SUSTAINABLE & INCLUSIVE ECONOMIC RECOVERY

ROUNDTABLE 1 OF THE COMMISSION

CHAIR: BARONESS LOLA YOUNG

EVIDENCE

1

CITY of BRADFORD

NICOLA GREENAN
YEME ARCHITECTS
VITAL CULTURE UK

- New small grants programmes
- Darley Street Market
- Bradford Live
- UK City of Culture bid

COMMITMENT

COMMUNITY-LED PROJECTS 79%
ARTIST-LED PROJECTS 21%

79% 21%

Keep it up! Bradford people want culture.

'it was all made possible because culture is our plan' is the Bradford council agenda'

Streaming music shows is a growing market

Culture is in our DNA

Right now the city is experiencing a creative renaissance, and using the Rolls Royce of creative strategies

Give innovation light

What assets exist within a place? What can be added? We look at activities that are taking place. Bradford has an amazing number of activities going on. We turned all that into a Community App

TEAM BRADFORD

2

THE BRITISH LIBRARY

ISABEL OSWELL

DEMOCRATISING ENTREPRENEURSHIP

- Libraries as engines of economic growth
- 'Go-to-place' for business and IP
- Supported over 26,000 people over 2020/21
- New businesses started: 55% women, 31% black, Asian and minority ethnic, 17% disabled entrepreneurs
- 91% still trading
- Patents, Trademarks, Copyrights
- Workshops, inspirational events
- Capitalising on the existing capital of public libraries

WITH US 4x MORE SUCCESSFUL

Give people from all walks of life an equal opportunity to create their own business, shape their own future

Public libraries are spaces that are trusted, accesssible and free for all.

We have the "Heineken effect", we've reached people other services haven't.

BIPC network

3

LUTON HAT DISTRICT

MARIE KIRBYSHAW

- Encourage creatives
- New shoots of growth
- Putting back into the system
- Professional performance spaces
- Must-stop events near the train station
- Murals - if you can dream it, you can do it
- 'The future demands your participation'
- Local Growth fund £3.9m from SEMLEP
- Freehold properties purchased
- Engages with the industrial heritage of Luton, especially its hatmaking tradition, in a forward-looking way
- Free activities and 'please buy tickets if you can'
- Training programmes

The district is charity led and trust led – all the profits go back in. Self-financing by 2025.

Best in Europe! We are the place to watch!

'CREATIVE HATS'

LIVE MUSIC

YOUR BEST PHOTOS

COMEDY

POETRY

WHAT ARE THE KEY THEMES?

COMBINED AUTHORITIES ROLE?

LEADERSHIP?

A Mayor or Leader can really help if they back and understand culture.

We all come from different perspectives. Leadership comes in very different forms.

BETTER UNDERSTANDING OF ARTS AND CULTURE

Culture needs to be involved earlier in the conversation to help people deliver.

The way we position things in local government. It's important that we have a wider perspective than politicians who are only focused on economic value.

GET INVOLVED IN CONVERSATIONS EARLY

To what extent does leadership come from the creative industries?

Close working relationship with councils.

PROVIDE REAL DATA, DON'T COMPETE, WORK TOGETHER.

We need to learn that we should not compete with each other for funding by inflating the economic value of arts and culture.

SHARED AWARENESS ENHANCES EVERYONE'S EXPERIENCE

INCLUSIVITY

ENABLING & ENCOURAGING COMMUNITIES TO FEEL INCLUDED

How can we translate these brilliant projects to make places really inclusive?

How can we achieve success in inclusivity?

EASY TO ACCESS INCLUSIVE PLACES

I was very impressed with freehold work spaces that are connected with the public and not in inaccessible areas.

How do you make economic growth inclusive?

REVEAL HIDDEN ASSETS

Anchoring locally can't be stated enough. Luton's hidden asset is now not hidden.

How to involve new models for bringing development into the areas that are not in the centre?

DOES YOUR PLACE MAKE YOU PROUD?

How do you measure how local communities feel about their place ?

THE NEW HIGH ST.

