

## CABINET ITEM COVERING SHEET PROFORMA

**AGENDA ITEM**

**REPORT TO CABINET**

**8 OCTOBER 2015**

**REPORT OF CORPORATE  
MANAGEMENT TEAM**

### **CABINET DECISION**

**Arts, Culture & Leisure – Lead Cabinet Member – Cllr Norma Wilburn**

#### **TEES VALLEY CULTURE TASK AND FINISH GROUP REPORT**

##### **SUMMARY:**

1. A seminar in June 2014, hosted by Teesside University and attended by business leaders, academics, local authority officers and representatives of the cultural sector, considered the potential contribution of culture to our economic aspirations. A powerful consensus emerged; if we are to recruit and retain the right companies, the right investment, the right labour force, top quality students, and visitors, our image, reputation and cultural offer is critical.
2. Under the auspice of TVU, a Task and Finish Group was established, chaired by Professor Graham Henderson on behalf of the TVU Board, and co-chaired by Cllr David Budd, Co-Chair of the NE Cultural Partnership, to take forward the conclusions of the seminar.
3. The Task and Finish Group ran a number of stakeholder conversations, commissioned written contributions, and engaged a range of agencies and groups. Three themes for action emerged concerning place shaping, cultural business growth, and social inclusion.
4. In turn these gave rise to three goals for action:
  - To be a destination – a place people know about, like living in, want to move to or visit – because of its cultural assets, events, environment and lifestyle;
  - To be a place of choice for artists and creative businesses to set up and grow – because of the support, spaces, and opportunities to network with other creative people;
  - To be a place that understands and deploys arts and culture in sustaining inclusive and healthy communities, where arts interventions are actively used to support education, health and well-being, and skills for employment;
5. The final report of the Task and Finish Group was presented to a seminar in July 2015 and is presented to Cabinet for acknowledgement and endorsement.

##### **RECOMMENDATION**

1. Cabinet acknowledges and endorses the Tees Valley Culture Task and Finish Group final report and considers ways in which it can support the Report's recommendations.

6. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

7. Where a Member regards him/herself as having a personal interest, as described in paragraph 16 of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

8. A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code).

9. Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

**Disclosable Pecuniary Interests**

10. It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

11. Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code).

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## DETAIL

6. Tees Valley, characterised by its industrial heritage and framed by rugged coastline and beautiful moorland with the winding River Tees at its heart, has quietly been reinventing itself as a place with cultural assets and events that appeal to wide audiences, and that speak of its ambition to be a diverse, vibrant and exciting place to live, work and visit.
7. All our cultural assets have value; from our smallest community arts project to our highest profile events. However, a small sub-set has the potential to change perceptions about the place and reach national and international audiences. These assets could be used strategically to promote the Tees Valley.
8. The areas public art is of regional and national significance in terms of scale, quality and proximity of pieces. It is therefore important to give further consideration to its potential.
9. We believe there is an opportunity to link our current festivals and events, to expand our local audience base and have better connectivity between our communities in the Tees Valley. This will also increase the sense of Tees Valley as a single place and foster greater ownership of our key cultural assets.
10. The Tees Valley is recognised internationally for its innovation and creativity and 2025 is particularly significant as we celebrate the bicentenary of the birth of passenger rail and its importance in the story of the railway history. The opportunity to bid to become UK Capital of Culture 2025 could help us to connect our contemporary strengths to our historic achievements, galvanise communities and institutions around shared ambitions, and achieve a step change in perceptions of the place amongst national and international audiences.
11. The way a destination is presented can be the difference between being known, being invisible, being visited and being passed by. The challenge of promoting the conurbation as a single destination highlights competing allegiances, identities and loyalties between the sub centres. However, consideration should be given to the potential for a destination marketing organisation or arrangement.
12. The Tees Valley includes some of the most deprived areas in the UK. Complex and multiple deprivation indicators relating to health, finance and access to education can lead to marginalised individuals and communities who feel that they do not have a stake in society and that their capacity to change things is low.
13. The role of arts, culture and creativity in achieving social impact is increasingly well documented. Engaging with cultural and creative activity has the power to affect personal change in individual participants, facilitate community and civic engagement and to deliver significant outcomes in relation to educational attainment, health and well-being and economic benefit.
14. The report contains recommendations about mapping and better understanding the capacity we have, and developing frameworks to support the use of culture in relation to health, wellbeing, and employability.
15. The cultural and creative business sector nationally is one of the fastest expanding sectors; it grew by 10% in 2012 and constituted 5.2% of the UK economy (DCMS January 2014). The sector is relatively weak in the Tees Valley, so there are opportunities for growth. Over 10,000 people are employed in the digital and creative sector.
16. Tees Valley has an ambition to create 25,000 net new jobs in Tees Valley over the next 10 years and 2,000 of them are forecast to be in the digital sector with a further 1,000 in tourism / leisure businesses.

## **FINANCIAL AND LEGAL IMPLICATIONS**

17. There are no financial implications arising directly from this report.

## **COMMUNITY STRATEGY IMPLICATIONS**

18. Many of the Culture Task and Finish Group Final Report observations and recommendations echo priorities and aspirations in the Community Strategy, but there are no Community Strategy Implications arising from endorsing the Report.

## **CONSULTATION**

19. Business leaders, academics, local authority officers and representatives from the cultural sector were all involved in the consultation process.

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Background Papers: Tees Valley Culture Task and Finish Group Report

Ward(s) and Ward Councillors: n/a

Property Implications: n/a