

Report subject	<b>Setting up the BCP Cultural Compact</b>
Meeting date	13 January 2021
Status	Public Report
Executive summary	<p>Developing a strong cultural agenda that offers inclusive opportunities lies at the heart of our aspirations for fulfilled lives, brighter futures, connected communities and a better place to live, work and visit.</p> <p>The recommendations of the 2019 BCP Cultural Enquiry were widely accepted and Arts Council England encouraged and supported the setting up of a multi-sector BCP Cultural Compact to deliver on the recommendations and support the development and delivery of a city-region wide Cultural Strategy.</p> <p>In response to the COVID emergency the Cultural Future conference, which would have been a stepping-stone to the Cultural Compact, was postponed and £150k funding previously made available to support this work was withdrawn.</p> <p>To take forward the Enquiry recommendations a task and finish Cultural Action Group worked from May to September 2020, producing a report and recommendations (Appendix 1) including the proposed outline format of the Cultural Compact.</p> <p>To deliver on these recommendations the agreement of Cabinet is requested to re-provision a three-year budget package to support cultural development and the establishment and delivery of the Compact and a Cultural Strategy and delivery plan.</p> <p>The three-year budget package will be the start up investment required to enable this work to be undertaken. It is anticipated Arts Council England will support this with an additional £20k grant. Over time the funding of the Cultural Compact from external sources will reduce its reliance on Council funding for day-to-day running costs.</p> <p>The budget allows for further consultation with communities and groups with protected characteristics which have been identified in the Cultural Enquiry as under-represented in cultural activity, such as young and older people, disabled and Black and Minority Ethnic communities. This work will also be a platform for diverse recruitment to the Cultural Compact and new officer roles.</p> <p>When the Cultural Compact is fully established it will become the focal point for cultural development and participation in Bournemouth, Christchurch and Poole, upholding the values and aspirations of the Council, our communities and multi-sector stakeholders.</p>

<b>Recommendations</b>	<p><b>It is RECOMMENDED that:</b></p> <ul style="list-style-type: none"> <li><b>a) Cabinet agrees the proposal for funding to deliver on the recommendations of the Cultural Enquiry, to establish and develop the Cultural Compact and to improve and diversify BCP Council's cultural development activity for a three-year period should be considered as part of the budget setting process for 2021/22.</b></li> <li><b>b) Cabinet agrees the report and recommendations of the Bournemouth, Christchurch and Poole Cultural Action Group, including the proposed format of the Cultural Compact.</b></li> <li><b>c) Cabinet agrees that the Cultural Compact should embody the BCP Council's equality, diversity and inclusion principles and practices in its work and in the Cultural Strategy so that they fully reflect the Council's values.</b></li> </ul>
Reason for recommendations	To facilitate the establishment of the Cultural Compact, so that BCP Council and the Cultural Compact can deliver on the recommendations of the Cultural Enquiry and the priorities of the Council. In doing so we will support and enable inclusive and diverse creative engagement and participation by the community and visitors.
Portfolio Holder(s):	Cllr Mohan Iyengar, Portfolio Holder for Tourism, Leisure and Culture
Corporate Director	Bill Cotton, Corporate Director for Regeneration and Economy
Service Director	Chris Saunders, Director of Destination and Culture
Contributors	Michael Spender, Museum and Arts Manager
Wards	All Wards
Classification	For Decision

## Background

1. "Culture" is a word with broad meaning, often used to refer to food, religion and other forms of heritage. For the purposes of this report, we are using it to reference the broad and inclusive range of cultural activity carried out by individuals, community groups and professional organisations encompassing everything from combined arts, music, dance, artistic sport, theatre, visual arts, literature, heritage and more. The cultural sector is fully inclusive, for people of all ages and backgrounds, with a spectrum from "high" and professional arts to popular and voluntary activity.
2. Creativity and culture play a vital role in supporting local economies, developing talent, facilitating health and wellbeing, building and sustaining communities, creating a sense of place, reflecting identity, and creating well-balanced children and

young people. Creation or enjoyment of cultural activity plays an important role for all of us, allowing us to reflect and comment on society, better understand ourselves and the lives of others, define who we are, broaden our horizons and can provides a space in which to debate and express personal issues and aspirations.

