



PART A:	MATTERS DEALT WITH UNDER DELEGATED POWERS
REPORT TO:	POLICY AND RESOURCES
DATE:	16 JUNE 2016
REPORT OF THE:	HEAD OF ECONOMY AND INFRASTRUCTURE JULIAN RUDD
TITLE OF REPORT:	CREATIVE ECONOMY COMMISSIONING 2016 / 17
WARDS AFFECTED:	ALL

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

1.1 To agree the Creative Economy Commissions for 2016/17.

2.0 RECOMMENDATION

2.1 It is recommended that the Creative Economy Commissions for 2016/17, as detailed in Annex B, be approved.

3.0 REASON FOR RECOMMENDATION

3.1 The 2016/17 commissions recommended for approval (as detailed in Annex B) 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 (<http://www.artscouncil.org.uk/exploring-value-arts-and-culture/arts-culture-and-economy>). The Ryedale Economy Member Briefing on 3 March 2017 outlined that 7% of our business stock is related to Arts, Entertainment, Recreation and Other Services. This statistic does not include small businesses below the VAT threshold or sole traders so is likely to be much higher and include the approximately 150 individual practitioners that the Creative Economy Officer works with. (This activity drives a higher proportion of Arts Lottery funding to Ryedale than comparable districts.) Consequently, support for the creative economy sector is explicit in the recently adopted 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. The most recent 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 Appendix 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 2016-2020: 1(f) Profitable and ambitious SMEs (businesses under 250 employees) in the Creative Economy sector.

REPORT

6.0 REPORT DETAILS

Background

- 6.1 In January 2013, the Commissioning Board agreed to follow a commissioning approach 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.
- 6.3 2016/17 is the fourth year of commissioning. A progress report for 2014/15 (the second year of this process) is at Annex D. Although 2015/16 commissions did not begin until September 2015, feedback from in year monitoring is positive, particularly in respect of the Book Festival and On Tour economic multiplier.
- ##### **Cultural Economy Commissioning 2016/17**
- 6.4 Proposals for 2016/17 commissions were invited in April. The process of the discussions that followed was iterative and based on the skills of the provider organisations in their specialist field. Bids totalling £66,706 were received, £10,906 over budget. Officer 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 while providing appropriate support that allows the thrust of proposals to be implemented.

- 6.5 The recommended proposals that were submitted are outlined below and are summarised in Appendix B, with full details of the proposals provided in Appendix C.

Dalby: The Great Yorkshire Art Forest Lead Organisation: The Forestry Commission and Crescent Arts

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

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

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

Museums Ryedale – Lead Organisation: Ryedale Folk Museum

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

Northern Ryedale Creative Hub – Lead organisation: Helmsley Arts Centre

- Delivers on objectives i (other objectives are now covered by day to day activity, not funded by RDC)

Ryedale Festivals Partnership – Lead Organisation: CREATE, Scarborough

- 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

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

- Delivers on objectives i,ii,iii,iv

- 6.6 In relation to a proposal from 'Dicken's Gift to Yorkshire' the recommendation is to not directly fund this project but that funding be awarded to the Ryedale Festivals Partnership (see Annex B). 'Dickens Gift to Yorkshire' is a member of the Partnership and would benefit from the collaborative activity in terms of evaluation techniques and sustainability. In addition, 'Dickens Gift to Yorkshire' has been recommended for other funding (the 'Welcome to Yorkshire' Yorkshire Coast and North York Moors Partnership Festivals and Events Fund) that is aimed at new tourism product.

7.0 IMPLICATIONS

- 7.1 The following implications have been identified:

a) Financial

The proposals as recommended at Annex B are within the approved 2016/17 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 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 Grant Agreement 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 be linked with the visitor economy offer and activities.

Julian Rudd

Head of Economy and Infrastructure

Author: Jos Holmes, Economy and Community Manager
Telephone No: 01653 600666 ext: 240
E-Mail Address: jos.holmes@ryedale.gov.uk

Background Papers:

Commissioning proposals from each organisation.

Background Papers are available for inspection at:

www.ryedale.gov.uk
Ryedale House.