

Executive

25 January 2018

Report of the Economy & Place Policy Development Committee

Impact of Arts & Culture on the Economy Scrutiny Review - Cover Report

Introduction

1. This cover report presents the final report from the Impact of Arts & Culture on the Economy Scrutiny Review and asks the Executive to approve the recommendations arising from the review.

Review Recommendations

2. In November 2017, the Economy & Place Policy Development Committee considered the review findings arising from the review, as presented in the Task Group final report at Appendix 1 and agreed to endorse the draft recommendations listed below:
 - i. The Council should demonstrate its commitment to the city's cultural sector by progressing the development and promotion of a clearly defined Cultural Strategy with the Cultural Leaders Group, with the Council showing leadership in its creation and adoption. This should include the provision of:
 - A one-off sum of £20k early in the new financial year, to support its development;
 - An ongoing sum of £6k annually for secretarial services;
 - ii. The Council should support the Cultural Leaders Group in working as a cohesive unit to build and achieve wide acceptance of that Cultural Strategy
 - iii. As part of renewing MIY's Service Level Agreement, the Council should clarify the role of Make It York in supporting York's cultural sector and offer, and ensure it:
 - Develops a narrative about York's ambitions with cultural partners;
 - Improves its collaboration with Welcome to Yorkshire

- Facilitates greater collaboration and co-operation between the cultural sub-sectors in the city
 - Co-ordinates future funding bids to the benefit of all cultural providers
- iv. The Council should work with BID to explore all means available of achieving improvements to the public realm in the city centre, particularly Parliament Street.
 - v. The Council should seek ways of protecting and utilising the city's stock of historic buildings to attract more growing business, rather than increasing residential use, by encouraging imaginative approaches to redevelopment through the Local Plan and master-planning frameworks, and through its Asset Management Strategy and the future development of its commercial portfolio.

3. The Committee also recommends that Make It York:

- vi. Concentrates its focus on higher quality events and festivals in the city centre to protect the York festival brand and maximise their GVA.
- vii. Works with BID and other interested parties e.g. York Civic Trust, to devise a comprehensive 21st century system of way-finding within the city using all available methods and technologies incorporating smaller cultural providers into those way-finding opportunities to expand the city's promotion of its full cultural offer.

4. Finally, the Committee recommends that the Cultural Leaders Group:

- viii. Explores the suggestions for new initiatives identified through the consultation for this review, as listed at paragraph 51 of the final report at Appendix 1.

Reason: In order to advance the aim of York's Economic Strategy to 'Make a Fresh Loud Statement of Cultural & Visual Identity', to positively influence the Art Council's consideration of future funding bids, and to conclude this review in line with scrutiny procedures & protocols.

Implications

5. The following implications have been identified as a result of the review recommendations in paragraphs 2-4 above.

- **Financial:** To support the Cultural Leaders' Group by making available secretarial services and alike would require a budget of around £6k p.a. and this would need to be the subject of a growth bid within the budget process. A one-off sum to support the development of a cultural strategy would need to be in the region of £20k and again would need to be subject of a growth bid within the budget process.
 - **Human Resources (HR)** If the recommendations are agreed, secretarial support will be provided in accordance with the council's HR processes.
6. There are no Legal, Equalities, Crime & Disorder, IT, Property or other implications associated with the recommendations arising from this review.

Risk Management

7. York is facing a growing challenge from other towns and cities throughout the UK that are actively promoting their own heritage, arts and culture offers. If York were to slip down the UK list of key destination cities this could impact on both the tourism economy and further inward investment. There is therefore a clear risk to the city' economy if the city has no defined strategy in place to promote and co-ordinate its offer.

Council Plan 2015-19

8. The recommendations arising from this scrutiny review support the following elements of the Council's Plan 2015-19:
- A Prosperous City For All;
 - A Focus on Frontline Services;
 - A Council That Listens to Residents

Options

9. Having considered the final report at Appendix 1 and its associated annexes, the Executive may choose to amend and/or approve, or reject the recommendations arising from the scrutiny review.

Recommendation

10. Having considered the final report and its annexes, the Executive is recommended to approve the recommendations as set out in paragraphs 2 & 5 above.

Reason: To conclude the Scrutiny Review in line with CYC Scrutiny procedures and protocols.

Contact Details

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Wards Affected:

All

For further information please contact the author of the report

Background Papers: None

Appendices:

Appendix 1 – Impact of Arts & Culture on the Economy Scrutiny Review Final Report