

THURSDAY, 27 NOVEMBER 2014

**REPORT OF THE PORTFOLIO HOLDER FOR ECONOMY AND EDUCATION****I AM TAMWORTH****EXEMPT INFORMATION**

N/A

**PURPOSE**

To seek approval to incorporate the £78,000 Arts Council grant for I am Tamworth into the Councils budget following the Arts and Events teams successful bid and to endorse the associated programme of activity funded through this and core Council budgets.

**RECOMMENDATIONS**

That Members;

1) Authorise the addition of £78k to the Arts and Events budget for spend in line with the bid to the Arts Council

**EXECUTIVE SUMMARY**

2014 marks the 125th Anniversary of Tamworth Assembly Rooms, the home of arts and events in Tamworth. To mark this occasion the Arts and Events team have developed an 18 month programme of activities and projects to delight and engage Tamworth audiences and visitors from across the Midlands region. A copy of the programme is attached in the appendices. The project will act as a spring board to support the long term development of the arts and events team and ambitions for the Creative Quarter. The bid to the Arts Council set out a number of objectives and outcomes.

**Objectives and Outcomes**

- To create a strong platform for the arts in Tamworth to grow and flourish from.
- To increase community pride and cohesion.
- To breakdown barriers and change perceptions of arts activities.
- To increase longer term participation levels in the arts.
- To act as a stimulus for local artists.
- To create stronger regional working partnerships.
- To showcase the current artistic talent in Tamworth Borough Council
- To expose Tamworth audiences to a diverse and wide ranging high quality arts programme.
- Every resident of Tamworth will have access to two free arts activities.
- Promoting greater collaboration between organisations to increase efficiency and Innovation
- Strengthening business models in the arts, helping arts organisations to diversify their income streams including private giving.
- Attracting new audiences.
- Improving the delivery of arts opportunities for children and young people.

On 30<sup>th</sup> May 2013 Cabinet approved the submission of the bid to the Arts Council for funding through their Grants for Arts scheme. In reviewing the Arts Council England described the project in their feedback as “a model of good practice that should be an example for other

local authorities”.

The project includes funding for an independent evaluation system to monitor the above objectives around usage figures, new business development, and regular contact with participants over a continued period. This will also include a programme of user evaluation after each individual project and an exit strategy for participants to enable them to continue their participation and strengthen other groups in the area. It is the arts and events team intention to create a series of reports

#### **OPTIONS CONSIDERED**

Not accepting the funding and therefore not delivering the I am Tamworth project.

#### **RESOURCE IMPLICATIONS**

Total Project Costs (inc existing Outdoor Events budget) £193,228 Of this £79,500 will be met from the provisional budget for 2015/2016 identified in the medium term financial strategy and from the grant award of £78,000 The Arts and Events team are not asking for any additional resources for the project. A further £35,728 will be obtained through income generation and In-Kind sources such as free use of business premises already committed by local organisations across the Borough.

#### **LEGAL/RISK IMPLICATIONS BACKGROUND**

Risk Assessment attached

#### **SUSTAINABILITY IMPLICATIONS**

All elements of the programme will include research of what our communities want from the authorities' arts provision. It will inform our future programme and work with developing audiences. We will aim to ensure exit strategies for all projects to ensure residents can continue with arts activities. It will also impact on income generation due to an increased interested in arts and therefore an increase in ticket sales and venue usage.

#### **BACKGROUND INFORMATION**

#### **REPORT AUTHOR**

Elanor Hazlehurst

#### **LIST OF BACKGROUND PAPERS**

Cabinet 30<sup>th</sup> May 2013

#### **APPENDICES**

I am Tamworth Programme