



To: Executive Councillor for Community, Arts and Recreation: Councillor Richard Johnson  
Report by: Head of Communities, Arts & Recreation  
Relevant scrutiny committee: Community Services Scrutiny Committee 15<sup>th</sup> January 2015  
Wards affected: ALL

## **CAMBRIDGE CITY COUNCIL ARTS PLAN**

### **Not a Key Decision**

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#### **1. Executive summary**

The purpose of this report is to set out how Cambridge City Council will approach its strategic and developmental role in respect of the arts and cultural life of the city from 1 April 2015. It builds on the previous Cambridge City Council Arts Strategy, which ran from 2011-2014.

#### **2. Recommendations**

The Executive Councillor is recommended:

- § To approve the approach outlined in the report and agree that more detailed work is undertaken to develop an action plan.

#### **3. Background**

3.1 Cambridge City Council has a clear overarching vision to lead a united city, 'One Cambridge – fair for all', in which economic dynamism and prosperity are combined with social justice and equality.

- § One Cambridge – Fair for all
- § Caring for our environment and our people
- § Creating a great place to live, learn and work

3.2 In particular Cambridge City Council believes that the clearest measure of progress is the dignity and well-being of its least well-off residents, and therefore its core focus is tackling poverty and social exclusion, recognising that greater social and economic equality are important pre-conditions for the city's success.

### 3.3 Achievements of the Previous Strategy

The previous Arts strategy, which ran from 2011-2014, set out four key objectives:

- § Access to art for all
- § Engage and enable local communities
- § Enhance the City's reputation and identity
- § Protect the environment

These have been delivered through a combination of direct delivery, partnership working and advocacy, with key achievements including the significant public engagement with major cultural events such as the Olympic Torch Relay in 2012 and the visit of the Tour de France in 2014, where opportunities to get involved were successfully opened up to the whole community; the continuing successful delivery of the Cambridge Folk Festival, outdoor events programme and the Cambridge Corn Exchange; further development of the public art programme; and the development of new partnerships and networks.

The work of the 2011-2014 strategy is now moving forward in the new context described below.

### 3.4 Changing Role of Cambridge City Council

Cambridge City Council has been working to set up a new charitable trust, Cambridge Live. From 1<sup>st</sup> April 2015, responsibility for delivering the Corn Exchange and Guildhalls, Cambridge Folk Festival, and the annual programme of outdoor events (Midsummer Fair, Big Weekend, Jazz and Brass in the Parks, 5th November Firework Celebrations), is transferring to the new charity, and Cambridge City Council will no longer have a direct delivery element to its arts provision. However, using the approach outlined in this plan, the Council will work closely with Cambridge Live to ensure the transferred services continue to support Council priorities.

3.5 Cambridge City Council will continue to take a strategic and developmental role. It will do this through a focus on three key processes: partnership, advocacy, and investment.

3.6 It recognises the Council's strength as a key broker within the wider City landscape, in particular as an interface between residents, businesses, and the broad range of services for which the Council has responsibility, and the professional, community and amateur arts and cultural sector (both locally and nationally).

3.7 It will continue to be a major investor in the arts, using its investment strategically and in particular to support activity that focuses on the cross over between its own vision and the emerging Inspiring Cambridge vision.

3.8 It will continue to take a lead on public art, through its planning, strategic and developmental roles.

### Operation

3.9 This action plan sets out how Cambridge City Council will address its role in relation to the arts and cultural life of the city from April 2015 onwards. It reflects both the changing nature of the City Council itself, and of the reduction in the supporting infrastructure of the wider arts and cultural environment with the reshaped Arts Council England, and the generally reduced local authority engagement with arts and culture seen across many areas.

3.10 In this new environment, rather than Cambridge City Council having a stand-alone vision for the role of arts and culture in the city, it is more appropriate to work collaboratively, and therefore this plan sets out how the City Council will work in partnership with others to articulate a shared vision and identify and deliver priorities and actions in relation to arts and culture.

3.10 Cambridge City Council will use a balanced approach of partnerships, advocacy, and investment, to support the role of arts and cultural sector in meeting the aspirations, of both Cambridge City Council and the wider arts and cultural sector, for the city as a whole.

### Working in Partnership

3.11 Cambridge City Council already works in partnership with the wider arts and cultural sector in Cambridge, as a member of the Cambridge Arts and Cultural Leaders Group, and of the Cambridge Arts Network (CAN). This framework therefore will work with Inspiring Cambridge, the emerging shared vision for arts and culture in Cambridge, as set out in the vision document (currently in draft form) developed by the Cambridge Arts and Cultural Leaders Group, in consultation with CAN. This vision document sets out four headline outcomes for culture across the city:

- § Connecting the whole community through arts and culture
- § Exploiting our rich cultural assets to develop a world leading cultural education offer
- § Contributing to sustainable growth
- § Developing further a creative, welcoming accessible city with an excellent cultural offer

3.12 In addition, Inspiring Cambridge recognises the importance of a strong arts and cultural life to:

Health and well-being  
Economic prosperity  
Community Cohesion

3.13 Cambridge City Council will make the case for the role of arts and culture in helping to achieve the Council's own vision for the City (set out in paragraph 2 above), and it will ensure that its investment in arts and cultural activity can clearly demonstrate its role in supporting activities that meet the outcomes of both the City vision and Inspiring Cambridge.

