

P&R Creative Economy Commissioning Recommendations 2016/17 Appendix B

RDC Priorities:

- i. Working towards the concept of 'hubs' for creative economy activity in Ryedale, with potential to develop this at existing centres in the north and south of the District. The provision of a virtual hub should also be progressed.
- ii. A greater link between the creative and visitor economy should be sought, to improve the economic benefit of arts and heritage to the locality.
- iii. Support to be provided for creative individuals, businesses and enterprises to foster business growth.
- iv. Support to be provided to allow social enterprises to develop new audiences (contributing to economic sustainability moving forward)
- v. A small-scale grant scheme to continue, to provide support for new, innovative projects or pump priming projects.
- vi. Enterprises to work collaboratively to improve joint action and reduce duplication.

Name and Delivery Partner	Area of Benefit and activity summary	RDC Priority delivered upon	Request	Recommendation
Dalby: The Great Yorkshire Art Forest. Forestry Commission and Crescent Arts.	<p>Dalby Forest (Pickering/Thornton Dale & Northern Ryedale)</p> <ul style="list-style-type: none"> • Responds to national Forestry Commission report on the role of arts programmes in driving the visitor economy. • First phase of a long term strategic plan to deliver high quality arts provision to gain an international reputation as a vibrant cultural destination. • Support for arts practitioners in Ryedale to gain maximum benefit from investment. 	i. ii. iii. iv. vi.	£6000	£5000
Maximising local economic benefit from performing arts activity. On Tour (Rural Arts)	<p>All Ryedale (rural)</p> <ul style="list-style-type: none"> • Not for private profit social enterprise with good track record of delivery in the commissioning process • Support for rural venues (such as village halls) to develop audiences and business relationships, to stimulate profit for the venue. • Collaboration between Ryedale promoters • Commercial training for volunteers • Continued partnership and learning. 	ii. iii. iv. vi.	£6300	£6000
Museums Ryedale. Ryedale Folk Museum	<p>All Ryedale</p> <ul style="list-style-type: none"> • Partnership created in response to the commissioning requirement for improved collaboration and now developing own joint activities. • The partnership includes Ryedales's accredited museums. • Responding to the needs of the modern audience by preparing for digital marketing activity. Eg Google 360 	ii. iii. iv. vi.	£12000	£10000

Northern Ryedale Creative Hub. Helmsley Arts Centre	Helmsley & Northern Ryedale. <ul style="list-style-type: none"> • Not for private profit social enterprise • Has built on successful previous commissioning work and now a key role in the visitor economy network in Helmsley. • Focus is now on strengthening skills in the sector through delivery of a Youth Arts Training Programme. 	i.	£10406	£9800
Ryedale Festivals Partnership. 'Create'	All Ryedale. <ul style="list-style-type: none"> • Not for private profit social enterprise has developed the commission activity based on local needs identified in the previous year's consultation. • Focus on developing skills of Festivals to improve 'impact and evaluation' calculations for their own marketing activity, potential sponsors and funding organisations • Supporting long term sustainability by improving marketing and funding strategies. 	ii. iii. iv. vi.	£10000	£9500
Small/pilot Commissions. Ryedale District Council	All Ryedale <ul style="list-style-type: none"> • Small scale projects of up to £1,000 designed to pilot new ideas for the sector. • Good track record of delivery and development into larger projects and partnerships 	ii. iii. iv. v. vi.	£2000	£1500
Southern Ryedale Creative Hub. Milton Rooms Management Committee	Malton & Southern Ryedale <ul style="list-style-type: none"> • Not for profit social enterprise, managed and operated by volunteers. • Continuing on its journey to create a financially robust arts centre for the southern Ryedale area. • Adopting a planned and phased approach to development 	i. ii. iii. iv.	£15000	£14000
TOTAL			£61706	£55800
Dickens Festival (Dickens Gift to Yorkshire)	Malton This project is not recommended at this time for an individual creative economy commission. The Dickens Festival is now part of the Ryedale Festivals Partnership and it is felt that this is the most appropriate investment to support the DF moving forward and to support its long term funding strategies. In addition, Officers have recommended this project to Welcome to Yorkshire's Yorkshire Coast and North York Moors events fund for £2,000.	iv.	£5000	£0