

The Vale of Glamorgan Council

Cabinet Meeting: 05 March 2018

Report of the Cabinet Member for Learning and Culture

Arts and Culture Strategy: An Aspirational and Culturally Vibrant Vale 2018 – 2022

Purpose of the Report

1. To seek endorsement of the draft Arts and Culture Strategy: An Aspirational and Culturally Vibrant Vale 2018 -2022.

Recommendations

1. That Cabinet endorses the draft Arts and Culture Strategy: An Aspirational and Culturally Vibrant Vale 2018 – 2022 attached at [appendix 1](#) as a basis for consultation with the Learning and Culture Scrutiny Committee.
2. That Cabinet endorse the proposal to review the provision of Arts Central with a further report to be brought back to Cabinet prior to 31st December 2018.
3. That Cabinet approves the proposed fee structure for hiring floor space at Arts Central, on an interim basis and with effect from 1 April 2018 and to be reviewed as part of recommendation 2.
 - Community Group/Individual fee of £13.50/hr or £120.00/day
 - Commercial Group fee of £22.00/hr or £200/day

Reasons for the Recommendations

1. To ensure Cabinet are in agreement with the draft Arts and Culture Strategy and that the Learning and Culture Scrutiny Committee is consulted.
2. To ensure the future use of the floor space in Arts Central is effective and efficient and aligns with the Councils corporate objectives.
3. The implementation of fees is recommended in order to support the strategic objectives of the Income Generation and Commercial Opportunities Strategy 2018-2020:
 - To aim to achieve full cost recovery where it is appropriate to do so and to develop a standard approach to the application of concessions.
 - To support consistency across the council in its approach to income generation and commercial opportunities including setting, collecting and reviewing fees and charges.

Background

2. The current Vale Arts Strategy was implemented in 2014. It set out a vision for the Council up to and including 2017, with a focus on access and participation, support for the local economy and environment, and excellence.
3. In 2015, Welsh Government published the Well-being of Future Generations (Wales) Act 2015, aimed at improving the social, economic and cultural well-being of Wales. The Act sets out a number of well-being goals, including 'A Wales of vibrant culture and thriving Welsh language', seeking to establish a society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, sports and recreation.
4. In December 2016, Welsh Government published Light Springs through the Dark: A Vision for Culture in Wales, outlining its vision for culture in Wales. This document sets out Welsh Government's vision of everyone across Wales having equal access to arts, music, literature and heritage in Wales, and to be encouraged and supported to take part.
5. In February 2016, the Cabinet endorsed a new Corporate Plan 2016-2020, which included its vision, values and well-being objectives. This new Arts and Culture strategy satisfies the actions outlined in Well-being Outcome 3: As Aspirational and Culturally Vibrant Vale, Objective 6: Valuing culture and diversity. The specific action was to review and implement the Vale Arts Strategy with an increased focus on marketing and regional working for 2018/19.
6. In January 2017, the Learning and Skills Directorate conducted a public survey as part of its review of the existing arts strategy, seeking engagement with the wider community on their views and experiences of the Arts in the Vale of Glamorgan, to inform the development of a new strategy. The consultation report is attached at [appendix 2](#).
7. The draft Arts and Culture: An Aspirational and Culturally Vibrant Vale strategy sets out the priorities over the next four years as well as its vision and values. Work has been undertaken to ensure that the priorities outlined in the strategy are aligned and reflect the priorities of the Vale of Glamorgan, as outlined in the Corporate Plan, the Well-being of Future Generations Act, and Light Springs through the Dark: A Vision for Culture in Wales.

Relevant Issues and Options

8. This new strategy sets out a delivery plan for increasing arts activity in the Vale of Glamorgan and developing new opportunities to create a 21st century arts programme, centered around the Council's four well-being outcomes outlined in the Corporate Plan 2016-2020:
 - An Inclusive and Safe Vale
 - An Environmentally Responsible and Prosperous Vale
 - An Aspirational and Culturally Vibrant Vale
 - An Active and Healthy Vale
9. Leveraging existing and developing new partnerships form an important element of the new strategy, which seeks to deepen relationships with schools, volunteer sectors, community learning initiatives and arts development partners to enhance provision and facilitate artistic learning, development and expression opportunities through the lifetime of the Vale's citizens.