3.14 This approach builds on the previous arts strategy, with the four key objectives of that strategy (as set out in 3.3), although not articulated in the same way, still visible across both the City Council vision and the emerging Inspiring Cambridge vision.

3.15 It will continue to support the strategic Cambridge Core Cultural Stakeholders Partnership, with Arts Council England, Cambridgeshire County Council, and the University of Cambridge, which reflects the significant investment the four organisations make in the arts and cultural life of Cambridge.

3.16 It will support, and where appropriate take the lead in the development of, shared plans and strategic partnership projects for meeting the goals of Inspiring Cambridge through a process of brokerage, advocacy and partnership working.

Example: My Cambridge: the Cultural Lives of Children and Young People in Cambridge.

Working in partnership with CACL and the Norfolk and Norwich Festival Bridge (whose central aim is to provide a direct link or 'bridge' between those working with children and young people, schools and communities with arts and cultural organisations, across Norfolk, Suffolk and Cambridgeshire), Cambridge City Council is taking the lead in the development of a shared plan for ensuring that every young person is able to make the most of the uniquely rich and diverse cultural life on offer in Cambridge. This directly links with the City Council vision, by working with the increasing evidence of the positive impact of arts and cultural engagement both on educational outcomes and on lifelong health and wellbeing. The actions developed in the plan will be owned and delivered by a broad constituency including young people themselves, schools and other children and young people's services, and arts and cultural organisations, as well as the City Council.

#### Advocacy, Communication and Evidence

3.16 Cambridge City Council is uniquely positioned at the intersection of communities, businesses, its own operations, other local authorities, and other agencies working in and influencing the city. It is able to listen and share knowledge and to ensure that multiple and sometimes competing perspectives are heard and attended to.

a) Internally, it will ensure that as the process of transformation continues, the role of arts and culture in the future of the city is fully taken into consideration. This will encompass functional areas including, but not exclusively, the management of the existing urban landscape; public art, planning and development; and community development.

b) Externally, it will work both individually and through the strategic partnerships outlined above, to re-state the importance of arts and culture to the city, including but not limited to the City Deal and the Greater Cambridge Greater Peterborough Economic Partnership

3.17 There is an increasing body of evidence linking engagement in arts and cultural activity to positive educational, social and health outcomes. These outcomes affect the whole of the population in different ways (ranging from, for example, the positive impact of cultural engagement on educational outcomes for young people, through to improved health outcomes for older people), with the overarching factor being active engagement in arts and cultural activity. Knowing and understanding these links and their potential to help meet City Council objectives, in particular around greater social and economic equality, is critical to ensuring that best use is made both of City Council investment and of the uniquely rich wider cultural resources of the City.

3.18 It will highlight the role of arts and culture in achieving wider objectives around the economy, health and well-being, education and community well-being, to ensure that best use is made of the significant arts and cultural resource of the City

3.19 It will work with others to signpost, and where necessary, collate, up-to-date and accurate information and evidence about the role of arts and culture in supporting those wider objectives, so that there is an effective evidence base to underpin shared strategies, plans, and activities.

#### Investment

3.19 Cambridge City Council will continue to invest directly in arts and culture through the three complementary mechanisms of grants, contracts and commissions.

a) Grants: grants for arts and cultural activity will be made through the Community Grants Fund and through Area Committee funds. All grants made through these two routes will be expected to meet the requirements of those funds.

b) Contracts: Cambridge City Council is contracting services from Cambridge Live, the charitable trust set up to take on the services previously delivered in-house, including Cambridge Corn Exchange, Cambridge Folk Festival, and the Outdoor Events programme.

c) Commissions: a mechanism used to commission specific activities in relation to agreed plans. Work in relation to the My Cambridge children and young people's programme will be commissioned.

3.20 Cambridge City Council will also work to draw in external investment for arts and cultural activity.

a) It will work with Arts Council England, Heritage Lottery Fund, and other funders to maximize the benefit of external funding within the city, both in relation to jointly funded organisations, and more broadly.

b) It will continue to implement the 'Percent for Art' policy as outlined in its Public Art Supplementary Planning Document (adopted January 2010), and the use of this funding to facilitate the commissioning of high quality public art

c) When appropriate it will prepare and submit grant applications either solely, or as lead or support within a partnership bid, linked to strategic partnership plans developed using the approach outlined above.

Delivery

Following the adoption of this plan, a work plan will be developed to come into operation from 1<sup>st</sup> April 2015.

## 4. Implications

(a) **Financial Implications** - None

(b) **Staffing Implications**

The Arts Development Officer role will be reviewed to take on this new approach. The need for a future review of this role was highlighted in the Director of Customer and Community Services' Implementation Paper in respect of the merger of Community Development and Arts & Recreation in June 2014.

(c) **Equality and Poverty Implications**

An EQIA has been undertaken on this Arts Plan and the following aspects are noted:

As the work plan is developed it will highlight the necessity to incorporate effective Equal Opportunities planning and assessment into all partnership working.

(d) **Environmental Implications** - Nil

(e) **Procurement** - None

(f) **Consultation and communication**

Discussion has been held with the Council's Arts & Events team, the Public Art Officer and Cambridge Arts and Cultural Leaders.

(g) **Community Safety - None**

**5. Queries**

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