

May 30th 2013**JOINT REPORT OF THE PORTFOLIO HOLDER FOR OPERATIONS AND ASSETS AND
PORTFOLIO HOLDER FOR ECONOMY AND EDUCATION****2014 Arts and Events Programme Proposal****EXEMPT INFORMATION**

None

PURPOSE

To seek approval for the proposed Arts and Events programme in 2014 and seek approval to submit a bid to the Arts Council.

RECOMMENDATIONS

That Members;

- 1) Approve the 2014 Arts and Events programme.**
- 2) Authorise the Director Communities Planning and Partnerships in consultation with the Portfolio Holder Operations and Assets to submit a bid to the Arts Council England Grants for the Arts Scheme.**

EXECUTIVE SUMMARY

2014 marks the 125th Anniversary of Tamworth Assembly Rooms, the home of arts and events in Tamworth. To mark this occasion we are proposing a year long structured programme of activities and projects to delight and engage Tamworth audiences and visitors from across the Midlands region. A copy of the proposed programme is attached in the appendices. The project will be focused on the community of Tamworth. It will be about people. The re-development of Tamworth Assembly Rooms is just part of moving Tamworth Assembly Rooms and the Cultural quarter concept forward. We want to change the way the arts are viewed and accessed in Tamworth and the public are a vital element of that. By developing an interest and awareness of the arts in the area it will benefit the future use of the building and cultural quarter.

Figures provided by the Arts Council as part of the Active People and Places Survey show that Tamworth currently has one of the lowest arts engagement levels in the country. Through a targeted action research project the Arts and Events team have identified a range of barriers and misconceptions that are affecting people's attendance at arts activities. The proposal is to use the 125 year anniversary as a platform that will allow the Arts and Events team to tackle these issues on a larger scale, opening doors for the community to access a range of arts provision and re-igniting relationships with the arts in the area. However obviously whilst participation in the arts is a positive outcome in itself, it is important to note that studies have shown that regular access to quality arts provision has wide reaching benefits both of a social and economic nature. The arts and event activities in Tamworth currently contribute just under £1 million of secondary spend in the area. Recent studies (*Understanding the Impact of Engagement in Culture and Sport and Measuring National Wellbeing*) have detailed that the social benefits of arts activities include improvements to physical and mental health, improvements to community pride, awareness and social understanding. Arts engagement in young people significantly improves their social skills, academic attainment and behaviour.

Furthermore we want to showcase what is already happening in Tamworth. The aim is to show people what we have in Tamworth, what our community is about and what it is capable of. The project will attract a lot of public attention and help dispel misconceptions about the area and re-focus our sense of community and pride. This objective is shared with the Place Group and our Locality Working Agenda and we therefore propose to incorporate the T branding developed to promote local community pride and to promote Tamworth to visitors.

In addition we wish to provide our community and local artists with opportunities to work with a range of high quality arts organisations from across the region. To not only bring quality arts provision to Tamworth but also to bridge the gap between Tamworth and the region; forging lasting and long term relationships.

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.

We will develop an evaluation system to monitor the above objectives around usage figures, new business development, and regular contact with participants over a continued period. We will also programme in a customer satisfaction after each individual project and an exit strategy for participants to enable them to continue their participation and strengthen other groups in the area.

RESOURCE IMPLICATIONS

Total Project Costs (inc existing Outdoor Events budget) £187,228 Of this £79,500 will be met from the provisional budget for 2014/2015 identified in the medium term financial strategy. £35,728 will be obtained through income generation and In-Kind sources such as free use of business premises already committed by local organisations. Funding will be sort from the Arts council to secure the balance of £74k.

Should the bid be successful a further report will be presented to members to seek approval to spend the grant.

If the bid was to fail the project would need to be scaled down and contained within earmarked budget as no additional funding will be sort form TBC.

LEGAL/RISK IMPLICATIONS BACKGROUND

Please see risk assessment

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 people can continue with arts activities. It will also impact on income generation due to an increased interest in arts and therefore an increase in ticket sales and venue usage.

BACKGROUND INFORMATION

See appendices

REPORT AUTHOR

Elanor Thompson Arts and Events Manager

LIST OF BACKGROUND PAPERS

None

APPENDICES

Programme Outline

Risk Assessment

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