A PLACE FOR DESIGNED EXPERIENCES

We've got a clear picture of the connect between past and future.

We need to make sure that libraries are part of the 'New High Street'

PLACE

We cloned towns in England and that really doesn't work. Some councils don't quite get it but most now want to be unique and themselves.

We all want to live somewhere unique that doesn't look like anything else.

UNIQUENESS IS IMPORTANT TO MOST PEOPLE

All places have some heritage that can be worked with.

WHAT IS YOUR TOWN'S HERITAGE?

LIBRARIES

NON-THREATENING
TRUSTED
INCREDIBLY INCLUSIVE PLACES

Libraries are essential for inclusive economic recovery.

LIBRARIES ARE SUPERHEROES

SUSTAINABILITY

REUSE OF EXISTING INFRASTRUCTURE

Sustainability may go beyond climate change and be about accessibility.

CONSTANT CLIMATE CHANGE AWARENESS

Every discussion we have about anything should mention sustainability, as creative use of already existing buildings has a positive carbon effect.

DATA GATHERING

SUPERHERO

DIGITAL

COMMUNITY APP

Digital still hasn't broken the barriers of accessibility.

BARRIERS STILL EXIST

The app is trying to enable people to connect to their community in ways they haven't before

The information we gather gives us a really good insight. Suddenly you can expose people to things they were not searching for.

I can see lots of potential for an App. How can it be more useful in connecting with the creative industries?

APP COMMUNITY

MEASURES of SUCCESS

We haven't discussed places that haven't had any success. We are not assessing this in the right way, we need to talk about where we need to help most.

WHERE? NEED HERE NOT HERE

We need to be cautious about data given on economic value. Economic value is very important but many people are sceptical about SROI methodology.

Different communities have different measures for what is a successful outcome.

WHAT IS A SUCCESSFUL OUTCOME FOR YOU?

FUNDING & LEVELLING-UP

THE RIGHT RESOURCES TO THE RIGHT PLACES

No good chucking money at small groups without advice and support. The levelling up agenda is all work in progress, and we are listened to as never before.

Career progression is very important to us and we mention it in all workshops in schools.

WORKSHOPS IN SCHOOLS

The point about lack of capacity is really important. Funding often goes easier to places that have capacity, and the gap widens further. This is acutely seen in coastal communities where the levels of capacity vary significantly.

COASTALS COMMUNITIES NEED FUNDING

We have identified places that need stimulation, and we need to look into revenue and economic return. The Shared Prosperity Fund could be an opportunity for culture but we need to make a case.

Funding seems to always go to the same places, and levelling up should be able to change that.

MAKING SURE FUNDING GOES TO DIFFERENT PLACES

RETURN ON INVESTMENT

Arts and culture play an important role in economic recovery, but we need to also celebrate what is not measured in monetary value.

How can we make this argument better?

I don't find arguments around economic return on investment particularly compelling, but a strong narrative about social connectivity speaks to me. I feel it more when social value comes together with monetary value.

Some parts of sector may be better at showing economic returns .

MEASURES of VALUE

We undervalue culture because so much of it is free at the point of delivery. If we treat culture as natural capital we can reevaluate its value.

The British Library has been very savvy at using the techniques from public economics to measure the wider social and economic returns from their investment.

INVESTMENT IN CULTURAL REGENERATION CHANGES PERCEPTIONS ABOUT PLACE

ENGAGE COMMUNITIES → DEVELOPMENT → DELIVERY → ECONOMIC RECOVERY

NEEDS & APPLICATIONS

CULTURAL ORGANISATIONS

BUILDING CAPACITY IN CULTURAL ORGANISATIONS

COUNCILS

COUNCILS ARE A BEDROCK OF OPPORTUNITIES

COUNCILS ARE THE BIGGEST PUBLIC FUNDERS OF CULTURE

HOW CAN PUBLICALLY FUNDED CULTURE SUPPORT ECONOMIC RECOVERY TO BE...

SUSTAINABLE

PLACE-DRIVEN

INCLUSIVE

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