1066 International Festival that have contributed to the development of the town and its hugely improved reputation. Continued investment is needed to maximise the impact of the cultural sector and relevant external funding is routinely sought.
2. The Cultural Development Fund (CDF) is a new fund supported by the Department for Digital, Culture, Media & Sport (DCMS), administered by Arts Council England (ACE).
3. The aim of the CDF is to support towns and cities to develop transformative culture-led economic growth and productivity strategies by investing in place-based cultural initiatives and the creative industries outside of London. Place-based initiatives are about bringing local people together to utilise their skills and knowledge to create places where people want to live, work and do business.
4. Through these culture-led strategies, the CDF aims to support:
 - culture and creative activity to unlock economic growth and productivity
 - culture and creative activity to make places attractive to live in, work and visit
 - strengthen local leadership in culture and/or the creative industries
 - enhance creative skills
5. ACE advised that Hastings does not represent a big enough economic area to apply alone. We therefore formed a partnership with cultural sector and local authority partners across coastal East Sussex. Our CDF programme builds on existing partnership work, including Culture East Sussex and the Coastal Cultural Trail, and individual strategies and priorities.
6. Hastings Borough Council is the proposed lead body for the bid.
7. The CDF call opened for investments from £3,000,000 to £7,000,000, spread over three years from 1 April 2019 until 31 March 2022. Ninety-four initial applications were received nationally and nineteen were subsequently invited to make a full application. The deadline submission of full applications was 19 October. Outcome of the full application will be the 1st February 2019.

8. In summary we submitted a bid for an East Sussex Coastal Creative Enterprise Zone, with the vision of creating a single coastal ecology for the creative sector. There are five strands to the project:
- a. Creating a skills 'ladder' of opportunities for young people interested in the creative and cultural sector, offering apprenticeships, accredited Creative Skills, volunteering, work experience and linkages to employer's needs.
 - b. Accelerate the implementation the SE LEP Creative Open Workspace Masterplan, developing a network of flexible workspaces to support local creative entrepreneurs and capitalise on the outflow of creative professionals from London and Brighton.
 - c. Venue development focused on maximising commercial activity, through three key CCT venues:
 - The Jerwood Gallery, Hastings
 - De La Warr Pavilion, Bexhill
 - Towner Art Gallery, Eastbourne
 - d. Programme development focussing on sustainability for key festivals and events; implementing the Creative Roadmap with support from the South East Creative Cultural and Digital Support (SECCADS) programme.
 - e. Place making; joint marketing for cultural tourism and inward investment; recognising that a vibrant cultural scene has been shown to contribute to successful place making.
9. The grant value amounts to £4,500,000, of which £365,000 is for management and administration and at least £1,005,000 (revenue) grant funding for Hastings borough. The total project budget is £19,299,016 which includes 77% match; 64% public, 30% private and 6% in-kind. This will support 270 businesses, create and safeguard 573 jobs, have an audience reach of 2,982,880 and provide skills training to 816 participants.
10. Projects delivered by HBC itself will be:
- £50,000 to support the development of Stade Saturdays with £75,000 match funding coming from the Foreshore Trust budget allocation for public art programming
 - £300,000 for temporary creative workspace at Hastings Museum & Art Gallery for which the investment of £50,000 match funding is being requested. A pre-planning application has been submitted
 - There will also be a grant fund to support key festival and events across the zone that Hastings based organisations can apply to for support
11. Capital investment in Hastings will support:
- Improvements to the Jerwood Gallery

- Development of 12 Claremont as artists' studios live/work space, led by Heart of Hastings Community Land Trust, and an accessible gallery, led by Project Art Works
- Further development of The Sanctuary, the home of Project Art Works and its nationally recognised work with people with complex needs

12. As is common with these kinds of projects, much of the match funding from partners is included as 'unconfirmed'. If we are successful, a partnership agreement will be drawn up between HBC and each delivery partner that will detail cash flow, provision of match and what happens if it is not secured.

13. Three new roles funded by the bid will be hosted by Hastings Borough Council - Project Director (0.4 FTE), Project Manager (1 FTE) and Project Administrator (1 FTE).

14. Capital expenditure and on-going revenue costs for the creative workspaces at Hasting Museum & Art Gallery are included within the CDF project cost of £350,000, including the allocated match funding from HBC of £50,000. Beyond the life of the CDF project the on-going revenue costs will be met from rental and retail income generated from the creative workspaces.

15. The projected revenue implication for the £50,000 creative workspaces match is £11,500 p.a., assuming an indicative 3% interest rate per annum over a 5 year term for the cost of borrowing.

16. Hastings Borough Council will be the accountable body for the total grant amount of £4,500,000 and will be responsible for reporting on the full budget of £19,299,016.

Timetable of Next Steps

Please include a list of key actions and the scheduled dates for these:

Action	Key milestone	Due date (provisional)	Responsible
Bid submitted	Bid submitted	19 October	HBC
Informed of decision		1 February 2019	Arts Council England
Project commences		1 April 2019	HBC

Wards Affected

All

Policy Implications

Relevant project tools applied? Yes

An indicative work plan, Gantt chart and risk register were submitted with the bid

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness:

The project has a strong focus upon inclusivity and social impact and address needs for identified disadvantaged groups across the boroughs and districts, particular people with complex needs who don't have equal access to cultural opportunities.

Economic/Financial Implications:

A key aim of the CDF is to increase economic growth and productivity in and through the creative and cultural sector. The project will directly support cultural sector organisations, support and safeguard jobs and support the visitor and hospitality sector. The capital investment is estimated to add around £11,500 p.a. to the revenue budget over 5 years.

Organisational Consequences:

Recruitment of three new roles as outlined about. In-kind support will be needed from a range of staff in Regeneration & Culture, Finance and Legal.

Local People's Views:

The cultural programme in the town has widespread support and this will give a significant boost to its development and sustainability.

Additional Information

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