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<b>PART A:</b>	<b>MATTERS DEALT WITH UNDER DELEGATED POWERS</b>
<b>REPORT TO:</b>	<b>POLICY AND RESOURCES</b>
<b>DATE:</b>	<b>21 SEPTEMBER 2017</b>
<b>REPORT OF THE:</b>	<b>ECONOMY AND EXTERNAL PARTNERSHIPS LEAD JULIAN RUDD</b>
<b>TITLE OF REPORT:</b>	<b>CREATIVE ECONOMY COMMISSIONING 2017/18</b>
<b>WARDS AFFECTED:</b>	<b>ALL</b>

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## **EXECUTIVE SUMMARY**

### **1.0 PURPOSE OF REPORT**

- 1.1 To agree the Creative Economy Commissions for 2017/18.

### **2.0 RECOMMENDATION**

- 2.1 It is recommended that the Creative Economy Commissions for 2017/18, as detailed in Annex A and summarised in paragraph 6.4, be approved.

### **3.0 REASON FOR RECOMMENDATION**

- 3.1 The 2017/18 commissions recommended for approval (as detailed in Annex A) are designed to deliver economic benefit to the local economy and businesses; maximising the multiplier effect and assisting social enterprises to generate income more effectively. They have additional benefits of supporting the visitor economy by improving the visitor product.
- 3.2 The creative economy is particularly important to Ryedale, as well enjoying sustained growth as part of the national economy - the creative industries contribute nearly £10M an hour to the UK economy and are growing at twice the rate of the economy as a whole: <https://www.gov.uk/government/news/creative-industries-worth-almost-10-million-an-hour-to-economy>. In Ryedale 7% of our business stock is related to Arts, Entertainment, Recreation and Other Services (this does not include small businesses below the VAT threshold or sole traders, which with micro-businesses make up over 90% of businesses in rural areas). RDC's support for this sector drives a higher proportion of Arts Lottery funding to Ryedale than comparable districts. Consequently, support for the creative economy sector is explicit in the Ryedale Economic Action Plan for 2016 to 2020.
- 3.3 The commissioned activities relate specifically to the contribution of the projects to the Ryedale economy, however, they also have a broad range of associated

community benefits, contributing to health and well-being, strengthening communities' resilience and developing volunteer capacity. The most recent available research indicated that just over 45% of Ryedale residents were defined by DCMS as "engaged in the arts" compared with 40% in Yorkshire and the Humber. Ryedale is 46th out of 325 authorities in the RSA Heritage Index (in the top 18%): <https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/heritage-and-place>

#### **4.0 SIGNIFICANT RISKS**

- 4.1 It is considered that there are no significant risks associated with the recommendation.

#### **5.0 POLICY CONTEXT AND CONSULTATION**

- 5.1 Council Aim: 'Promoting Sustainable Growth' especially "Promoting a strong economy with thriving businesses" and "Capitalising on our culture, leisure and tourism opportunities".
- 5.2 Ryedale Economic Action Plan 2016-2020: 1(f) Profitable and ambitious SMEs (businesses under 250 employees) in the Creative Economy sector.

#### **6.0 REPORT**

##### **Background**

- 6.1 In January 2013, the Commissioning Board agreed to follow a commissioning approach to support the creative economy. Members determined 6 service objectives:
- i. The concept of 'hubs' for creative economy activity in Ryedale.
  - ii. A greater link between the creative and visitor economy, to improve the economic benefit of arts and heritage to the locality.
  - iii. Support for creative individuals, businesses and enterprises to foster business growth.
  - iv. Support for social enterprises to develop new audiences (contributing to economic sustainability moving forward)
  - v. A small grant scheme to continue, to provide support for new, innovative projects or pump priming projects.
  - vi. Enterprises should work collaboratively to improve joint action and reduce duplication.
- 6.2 The commissioning process presents the opportunity for innovation, efficiencies and collaboration between organisations and to deliver the service objectives and the Ryedale Economic Action Plan. The process seeks to maximise the benefits of the creative economy sector in Ryedale.

##### **Cultural Economy Commissioning 2017/18**

- 6.3 Proposals for 2017/18 commissions were invited in April 2017. Expressions of Interest totalling more than £63,000 were received (but one of the provider organisations chose not to proceed when the timescale for the commissions was extended due to the calling of a General Election). The process of the discussions that followed was iterative and based on the skills of the provider organisations in their specialist field. Officer discussion and negotiation with the bidders has resulted

in the recommended commissions set out in Annex A of this report. These are considered to represent the optimum benefits for the allocated budget and allow support for all proposals which were submitted.

- 6.4 The submitted proposals are outlined below and are summarised in Annex A, with full details of the proposals provided in Annex B.

**Arts in Dalby Forest: Visual Arts Development Programme** - Lead Organisation: The Forestry Commission with Crescent Arts

- Delivers on objectives i, ii, iii, iv and vi

**Northern Ryedale Creative Hub** – Lead organisation: Helmsley Arts Centre

- Delivers on objectives i, ii, iv and vi

**Rural Promoters ON Tour: Ambassador Scheme & Audience Development Programme** – Lead Organisation: Rural Arts

- Delivers on objectives ii, iii, iv and vi.

**Ryedale Festivals Group: Membership and Audience Development** – Lead Organisation: Create

- Delivers on objectives ii, iii, iv and vi.

**Small / Pilot commissions scheme** – Lead organisation: Ryedale District Council

- Delivers on objectives ii, iii, iv, and v

**Southern Ryedale Creative Hub** – Lead organisation: The Milton Rooms Management Committee with Malton Museum and Woodhams Stone Collections

- Delivers on objectives i, ii, iv and vi

## 7.0 IMPLICATIONS

- 7.1 The following implications have been identified:

a) Financial

The proposals as recommended at Annex A are within the approved 2017/18 budget of £55,800.

b) Legal

Each Commission will be outlined in a 'Grant Agreement' with the lead organisation. This ensures that the organisations that are commissioned are adhering to relevant legislation. Payment is made in instalments and subject to satisfactory performance.

c) Other (Equalities, Staffing, Planning, Health & Safety, Environmental, Crime & Disorder)

There are no significant issues. The Grant Agreement requires each commissioned organisation to have due regard to legislative requirements including safeguarding duties.

## 8.0 NEXT STEPS

- 8.1 The Senior Specialist: Place (Creative Economy) will work with the commissioned organisations to ensure that they are delivering the outcomes desired and also linking

the projects together to ensure the whole is greater than the sum of the parts. The projects will also be linked with the visitor economy offer and activities.

- 8.2 Over the next year, the commissioning process will be reviewed within the context of the Ryedale Economic Action Plan and the Council's Operating Model.

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**Background Papers:**  
Commissioning proposals from each organisation  
Ryedale Economic Action Plan

**Background Papers are available for inspection at:**  
[www.ryedale.gov.uk](http://www.ryedale.gov.uk)  
Ryedale House.