

P&R 24 September 2015

Creative Economy Commissioning report, ANNEX B

Recommended Proposals for Creative Economy Commissioning 2015/16

Project	Lead Partner	Activity	Amount
Southern Ryedale Creative Hub	The Milton Rooms Management Committee	<ul style="list-style-type: none"> • First stage of process to become a hub for arts in southern Ryedale. • Development of volunteers' skills and capacity • Developing audiences and strengthening income. • Co funded by Malton CIC • Match funding sought from Arts Council England for the 'arts' element. <p>➤ Delivers objectives i, ii, iii, iv and vi</p>	£10,000
Northern Ryedale Creative Hub	Helmsley Arts Centre	<ul style="list-style-type: none"> • HAC has been the 'northern' hub for 2 years and has an excellent track record of delivery. This includes supporting careers development activity and promoting apprenticeships. • Further developing links with the visitor economy • New role for a (paid) intern to develop marketing skills • Skills development project with young people in technical stage skills. <p>➤ Delivers objectives i, ii, iii, iv and vi.</p>	£13,000
Ryedale Book Festival	Ryedale Book Festival	<ul style="list-style-type: none"> • This organisation has previously been supported through the small scale commissions and is now ready to take the next step to delivering the overall commissioning outcomes. • Recently secured £9,000 from Arts Council England to enable the development of the Festival • Development of the Festival and its contribution to the local economy, both on the Festival weekend and throughout the year. This includes developing the quality of the programme and the back room functions. <p>➤ Delivers objectives ii and iv.</p>	£2,000
Museums in the Visitor Economy	Beck Isle Museum, on behalf of 'Museums	<ul style="list-style-type: none"> • Three accredited museums in Ryedale will collaborate on website development. Whilst retaining their unique website, a joint 'Content Management System' will be utilised to maximise efficiency. 	£15,000

	Ryedale’.	<ul style="list-style-type: none"> • This will include links with other visitor economy attractions to encourage greater length of stay and spend in the District. ➤ Delivers objectives ii, iv and vi. 	
Malton as a Market Town	Malton Museum in partnership with the Woodham – Stone Collection	<ul style="list-style-type: none"> • First year of a 3 year project exploring the development of the market town. (RDC funding only required in the first year.) • The project will develop audiences and promote the visitor economy in Malton. ➤ Delivers objectives ii, iv, vi 	£2,000
Festivals Development Project	CREATE, with the Ryedale Festivals Partnership	<ul style="list-style-type: none"> • CREATE successfully delivered the second half of the Festivals Development project in 2014/15. • Extending the role of working with community based festivals in Ryedale (such as Cajun and Folk Festivals) through better use of digital media, professional imagery and professional copywriting. • Improving the links between Festivals and local suppliers. ➤ Delivers objectives ii, iv and vi. 	£7,000
Maximising local economic benefit from performing arts activity	Rural Arts – On Tour	<ul style="list-style-type: none"> • Rural Arts have successfully delivered in two previous years. The project links local promoters with businesses to add value to the visitor experience and connect to a new market. • This project extends further their activity, with new promoters such as village halls and community venues. • New training provision in social media and digital marketing techniques. ➤ Delivers objectives ii, iii, iv and vi. 	£5,000
Small / pilot projects	Ryedale District Council	<ul style="list-style-type: none"> • This project extends the small projects into a third year. • It enables new organisations or entrants into the commissioning process, where activity may be riskier or undertaken by a previously unknown organisation. • Several previous small grants have grown into sustainability or attracted substantial match funding into the District. ➤ Delivers objective ii, iii, iv, V, vi 	£1,800
	Total		£55,800