3. At its best, culture also reflects and champions diversity in our communities, recognising and celebrating this diversity as a national asset. Culture plays an important role in challenging inequalities of wealth and opportunity, accessibility, social isolation and mental ill-health. Culture can express and challenge societal inequalities and can highlight and help people understand important issues of our time, such as racial inequality. For example, Poole Museums have been researching and publishing information about Poole's historic connections with the transatlantic slave trade.
4. To most effectively achieve the positive benefits of culture, the creative community needs to fully develop itself. This community is inclusive and diverse and embraces audiences, creative people and organisations. It enables learning opportunities for children & young people and career development for creatives. It supports flourishing commercial enterprises, quality cultural infrastructure including public realm and physical assets like cultural buildings, museums and libraries. It also supports BCP communities, the voluntary sector and peer support networks, and will work across sectors, linking with business, tourism, education and the health sector.
5. The Cultural Enquiry, commissioned by Bournemouth Borough Council, Borough of Poole and Christchurch Borough Council in 2019, was the first and most publicly engaged review of the opportunities presented by the creation of BCP Council. A link to the Cultural Enquiry report is in the published works at the end of this report. The Enquiry report was widely published, and the recommendations received universal support. These identify three major priorities for ambitious development and investment:
  - a. Culture and talent: embracing creative education, building a creative workforce, championing diverse cultural expressions, and enabling people of all backgrounds to actively participate in the cultural life of their communities and the conurbation.
  - b. Cultural infrastructure: with a commitment to building cultural capacity, leveraging the excellence of existing hubs, venues and organisations, and boosting BCP as a place that produces and hosts great art and culture of international significance.
  - c. Culture and place: embedding culture as a tool for planning, with a focus on nurturing distinctive neighbourhoods, dynamic town centres, accessible and imaginative public realm, urban mobility, and an attention to social cohesion, health and wellbeing and environmental sustainability.
6. Bournemouth, Christchurch and Poole already have a flourishing creative community with a number of well-established cultural assets including the Arts by the Sea festival, Bournemouth Emerging Arts Fringe, BIC, Bournemouth Symphony Orchestra, Lighthouse Poole, the Pavilion and Pavilion Dance South West, Poole and Scaplen's Court Museums, Red House Museum, Regent Centre, Russell-Cotes Art Gallery and Museum and Shelley Theatre. Five of these assets are recognised by Arts Council England as National Portfolio Organisations. BCP also benefits from outstanding natural and built heritage assets, having, for example, more Grade I, Grade II\* and Grade II listed buildings than any other place in Dorset. The Cultural Enquiry identified the great opportunity to maximise co-ordination and promotion of these assets and several areas in need of development and improvement to enable the area to deliver a truly world-class offer.

7. It was, however, recognised in the Enquiry that there is an 'invisible city' of communities and groups that are not fully engaged with culture:

"This invisible city effect means that certain demographic groups find it particularly challenging to find a voice and then have their voice heard in the cultural system of BCP. This is the case for young and older people, people who are disabled and those from Black, Asian and Minority Ethnic communities. Participants in the Cultural Enquiry have talked passionately of the need to open-up the cultural system of BCP, to diversify decision-making, and to support young people and their interests alongside more championing of diversity."

There are also communities with cultural traditions that are invisible to those outside those groups and which should be more widely appreciated, shared and celebrated. Budget has been allocated to engage with these communities and groups to consult them on their needs to ensure they have a fully say and opportunity to participate in decision making and co-creation through the Cultural Compact and Cultural Enquiry.
8. As a result of BCP Council's commitment to the recommendations of the Cultural Enquiry we successfully applied to Arts Council England for financial support to set up the BCP Cultural Compact. This Compact will closely link the cultural sector with other sectors including business, tourism, education and health, providing a vehicle to create joint strategies, leverage increased investment and deliver projects which will embody the aims and values of the BCP Council and Arts Council England's 10-year strategy 'Let's Create', published in February 2020.
9. Cultural Compacts were established following the 2019 Cultural Cities Enquiry report, and BCP Council is working to develop the Cultural Compact framework and investment plan with DCMS, Arts Council England, Key Cities and Core Cities as part of a national network of about 20 early adopter places, including Birmingham, Sheffield, Nottingham, West of England and Cornwall. The Cultural Compact will firmly place Bournemouth, Christchurch and Poole at the forefront of cities and regions acknowledged by government and agencies as leading the way in recognising and using culture as a key force in driving cross-cutting change, development and investment.
10. On 18 March 2020 Cabinet accepted the findings and recommendations of the Cultural Enquiry and agreed to the staging of the Cultural Future conference on 23 March 2020 as a stepping-stone to the formal setting up of the Cultural Compact. Cabinet agreed a Cultural Strategy and Plan should be developed as a joint initiative of the Cultural Compact and BCP Council and also a three-year stand-still settlement (2020-23) for the six funded arts and heritage organisations operating in Bournemouth, Christchurch and Poole (Activate Performing Arts [Inside Out Dorset Festival], Audacious CIC [Light Up Poole!], Bournemouth Symphony Orchestra, Lighthouse Poole, Pavilion Dance South West and Red House Museum). These actions will all work towards delivering the existing cultural objectives in the BCP Council Corporate Strategy which include:
  - a. ensure strengthening the cultural identity of local communities is embedded throughout the BCP Council Local Plan by November 2022
  - b. establish a Cultural Compact of BCP Council, agencies, culture and communities by March 2021
  - c. promote and encourage a sense of pride and celebrate the historic traditions and identities of our communities and their cultures
  - d. continue to support and promote a range of regional and local events and activities that reflect cultural diversity and are accessible to all

