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Place based collaboration for culture and heritage in The North

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Arts Council England - *Let's Create*

We are the national development agency for the arts, museums and libraries. We champion, develop and invest in artistic and cultural experiences that enrich people's lives, and:

LET'S CREATE

Outcome 1: Creative People

- *Supporting communities to design and develop creative activity*
- *Opportunities for all children and young people to take part in creative activity*

Outcome 2: Cultural Communities

- *Shaping place through culture*
- *Using creativity to help social cohesion*
- *Cultural activity for health and well-being*

Outcome 3: A creative and cultural country

- *Supporting innovation for creative industries*
- *Diverse talent pool, creative economy*

Working alongside the DCMS ALBs

Supporting the cultural sector

We are a funder

- We support 828 **National Portfolio Organisations** with over £405 million a year of regular revenue funding. Of this:
- 228 **National Portfolio Organisations are in the North** & £102.2m pa invested
- **Total annual spend** in the North = £172.2m
- Every year we invest nearly £90 million in our open access **Arts Council National Lottery Project Grants** (including Developing Your Creative Practice)
- **Capital Investment Programme** – supporting cultural organisations so that their infrastructure is fit for purpose in the post-pandemic environment
- **Cultural Investment Fund** – including the **Cultural Development Fund**, **MEND** (museums) and **LIF** (libraries)
- **Cultural Recovery Fund** – £2.6b delivered on behalf of DCMS
- **Music Education Hubs** - £76m from DfE to for universal music education
- **Creative People and Places** – supporting areas of low engagement

Working alongside the DCMS ALBs

Supporting the cultural sector

Partnerships and capacity building and advocacy

- Long term strategic partnerships – LA's, MCA's CA's & LEPS
- Cultural Compacts and Local Cultural Education Partnerships
- Cultural Partnerships
- Support for cultural strategies

Pan-Northern strategic engagement:

- North Culture Network
- Northern Culture APPG
- NP11 Place & Culture Steering Group – with ALB colleagues

Advice, guidance, access to best practice, data, evidence and research

What next?

Let's Create – Delivery Plan 2021 to 2024

- **Continue to investment in a universal offer for the whole country** – including NLPG, DYCP, Bookstart, Music Education Hubs, and ensuring public libraries can use NLPG to deliver the four Universal Library Offers
- **Priority Places** – we have identified 54 places across the country where we will work more closely with local partners over the next three years to increase our engagement and investment
- **Place Partnership Funds** – support a new funding stream with NLPG to help places build capacity to make a step change in their cultural offer
- **Support local capacity** through partnership with the LGA

We will work to help culture contribute to levelling up

- **Area Town Groups** - We work with our other DCMS family Arms' Length Bodies to advocate for culture's place in levelling up, and support local authorities to benefit from funding opportunities
- We will make the case for culture in helping to build prosperous, sustainable communities where people are proud to live, work and study
- We will support places as they develop their ambitions for culture to change local communities

Priority Places: North

Blackpool
Blackburn with Darwen
Knowsley
Wigan
Rochdale
South Tyneside
Barnsley
Rotherham
County Durham
North-East Lincolnshire
Tees Valley MCA
Copeland
Kirklees
Barrow-in-Furness
Selby



Case Study
Arc:
Stockton-on-
Tees



Making a difference – culture and high street renewal

Case study

ARC – Stockton-on-Tees arts centre

- 69% of people think that culture on their high streets make their place a better place to live
- 75% of Arts Council NPOs are located on within 5 minute walk of a high street
- Culture drives footfall, supports the visitor and night time economy, is inclusive and changes perceptions
- ARC opened in 1999, and works with people and communities both in Stockton and across the Tees Valley
- Brings footfall to the town centre, 11,000 visitors per year
- 2021 economic impact study found that ARC generated £4.5m a year for the local economy
- Undertakes co-promotion with local independent retailers, e.g. a local bookshop
- 2011 69% of local people indicated a “liking for the local high street”, by 2016 this had increased to 83%

Case study

Northern Heartlands – Great Places Project



Making a difference – culture and heritage

Case study

Northern Heartlands – Great Place Scheme

Visit County Durham awarded £1.5m, by Arts Council/NLHF to “*deliver cultural activities that transform people’s understanding of the heritage, landscapes and places they live in, building their confidence and ability to influence policy and decision-making*”

- Northern Heartlands - high degree of autonomy from VCD (accountable body) and the local authority, emphasis on working with communities
- Strong focus on cultural activity with local communities – emphasis on landscape, heritage and place
- 27 individually commissioned projects
- 6,500 active participants, 18,000 in audiences
- *Song of our Heartland* community opera – workshops and rehearsals engaging local people across the area, moving online due to covid

Legacy

- Strong relationships with local communities
- Setting up Northern Heartlands as a Charitable Incorporated Organisation
- Northern Heartlands participating in the Thriving Communities programme (supported by Arts Council, Historic England and the National Academy for Social Prescribing)

Speak to us!

Contact your local Arts Council Area Office – for advice and guidance about the arts, museums and libraries, and to connect with the broader DCMS ALB family

<https://www.artscouncil.org.uk/our-organisation/contact-customer-services>