

Cultural Quarter for York, linking the City Centre & the York North West Development Sites

Response from Policy Development Unit on Feasibility of Review

Public Interest (i.e. in terms of both proposals being in the public interest and resident perceptions)

Resident perceptions – make York more vibrant ?

In keeping with corporate priorities

A proposal for a Cultural Quarter links with some elements of our vision, the following are taken from our Direction Statements

- We will listen to communities and ensure that people have a greater say in deciding local priorities
- We will be an outward looking council working across boundaries to benefit the people of York

A cultural quarter could have potential to benefit people by bringing in inward investment and using creative and cultural industries as a component for economic regeneration. This has been done in other European cities.

Tourism is still a key industry for York and there is potential for higher value tourism as recognised in the Future York report produced in 2007.

National/local/regional significance e.g. A central government priority area, concerns joint working arrangements at a local 'York' or wider regional context

This is the major area where there is a fit between the potential for linkage across the national local and regional policy agendas. The key national agenda is around 'place shaping' and locally specific decision-making. 'Place shaping' can be seen as making the most of the specific locality, for example York as a city with a long cultural heritage.

The central government Review of Sub- National Economic Development and Regenerations in 2007 (the SNR) proposed that LAAs should include a clear focus on economic development and it also suggested a statutory economic duty for local authorities. This is currently under consultation but reviewing the economic and skills needs combined with consideration of economic areas to focus on would form part of the duty. There would also have to be community consultation/involvement. A key government goal is sustainable growth and prosperity.

York's LAA has city of culture as one of it's elements. It mentions a strong and distinctive cultural sector, cultural sector contributing to the economy, cultural enterprises as part of key business sector with links to economic and social well-being and contribution to regeneration.

The Future York Report June 2007 recognised that continuous improvement in the quality of York's cultural offer is essential if the city's success in this key sector of the economy is to continue. Not just the refreshment of existing visitor attractions but also development of new facilities to develop higher value added tourism

However it also noted that York finds it difficult to access government Funding streams for economic development/regeneration, which has the potential to expedite the city's plans to develop its economy. In terms of tourism York is a top national and international destination. Concerns about lack of access to funding mean that York not developing its visitor offer to the extent needed to sustain its market position. Innovation and investment required.

Locally we also have a changing demographic in terms of aging population but also changing cultural diversity.

Regionally Yorkshire Forward the RDA see the creative and digital cluster as a key component for economic regeneration. Creative industry can be an economic driver.

Tourism is one key issue as it is a key sector of regional significance

The Regional Economic Strategy (RES) 2006-2015 suggests using culture to contribute to economy, renaissance and profile by focusing on

- culture, major events and regional marketing
- business start up/ growth and innovation
- tourism and visitor economy

Nationally a number of the National Performance Indicators (NPIs) have links with culture measures

- NPI 9 use of public libraries
- NPI 10 visits to museums and galleries
- NPI 11 engagement in the arts

LAA - A City of Culture:

What York@Large has to deliver is:

“Celebrating both our uniqueness and our diversity, we will promote a culture that helps build a confident and creative community, welcomes and inspires resident and visitor alike, and encourages quality opportunities for fun and fulfilment open to all.”

We will do this by:

- Articulating a sense of what York is - Celebrating and interpreting what's already there, championing the cultural sector in its widest sense: arts and heritage, sport & active leisure, play, open spaces, learning and the built environment.
- Raising aspirations – Creating debate and engagement, challenging the city's existing assumptions on culture thus inspiring our citizens to do new things, visit a variety of places and try new experiences. This will increase participation in, and improve the quality of, the cultural life of York.

- Creating change – Helping to make York more like the words citizens have suggested we should be aiming for: Cosmopolitan, vibrant, innovative, go-ahead, creative and modern.
- Encouraging creative expression and talent - Supporting and promoting the cultural sector's contribution to York's economy, inspiring entrepreneurs to develop cultural enterprise in the city.
- Building successes – Recognising and celebrating what we do well, making the best of what already exists, encouraging co-operation and partnerships, adding value through joined up working, providing practical support to the cultural sector.
- Raising the quality of provision – Creating a plan for investment in the cultural infrastructure, identifying the gaps and seeking funding to address the issues and allow York to secure its international and national cultural role.
- Getting more people involved – Raising awareness of the opportunities that are available for active lifestyles, creativity and learning for life. Seeking to identify the barriers to this and being active in breaking the barriers down.
- Using all of our resources – Maximising the opportunities to enjoy our parks, rivers and open spaces.