Measures of success already identified in the Strategy include:

- e. numbers of visits to museums
- f. number of people experiencing cultural activities

Further measures of success should be defined, including a longitudinal shift in participation from underserved groups (for example young and older people, people who are disabled, Black and Asian communities), visiting and engaging with culture and cultural spaces and developing their creative skills and careers.

11. As described in the March 2020 Cabinet report the widest possible inclusive and diverse participation in culture will have inclusive and diverse positive benefits for the population, including enhanced productivity, economic, environmental and tourism impact, health and wellbeing, community identity and cohesion. The 'Let's Create' strategy envisages "a country transformed by its culture and at the same time transforming it: a truly creative nation in which every one of us can take part." The Compact will bring together our creative communities and organisations, providing a vehicle to develop and celebrate our shared pride in our cultures, affirming our sense of place and enabling our people to enjoy richer, more fulfilled and productive lives and wellbeing.
12. In support of the recommendations of the Cultural Enquiry and the development of the Cultural Compact and Plan, as well as the Council's priorities and other key local strategies, the Council had previously approved an additional investment in culture of £150,000 in 2020/21, with an additional budget request of £320,000 in 2021/22. This budget would have included the recruitment of two employees to support cultural development. There is presently a 2.6 FTE culture team, already fully deployed on existing activity, and to take forward the recommendations of the Cultural Enquiry it will be necessary to increase this team to at least 4.6 FTE.
13. Arts Council England have invited the Council to apply for £20,000 additional funding for the development of the Cultural Compact and its work in 2021/22, supporting the Council's funding.
14. The COVID emergency caused the Cultural Future conference to be postponed until November, and withdrawal of the previously allocated £150,000 budget as an emergency measure to help manage the wider Council finances meant staff could not be recruited. To move forward the task and finish Cultural Action Group was set up with a membership of 23 cultural organisations and practitioners, the DLEP, HE and schools, but with the enforced absence of healthcare. The Cultural Action Group formed three working groups (Recovery, Priorities and Engagement), which met regularly from May to September and agreed a set of recommendations including the below (see Appendix 1 for the full recommendations and outline delivery plan):
  - a. Create and roll out the BCP Cultural Compact, recruiting an independent chair with a national profile, advertised for as widely as possible
  - b. Review the Cultural Future Conference in agreement with Arts Council England
  - c. Develop and implement a diverse, inclusive and investable BCP Cultural Strategy and Plan, ensuring all stakeholders and communities are engaged and aligned.
  - d. Develop cultural opportunities nationally and internationally and with neighbouring authorities and stakeholders
  - e. Develop and implement place-based Cultural priorities and opportunities including new communications channels, diverse cultural quarters, culture and heritage trails.
  - f. Develop key cultural infrastructure, including an iconic gallery building.

