

Report of: Executive Member for Community Development

Meeting of:	Date	Ward(s)
Executive	23rd November 2017	All

Delete as appropriate	Exempt	Non-exempt

SUBJECT: London Borough of Culture Bid Development

1. Synopsis

- 1.1 The London Borough of Culture (LBOC) is one of the Mayor of London's flagship programmes to transform how London's Councils maximise the social and economic value of culture. LBOC is a funding programme that will award two grants of at least £1.1million and the title 'London Borough of Culture' in both 2019 and 2020. There will also be up to six smaller awards for outstanding individual projects in other boroughs.
- 1.2 Culture is central to Islington's distinctive character but many residents are not benefitting from the outstanding arts, heritage and culture on their doorstep. Islington Council's Arts Service is progressing a LBOC bid which addresses this and directly draws on the spirit and ideas of the Fairness Commission, focussing on how culture can take a more strategic role in making Islington a fairer place to grow-up, live and work.
- 1.3 This paper provides background information to the programme, and sets out how council officers intend to oversee the development of a bid and what we want to achieve through Islington's tenure as London Borough of Culture 2019.

2. Recommendations

- 2.1 To note the approach of Islington's bid for the 2019 title of London Borough of Culture.

3. Background

3.1 Value of culture

There are many studies demonstrating the beneficial impact of engagement in arts and culture in reducing inequalities for individuals, communities and society as a whole. The Cultural Learning Alliance have demonstrated that:

- Learning through arts and culture improves attainment in all subjects. For example, taking part in drama and library activities improves attainment in literacy; taking part in structured music activities improves attainment in maths, early language acquisition and early literacy.
- Schools that integrate arts across the curriculum in the USA have shown consistently higher average reading and mathematics scores compared to similar schools that do not.
- Participation in structured arts activities increases cognitive abilities.
- Students from low income families who take part in arts activities at school are three times more likely to get a degree.¹

Research also exists to demonstrate the positive impact of participation in arts and culture on specific demographics. For example:

- in improving the wellbeing of children and young people growing up in care²
- on specific health conditions which include dementia, depression and Parkinson's disease³
- For older people the benefits of dance are significant in relation to the prevention of falls, increased cardiovascular, strength and flexibility, and improved balance and gait.⁴

3.2 Programme detail

The London Borough of Culture is a new programme funded by the Greater London Authority (GLA). All London boroughs (except for the City of London) can apply for funding to lead a transformative cultural programme, and two winning boroughs will be named 'London Borough of Culture' - one in 2019 and one in 2020. The deadline for submissions for the programme is 1st December 2017.

3.3 Bids need to demonstrate lasting change for people and places and embed culture in council strategies to ensure long term impact. Bids will need to create opportunities for people who might otherwise miss out on cultural opportunities to collaborate, join in and share experiences. The programme will showcase 'hidden' heritage, histories and locally rooted projects and highlight the distinct character of the winning boroughs. Bids must also demonstrate a strong artistic vision, with flagship projects and collaborations with world class creatives.

3.4 The GLA have highlighted that the key elements of a successful London Borough of Culture programme are:

- More Londoners getting involved in creative activities
- A borough where people are proud to live and work
- Partnerships between culture, business, community and voluntary sector
- Putting culture at the core of local plans
- Outstanding artists making exciting new work
- Telling the story of local people and places
- Creating social connections by taking part in culture
- Improving health and wellbeing through arts and culture.

3.5 The GLA's emphasis of using LBOC to deliver against council objectives - and help strengthen communities and celebrate the stories of local people - aligns well with Islington Council's own priorities.

¹ Cultural Learning Alliance, 2011

² Valuing Participation: The cultural and everyday activities of young people in care, University of Leicester, 2015

³ The value of arts and culture to people and society: An evidence review, Arts Council England, 2014

⁴ Keep Dancing, BUPA, 2011

The GLA has also highlighted that they would welcome bids from both inner and outer London boroughs, encouraging applicants to 'be ambitious while building on what is happening already to create long term change'.

3.6 Islington's LBOC Vision

Islington's bid will draw directly on ideas from the Fairness Commission. It will be aligned to Islington's Fair Futures Commission and will seek to exemplify the strategic role that culture can take in making Islington a fairer place to grow-up, live and work. Developing new partnerships across council services and with external sectors, our vision is to channel Islington's outstanding cultural assets and resources to reduce inequality. In particular, Islington's bid will focus on reducing educational, employment and skills development inequalities, and inequality of accessing cultural engagement.