10. The Arts Strategy Survey demonstrated that those who engage with the arts in the Vale were broadly satisfied with the offer and accessibility, however, the survey itself highlighted that engagement was low, with a response rate of only 123 respondents, reinforcing the need for additional marketing and a more relevant service offering to wider appeal and accessibility, which is reflected in the actions identified in the new strategy.
11. There is a need to reflect the 21st century learning environments and tools which many of the Vale's pupils benefit from, by providing an arts service which further embraces new and digital forms of artistic expression. For example, CAD design, 3D printing, coding as an artistic medium of expression, etc.
12. The Council currently benefits from a dedicated gallery space, Arts Central, which is located adjacent to Barry Library in King Square, Barry, and hosts a number of events throughout the year. The gallery currently caters for a limited audience and there is a need to review the use and purpose of this space. This will require an analysis and assessment of the work of existing partner organisations in the wider Vale of Glamorgan and Barry and will need to reflect current resource pressures as well as a consideration of ensuring the most efficient and beneficial use of the floor space.
13. Linked to this, the strategy also sets out a number of actions aimed at generating commercial opportunities through the use of the Arts Central space, pending the wider review as outlined in paragraph 12. In line with the Council's Income Generation Strategy, it is proposed that the following building hire fees be introduced in April 2018, in order to ensure the continued sustainability and breadth of services on offer to learners, artists and community members through Arts Central:
 - Community Group/Individual fee of £13.50/hr or £120.00/day.
 - Commercial Group fee of £22.00/hr or £200/day.
14. Service elements such as room set up and provision of refreshments etc. are not included in the above fees. This will fall to the hirer to arrange.
15. Many of the actions outlined within the new strategy will be delivered over a number of years. Specific actions will be included in the Directorate's service plans, setting out year on year the activities that will be undertaken to achieve and monitor these objectives.

Resource Implications (Financial and Employment)

16. The resources required to deliver the Arts and Culture Strategy: An Aspirational and Culturally Vibrant Vale 2018 -2022 are included in current revenue budgets.
17. Implementing fees for room hire at Arts Central is in line with the Council's Income Generation and Commercial Opportunities Strategy 2018-2020.

Sustainability and Climate Change Implications

18. The arts can have a positive impact on climate change through creative interventions and arts and cultural initiatives affecting the environment, where and how we live, work and respond to the area in which we live or visit.

Legal Implications (to Include Human Rights Implications)

19. There are no legal implications arising from this report.

Crime and Disorder Implications

20. There are no crime and disorder implications arising from this report.

Equal Opportunities Implications (to include Welsh Language issues)

21. This arts strategy contributes to the Council's commitment in bringing people and communities together. Involvement in the arts, culture and heritage enables different and excluded voices to be heard.
22. The strategy also contributes to the Council's commitment in supporting and promoting the Welsh language by enabling participatory Welsh language arts and cultural opportunities, artistic works and exhibitions.

Corporate/Service Objectives

23. The priorities and principles of the Arts and Cultural Strategy An Aspirational and Culturally Vibrant Vale 2018-2022 contribute to the Council's Wellbeing Outcome 3: An Aspirational and Culturally Vibrant Vale, specifically in relation to Objective 6: Valuing Culture and Diversity.

Policy Framework and Budget

24. This is a matter for executive decision by Cabinet.

Consultation (including Ward Member Consultation)

25. A public consultation has taken place in the form of an on line Art Strategy Survey implemented from January to March 2017 with contributors from arts, education and wider groups, organisations and individuals.

Relevant Scrutiny Committee

26. Learning and Culture.

Background Papers

None.

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Officers Consulted

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