- g. Develop and support place-shaping activity, including festivals and cultural heritage.
  - h. Create and implement an inclusive talent development and retention programme supporting creative people to produce and work in the region, including the development of workspaces and grants for cultural practitioners.
15. In addition to the above recommendations put forward by the Cultural Action Group, further public consultation will take, with a focus on collecting insights and data from under-represented and underserved groups who were not fully engaged with the Cultural Enquiry – the ‘invisible city’. For example, the Cultural Enquiry found that young people felt under-represented in cultural activity and further consultation with them will be needed. Although the BCP area has the greatest demographic concentration of Black, Asian and Minority Ethnic people within Dorset, the views of these communities, and of other underserved groups such as young and old people, LGBTQ+ people, and people who are disabled were under-represented in the Cultural Enquiry and in the Cultural Action Group in proportion to their representation in the population. In order to include meaningful engagement from these groups as part of the Cultural Compact and Strategy an ongoing project to capture their voices, led by organisations that represent their needs and cultures, will be initiated. This project has been allowed for in the proposed budget.
  16. As indicated, additional resource is required to deliver on the recommendations of the Cultural Enquiry, as well as the objectives and measures of the Corporate Strategy, in the form of a three-year funding package. When the Cultural Compact is fully established it will be able to lever investment and become increasingly self-reliant and responsible for cultural development and delivery functions for Bournemouth, Christchurch and Poole.
  17. A structure for the Cultural Compact is proposed in the Cultural Action Group Summary Report (Appendix 1). The precise structure, procedures and branding of the Cultural Compact will be further refined as it is incorporated (probably as a Charitable Incorporated Organisation or Community Interest Company) and developed in consultation with our communities and stakeholders, such as Arts Council England and local communities, to ensure it is fit for purpose.
  18. Initially an executive officer should be recruited and seconded to the Cultural Compact and a BCP Council Cultural Development Officer recruited to develop cultural projects and programmes for the Council, working with the Cultural Compact. These posts should be advertised widely, and the engagement activity with under-represented communities used as a platform, to enable diverse recruitment.
  19. A working budget and project budgets will also be required to take forward the recommendations in this report. An outline budget for the three-year Cultural package is in sections 20-23. If Cabinet agrees to this proposed budget the Cultural Compact will be set up in 2021 and the Cultural Strategy and Plan developed and agreed in 2021/22, as set out in the Corporate Strategy action plan.

### **Summary of financial implications**

20. The cultural sector is a significant element of UK GDP and GVA and cultural activity has major economic impacts, most particularly in places with thriving cultural organisations and programming. New cultural assets and increased connectivity, programming and marketing that the Cultural Compact can engender will enhance the tourism offer for Bournemouth, Christchurch and Poole, and make it a better place to visit, live, work and spend money in the local economy.

21. The MTFP implications are a budget request of £150,000 in 2021/22 and additional budget requests of £129,000 in 2022/23 and of £121,000 in 2023/24. However, the direction of travel will be a transfer of responsibility for budget responsibility from the Council to the Cultural Compact. In 2021/22 the Cultural Compact will start generating income independently, having a positive impact on the Council's budget requirement 2022/23 and 2023/24.
22. The budget package should be understood as an investment to lever in external funding and includes specific items to be used as match-funding for external project bids, such as to the Arts Council England and the National Lottery Heritage Fund.
23. Arts Council England will further support development of the Cultural Compact with a potential grant contribution of £20,000, additional to the Council's funding.

<b>Cultural Compact and BCP Cultural Development - additional revenue budget 2021-24</b>			
<b>Item</b>	<b>Budget 2021/22</b>	<b>Budget 2022/23</b>	<b>Budget 2023/24</b>
Cultural Compact Executive Officer Grade J)	£46,000	£48,000	£50,000
Cultural Development Officer (Grade H)	£37,000	£38,500	£40,000
Cultural Compact working budget	£20,000	£70,000	£75,000
Communities and groups consultation and engagement	£10,000	£10,000	£10,000
Cultural Strategy	£10,000	£10,000	£5,000
Additional support for festivals	£18,000	£22,500	£80,000
Small grants and wellbeing fund and grants	£5,000	£10,000	£15,000
Digital cultural hub project initiation and development	£0	£10,000	£50,000
Options and feasibility for iconic art gallery	£2,000	£20,000	£10,000
BCP culture and heritage interpretation project	£2,000	£10,000	£25,000
Projects feasibility and contingency	£0	£30,000	£40,000
<b>Total</b>	<b>£150,000</b>	<b>£279,000</b>	<b>£400,000</b>
Pressure	£150,000	£129,000	£121,000

### Summary of legal implications

24. Democratic Services will be asked to support the setting up of the Cultural Compact, probably either as a Charitable Incorporated Organisation or Community Interest Company.
25. There will be two additional job roles, one seconded to the Cultural Compact, and HR and Democratic Services will be asked to support the secondment. This will not be a TUPE arrangement for the time being.

### Summary of sustainability impact

26. The Cultural Compact and Cultural Strategy and Plan will support the Council's environmental sustainability goals. Cultural organisations and practitioners and sector support organisations such as Arts Council England and the National Lottery Heritage Fund are fully supportive of environmental sustainability. The decision will therefore have a positive impact on the environmental sustainability agenda.
27. The Decision Impact Assessment for this report, No.166, is at Appendix 2. The DIA assessment is Low Impact.

