



PART A:	MATTERS DEALT WITH UNDER DELEGATED POWERS
REPORT TO:	POLICY AND RESOURCES
DATE:	24 SEPTEMBER 2015
REPORT OF THE:	HEAD OF ECONOMY AND INFRASTRUCTURE JULIAN RUDD
TITLE OF REPORT:	CREATIVE ECONOMY COMMISSIONING 2015 / 2016
WARDS AFFECTED:	ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

1.1 The report recommends Creative Economy Commissions for 2015/16.

2.0 RECOMMENDATION

2.1 It is recommended that the Creative Economy Commissions for 2015/16, as detailed in Annex B, be approved

3.0 REASON FOR RECOMMENDATION

3.1 The creative economy sector is enjoying sustained growth as part of the national economy. 2015 Arts Council research identified that:

- Turnover in the sector has increased by 25% in the last 3 years
- The sector supports 1 in 20 jobs in the UK
- The average wage in the sector is over the national average and has risen by 2.4% between 2010 and 2014.
- The sector is an important element of tourism - both attracting and retaining visitors – and of developing skills, nurturing innovation and fostering growth in the commercial creative industries (architecture, design etc). This contributes to the knowledge-based economy and the ability to think creatively. It is also important for improving national productivity and as a catalyst for economic regeneration.

[The full report can be viewed on the Arts Council website.
<http://www.artscouncil.org.uk/media/uploads/Contribution-of-the-arts-and-culture-sector-to-the-national-economy-CEBR-July-2015.pdf>]

3.2 The creative economy is particularly important to Ryedale:

- In terms of 'enterprises by sector', the number of 'arts, entertainment and recreation' businesses per capita is **twice** that across North Yorkshire. These

business provide significant employment for local people and draw visitors to the area and are a key element of our economy.

- 5,000 F.T.E jobs are supported by the tourism industry in Ryedale – approximately 25% of all jobs in the District.
- Support for this sector is explicit in the Ryedale Economic Action Plan.
- In addition to the significant economic benefits, the arts and cultural sector contribute to quality of life in many ways - in our schools, in communities, improving community cohesion and providing meaningful and worthwhile activities for everyone from young children to isolated older people. Although the commissioned activities relate specifically to the economic contribution to the Ryedale economy, they also have a broad range of community benefits. The last available research indicated that 45% of Ryedale residents were defined by DCMS as “engaged in the arts” compared with 40.1% in Yorkshire and the Humber.

4.0 SIGNIFICANT RISKS

- 4.1 Significant risks, including the failure to deliver potential economic benefits and growth if the creative economy is not supported, are set out in Annex A.

5.0 POLICY CONTEXT AND CONSULTATION

- 5.1 Council Aim 1: To create the conditions for economic success in Ryedale.
- 5.2 Council Aim 4: To have active communities where everyone feels welcome and safe.
- 5.3 Ryedale Economic Action Plan B5 Sector Specific Support: Visitor and Creative Economy – supporting business led initiatives, product development and community owned facilities.

REPORT

6.0 REPORT DETAILS

Background

- 6.1 In January 2013, the Commissioning Board agreed to follow a commissioning approach (see infographic at Annex D) to support the creative economy. Members confirmed the 6 service objectives that they wished to achieve through this support:
- i. The concept of a ‘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 on the service objectives and the Ryedale Economic Action Plan aspirations. The process seeks to maximise the

benefits of the creative economy sector in Ryedale and ensure the ‘whole is greater than the sum of parts’.

- 6.3 2015/16 is the third year of commissioning. Outcomes and lessons from year 1 were reported to Policy and Resources committee in April 2015, minute 58 refers. Progress to date in the second year, 2014/15 (Commissioning Board minute 43 refers), is currently being collated for a future report.

Cultural Economy Commissioning 2015/16

- 6.4 Proposals for 2015/16 Commissions were invited in June. The process of the discussions that followed was iterative and based on the skills of the provider organisations in their specialist field. Bids totalling £79,859 were received, £24,059 over budget. Discussion and negotiation with the bidders has resulted in the recommended Commissions set out in Annex B of this report. These are considered to represent the optimum benefits for the allocated budget.
- 6.5 The proposals submitted are outlined below, with the full detail of the proposals provided in Annex C.

Southern Ryedale Creative Hub – Lead organisation: The Milton Rooms Management Committee

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

Northern Ryedale Creative Hub – Lead organisation: Helmsley Arts Centre

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

Ryedale Book Festival – Lead organisation: Ryedale Book Festival

- Delivers on objectives ii and iv.

Museums in the Visitor Economy – Lead Organisation: Ryedale Folk Museum

- Delivers on objectives ii, iv and vi.

Malton as a Market Town – Lead Organisation: Malton Museum

- Delivers on objectives iv and vi

Festivals Development Project – Lead Organisation: CREATE, Scarborough

- Delivers on objectives ii, iv and vi.

Maximising local economic benefit from performing arts activity – Lead Organisation: Rural Arts On Tour

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

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

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

7.0 IMPLICATIONS

- 7.1 The following implications have been identified:

a) Financial

The proposals as recommended at Annex B are within the approved 2015/16 budget of £55,800

b) Legal

Each Commission will be outlined in a ‘Service Level Agreement’ with the lead

organisation. Payment can be made in instalments and subject to satisfactory performance.

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

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

8.0 NEXT STEPS

- 8.1 The Creative Economy Officer will be working 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 link with the Visitor Economy offer and activities.

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Background Papers:

Commissioning proposals from each organisation.

Background Papers are available for inspection at:

www.ryedale.gov.uk
Ryedale House.