- 3.7 Islington has an extraordinarily rich arts and culture offer. A recently completed cultural infrastructure mapping exercise identified 160 resident cultural organisations including 25 Arts Council England funded National Portfolio Organisations which together lever £15.5m public funding into the borough each year. Islington is home to a number of internationally renowned organisations including the Almeida Theatre, and Sadler's Wells, Upper Street's famous cluster of pub theatres, an extensive network of 19 live music venues, and many small but high quality community arts groups. However, a recent resident consultation exercise suggested that many disadvantaged residents are not engaging with this cultural offer and are not benefiting from the outstanding cultural opportunities on their doorstep.
- 3.8 This consultation also evidenced that residents from disadvantaged backgrounds regularly participate in creative activity in their day-to-day lives. This everyday creativity, from knitting to photography, sewing to hip-hop, was enjoyed across the generations at home and together in community settings. The research identified both physical and social barriers currently preventing residents to extend their creative activity including confidence, time, money and health issues.
- 3.9 Islington's bid will respond to these findings. The bid will embrace a broad definition of culture that places local heritage, music, dance, visual arts, theatre and other well established art forms on an equal par with emerging art forms such as circus, vlogging and street art and other creative activities that our residents enjoy at home and within their communities. We envision a varied programme that may include creative activities such as gaming and dress making as well as more traditional art forms delivered in a wide variety of community and cultural settings.
- 3.10 The GLA expects that bidding boroughs adopt of a theme to draw together and inspire activities. The proposed theme for Islington's bid is 'Belonging'. This will be a unifying thread across the LBOC programme. Through commissioned projects partners will be asked to explore with residents what it means to belong and feel an emotional connection to their local community, and how in a fairer society that community can enable all its residents to thrive.

3.11 Initial thoughts on Islington's LBOC programme

Islington will bid for the title of London Borough of Culture for 2019. Islington's bid will seek to deliver a stand-out programme of activity, where possible co-produced with residents, to broaden engagement in arts, heritage, and culture amongst residents who currently miss out and transform how culture is used to tackle inequality.

- 3.12 Islington Council already has a pro-cultural agenda. The LBOC bid process and delivery programme will be an opportunity to better align internal and local resources to optimise our collective impact. We envision that the final programme will deliver a transformational year of culture through:
- major council-led Signature Projects during 2019 and beyond which will develop the ways of working of the Employment, Skills and Culture service to focus on outcomes, with greater links to the Islington Community of Schools. Projects include proposals for advancing cultural education in the borough through an Islington Curriculum; drawing on Islington's social capital to nurture talented young people to realise their creative potential through benefitting from brokered relationships with professionals within the creative industries; and improved pathways to creative

employment, developed in partnership with the creative industries, schools and cultural partners across the borough.

- mass participation launch and summation celebrations selected from an open call process
- medium scale creative and cultural projects - both delivered by residents and local organisations selected from an open call process and delivered by services across the council.
- neighbourhood projects and programmes in local libraries, community centres, parks and other community settings that deliver change and support a broad creative programme that has a positive social impact. These will be delivered by residents and local organisations and selected from an open call process.

3.13 Communications, engagement and programme development

A Communications Strategy has been unrolled. This has sought to raise awareness of Islington's London Borough of Culture bid; promote the council's commitment to fairness and social justice through cultural participation; engage cultural partners and motivate them to contribute to the LBOC programme; and encourage residents to come forward with creative project ideas that would make a social difference and be delivered in libraries and community settings. The public element of the campaign featured a series of inspirational case studies of local people who are making a difference through creative activity with the motif 'Create a difference'.

3.14 Officers in the Employment Skills and Culture service have engaged partners across a range of sectors to explore how we can work together to achieve Islington's vision. This has been an opportunity to have bold conversations with many cultural institutions and individuals that have contributed to making Islington one of the culturally richest places in the UK. Partners have two routes for supporting the development of the LBOC programme: firstly, by partnering on council-led Signature Projects (to be progressed regardless of securing LBOC funding) and secondly through submitting costed proposals that could form part of the broader LBOC programme. All proposals will demonstrate how culture can tackle inequalities in the borough and how the projects will respond to local need.

3.15 A webpage has been developed (www.islington.gov.uk/creates) and a Call for Ideas invitation circulated widely. The purpose of this document was to encourage residents and organisations to submit costed project proposals and provide a simple form with which to do so. Proposals will be assessed by council officers before being presented to a cross-sector London Borough of Culture Bid Selection Panel in late-November, Chaired by the Executive Member for Community Development.

3.16 Bid delivery

The bid's development has been supported by a number of internal working groups. Due to the scale of the funding, the bid requires sign-off by the Executive. Update reports have been presented to the Children's Services Management Team, Leadership Group, Corporate Management Board, Communities Reference Group and Joint Board, in advance of the presentation of the final paper to the Executive.

Date	Action
Throughout September 2017	Cross-sector partner engagement
18 September	LBOC discussion at Leadership Group
Throughout September	Internal working groups convene
21 September	Presentation to Corporate Management Board
11 October	Call for Ideas to arts and culture partners inviting costed project proposals
Throughout October	Communications and engagement programme commences
11 October	LBOC discussion at Communities Reference Group
31 October	Presentation to Joint Board
16 November	Bid Selection Panel convenes to sign-off shortlisted project proposals
23 November	Presentation and bid sign-off by the Executive

1 December	Bid submission
February 2018	GLA announcement of the winning boroughs

4. Implications

4.1 Financial implications:

The London Borough of Culture is a funding programme that will award two grants of at least £1.1million and the title 'London Borough of Culture' in both 2019 and 2020. There will also be up to six awards for outstanding individual projects in other boroughs. These will be between £50K and £200K for projects that take place between 2018 and 2020.