## **Summary of public health implications**

28. Supporting the health and wellbeing of our communities lies at the heart of these recommendations and the NHS and other health sector organisations have stated they wish to be fully engaged with culture and with the Cultural Compact and Strategy because they recognise the benefits for the health and wellbeing of the population that cultural participation brings, particularly for isolated, deprived and diverse communities. There is well corroborated evidence that the widest possible participation in culture improves the health and wellbeing of the population and reduce health inequalities locally.
29. BCP Cultural organisations are innovative in their health and wellbeing work. One example of this is the pioneering COVID testing work being carried out in partnership with Southampton University by the Bournemouth Symphony Orchestra, which has been praised by the Secretary of State for Culture.

## **Summary of equality implications**

30. An Equalities Impact Assessment has been carried out for the proposals in this report and this is at Appendix 3.
31. At the heart of our proposals for cultural development are our aspirations that cultural activity will be more inclusive for all communities and groups. A decision to agree the setting up of the Cultural Compact will support inclusive participation in all aspects of culture and creativity by our communities, including removing barriers for groups with protected characteristics to engage and participate in cultural activity and supporting and enabling 'invisible' cultural activity in communities.
32. The Cultural Enquiry carried out consultation with over 1,000 residents at 50 events and online to establish the priorities of creative practitioners and communities. It was very clear that our creative communities were receptive to cultural development of the kind envisaged. Further consultation online took place from February to March 2020. A report of benchmark examples and learning resulting from them was compiled and this is at Appendix 4.
33. The results of this consultation gave a clear set of priorities for cultural development which informed the establishment of the Cultural Compact and development of the Cultural Strategy. In February-April 2020 we consulted online with the creative community and the survey results are at Appendix 5.
34. However, when compared to the BCP population some groups with protected characteristics were not well enough represented in the consultation feedback. It will therefore be important for the Cultural Compact and the Council to collect data and consult further with communities and groups to inform the development of the Cultural Strategy. For example, the Cultural Enquiry found that young people felt under-represented in cultural activity and Black, Asian and Minority Ethnic communities were under-represented in the Cultural Enquiry. It is also well documented that people with disability are less likely to participate in cultural and art activities.
35. Because of this under-representation, in preparing this report there has been wide consultation, including with BCP Council's Equality Action Commission and Policy and Performance Manager, and the Dorset Race Equality Council. As a result proposals for the Cultural Compact have developed and budget has been set aside for ongoing engagement with underserved and under-represented communities and groups to ensure they are fully represented and served in the development of the Cultural Compact and Cultural Strategy and subsequent activity and opportunities.



36. The engagement work will also be used as a recruitment platform to encourage and enable representatives of underserved groups and communities to consider the new officer posts and membership of the Cultural Compact board and consultative group.

### **Summary of risk assessment**

37. The principle risks of not making this decision will be:

a. Reputational

If the Council does not follow through on the widely accepted recommendations of the Cultural Enquiry, it will be reputationally damaging to the Council. The strength of support for culture during the COVID crisis, from government and throughout our communities, is evidence of the importance attached to it by the public.

b. Economic

The Cultural Compact, Cultural Strategy and Plan will support and deliver on aspirations and plans for place making, tourism, development and creative jobs which will all support the economy. The risk of not supporting the recommendations is that the economic benefits culture can bring will be diminished.

c. Health and Wellbeing

The Cultural Compact, Cultural Strategy and Plan will support the health and wellbeing of our communities. The risk of not supporting the recommendations is that the health and wellbeing benefits culture can provide will be reduced.

### **Background papers**

Published works:

Bournemouth, Christchurch and Poole Cultural Enquiry report, December 2019:  
<https://bcpculturalcollective.co.uk/wp-content/uploads/2020/02/BCP-Cultural-Enquiry-Report-VF.pdf>

'Let's Create' – Arts Council England's 10-year strategy:  
<https://www.artscouncil.org.uk/letscreate>

### **Appendices**

Appendix 1: Bournemouth, Christchurch and Poole Cultural Action Group Summary Report, September 2020

Appendix 2: Decision Impact Assessment Report: Setting up the BCP Cultural Compact, DIA Proposal ID: 166

Appendix 3: EIA Assessment: Setting up the BCP Cultural Compact

Appendix 4: Benchmark examples given during the Cultural Enquiry

Appendix 5: A Cultural Future for Bournemouth, Christchurch and Poole 2nd interim online consultation results 1 May 2020