The GLA has lined up other external funders to welcome applications from bidding boroughs, and it is also looking at which of its own funding streams it can align with LBOC. Boroughs anticipate that taking part in the bidding process itself will therefore provide new opportunities for external investment.

Following consultation with service areas across the council, Islington's bid can meet the GLA's requirement to evidence match funding of 30% of which 25% (£275,000 of a maximum £1,100,000 GLA grant) must be cash that supports LBOC revenue projects or programmes. This match cash funding can be drawn from the council itself, grants from charitable trusts, public funding bodies, sponsorship and cultural partnership cash contributions/joint funding applications.

Summary:

The maximum LBOC grant is £1,100,000 requiring 30% match funding (maximum of £330,000):

25% cash match funding (total £275,000)

- £157,400 drawn from funded projects across council services
- £117,600 drawn from earned income through the Council's Arts Service

5% in-kind match funding

- £55,000 drawn from salaries of in house officers that will manage Islington's LBOC programme.

4.2 Legal Implications:

The Council has wide powers to provide or arrange the provision of cultural activities and entertainments for its residents and visitors to the borough (section 144 and 145 Local Government Act 1972). The proposed application for London Borough of Culture is conducive to the exercise of those powers (section 111 1972 Act).

4.3 Environmental Implications

The development of Islington's bid for the 2019 title of London Borough of Culture will have a minimal impact on energy use and carbon emissions. This is fundamentally a funding bid that will support us to align our resources over the longer term in a more impactful way to tackle inequality in the borough, with no significant additional environmental implications.

The bid and potential LBOC programme will not require a significant use of natural resources, particularly as this is revenue funding. If Islington is successful in obtaining the title council teams will explore how we commission activity to limit additional fleets or deliveries in the borough, making use of Islington's excellent public transport links and if required favouring emission-free vehicles and those that use greener fuels.

It is not anticipated that the programme will create significant air, land or water emissions or generate waste, but where this occurs the '3 Rs' of reduce, reduce and recycle will be considered.

It is possible the cultural programme may support positive impacts to the borough's biodiversity, such as increased gardening, growing or greening activities.

4.4 Resident Impact Assessment:

The council must, in the exercise of its functions, have due regard to the need to eliminate discrimination, harassment and victimisation, and to advance equality of opportunity, and foster good relations, between those who share a relevant protected characteristic and those who do not share it (section 149 Equality Act 2010). The council has a duty to have due regard to the need to remove or minimise disadvantages, take steps to meet needs, in particular steps to take account of disabled persons' disabilities, and encourage people to participate in public life. The council must have due regard to the need to tackle prejudice and promote understanding.

The main focus of RIAs is on drawing out the equality impacts of proposals with additional sections for highlighting safeguarding risks and potential human rights breaches.

Islington's bid development and LBOC programme will be based on four themes that will promote a fairer Islington:

- Reducing educational inequalities
- Reducing skills development inequalities
- Reducing employment inequalities
- Improving equality of access and participation in creative and cultural activities.

Our vision is to use the bid process to advance how the council can most effectively align internal and local resources to reduce inequalities in these areas. All projects included within Islington's final LBOC programme will therefore need to demonstrate activity which recognises and responds to these inequalities in an effective way and at scale. Target groups of disadvantaged residents will be the principal beneficiaries of the programme, although there will be some universal components - such as activities that could support a launch event(s) for Islington's tenure as 2019 London Borough of Culture – which will provide opportunities to targeted groups while supporting community cohesion more broadly.

An initial Resident Impact Assessment has been completed (Appendix I). The bid development has been an open process where local organisations and residents have been invited to submit expressions of interest for funding under the broader LBOC programme. For this reason, at this stage it is difficult to assess the exact impact on all resident groups of the LBOC bid development and programme. It is therefore proposed that a secondary, detailed Resident Impact Assessment is undertaken should Islington be successful in securing the title and associated funding, once the programme is fully developed. Officers will then be in a position to fully understand the programme implications and respond where required to ensure due regard for the Public Sector Equality Duty.

5. Reason for recommendations

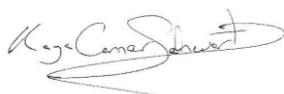
5.1 To note the approach of Islington's bid for the 2019 title of London Borough of Culture.

Appendices

- Appendix I London Borough of Culture Resident Impact Assessment

Final report clearance:

Signed by:



Councillor Kaya Comer-Schwartz
Executive Member for Community Development

Date 10 November 2017

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