

Report of The Director of City Development

Report to the Sustainable Economy and Culture Scrutiny Board

Date: 18th February 2014

Subject: Inquiry into cultural organisations' engagement with communities

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of Main Issues

- 1 During 2012/13, the Scrutiny Board carried out a piece of work looking at the marketing carried out by cultural organisation in Leeds. As part of that inquiry, representatives from a number of the larger arts organisations in the city came to talk to the Board about their role and contribution to raising the profile of the city.
- 2 Members of the Scrutiny Board raised a number of questions about how arts organisations were also reaching out to local communities, particularly more deprived communities, to enable and encourage more people to engage with cultural activities, whether as audience or participants.
- 3 It was acknowledged that these questions fell outside the remit of the work being undertaken at the time and the Scrutiny Board agreed to carry out a separate piece of work to follow up its interest in this topic. This report sets out to highlight the main contributions that are made and also to outline to the board the future opportunities that exist in delivering opportunities for cultural engagement to the various communities in Leeds.

Recommendations

- 4 That board members recognise the valuable contribution that the cultural services play in providing opportunities for residents to engage in artistic activity whether as audiences and or participants.

1. Background

- 1.1 Cultural activity funded by the City Council for Leeds residents is delivered through a number of different mechanisms: grant support, commissioned activity or directly produced and delivered events.

Grant support is provided to Leeds arts organisations via the **arts@leeds** grant scheme for core business funding, and the Leeds Inspired funding programme designed to support project work. Whichever scheme organisations apply to, they must demonstrate the way in which they realise aspects of the City's cultural ambitions as articulated in the City Vision:

- spot nurture and retain talent
- remove barriers to enable all to participate in cultural activity
- contribute to the distinctiveness of the cultural offer in the city
- inspire the communities of Leeds and to be inspired by them

Secondly activity is commissioned, for instance the recent Momentous installation for Light Night. Finally Activity is directly produced such as that delivered via events such as the Leeds International Film Festival, the Leeds International Concert Season and Light Night. Engagement opportunities are also provided through the programme at the Carriageworks Theatre and the Town Hall and via the Events programme such as Opera and Party in the Park and Classical Fantasia. Although these venues and events are specific to one geographical location, postcode analysis of attenders at these various events demonstrates that they are enjoyed by residents city-wide.

- 1.2 Leeds residents also access cultural activities through a range of commercial and voluntary organisations that do not receive direct public funding, but what that funding does is allow for a greater diversity of events and opportunities.
- 1.3 The social impact of participating in arts activities within the local community can add to a sense of neighbourliness, and foster feelings of pride about where they live. For communities that are bound together by a shared experience rather than a locality (eg people with mental health needs) participating in arts activities can play an active role in building confidence, sense of identity and wellbeing. Leeds has a rich history of arts organisations working in partnership with communities and the authority is committed to supporting the valuable work that they deliver.
- 1.4 In July 2011, Executive Board agreed to revise the **arts@leeds** grant scheme process and introduce a three-year scheme to provide greater stability to cultural organisations that demonstrate commitment to the City through their programming, educational activity, community work and support to the local economy. Significant change to the Arts Council funding arrangements was a further driver, as these changes impacted the city's arts organisations in different ways. All grants are assessed against the same criteria which included reach; target audiences; performance against the four cultural objectives; financial stability; realism of costing; alternative funding sources and opportunities; equality; diversity and safeguarding policies; programme and commitment to the city. The current three year scheme will end in 2014/15. Analysis and appraisal of the scheme is underway and a new programme will be announced this summer.

- 1.5 The arts@leeds funding programme offers financial and developmental support to arts organisations working with communities in Leeds. This includes flagship organisations with national and international reputations such as Opera North, West Yorkshire Playhouse, Northern Ballet, Phoenix Dance and Yorkshire Dance, as well as well-respected smaller companies such as DAZL, East Street Arts and Pavilion. Funded organisations work across a huge variety of artforms including visual arts, theatre, music, dance, opera, festivals, literature, film, photography, radio and animation.
- 1.6 In 12/13 arts@leeds funded 51 organisations who hosted 18,289 sessions of participatory activity, including workshops, exhibitions, talks and demonstrations, to 95,283 residents of Leeds, with opportunities for participation happening in every ward of the city. Attracted 1,374,881 audience members to cultural performances and events happening in Leeds, employing around 3484 freelance Leeds-based artists.
- 1.7 At the same time, and to bring coherence and improve access to cultural activity, Executive Board introduced **Leeds Inspired** using funds reclaimed from the cessation of the West Yorkshire Grants scheme, to support and broaden the city's cultural offer. Leeds Inspired provides funding and promotional support for arts projects across the city through its grants schemes and events website.
- 1.8 The Leeds Inspired what's on website launched in March 2012 to provide a much needed space that brought together the huge range of arts events taking place across the city. Arts organisations from communities across Leeds have made great use of www.leedsinspired.co.uk and, since going live, more than 5,500 arts events have been added to the website by event organisers in Leeds.
- 1.9 As stated, the City Vision defines the four cultural ambitions of the city. To be successful for either grant scheme applicants must demonstrate how they will deliver against these, ie how they will:
- spot nurture and retain talent in Leeds
 - remove barriers to enable all to participate in cultural activity
 - contribute to the distinctiveness of the cultural offer in the city
 - inspire the communities of Leeds and to be inspired by them
- 1.9.1 Spotting, nurturing and retaining talent in Leeds – organisations need to demonstrate how they are working with the City's potential and existing talent as well as bringing established talent to the City. This is across the wide range of skills from backstage to front of house, from creator to exhibitor. They would need to demonstrate engagement of apprenticeships, volunteers, coaching/mentoring and training.
- 1.9.2 Removing barriers – organisations need to demonstrate how everyone will have a chance to experience cultural activity, not limited by ability, ethnicity, heritage, economic or social position.
- 1.9.3 Demonstrating Leeds' distinctiveness and tell the City's story – individuals and companies in receipt of a grant need to demonstrate how they act as advocates for

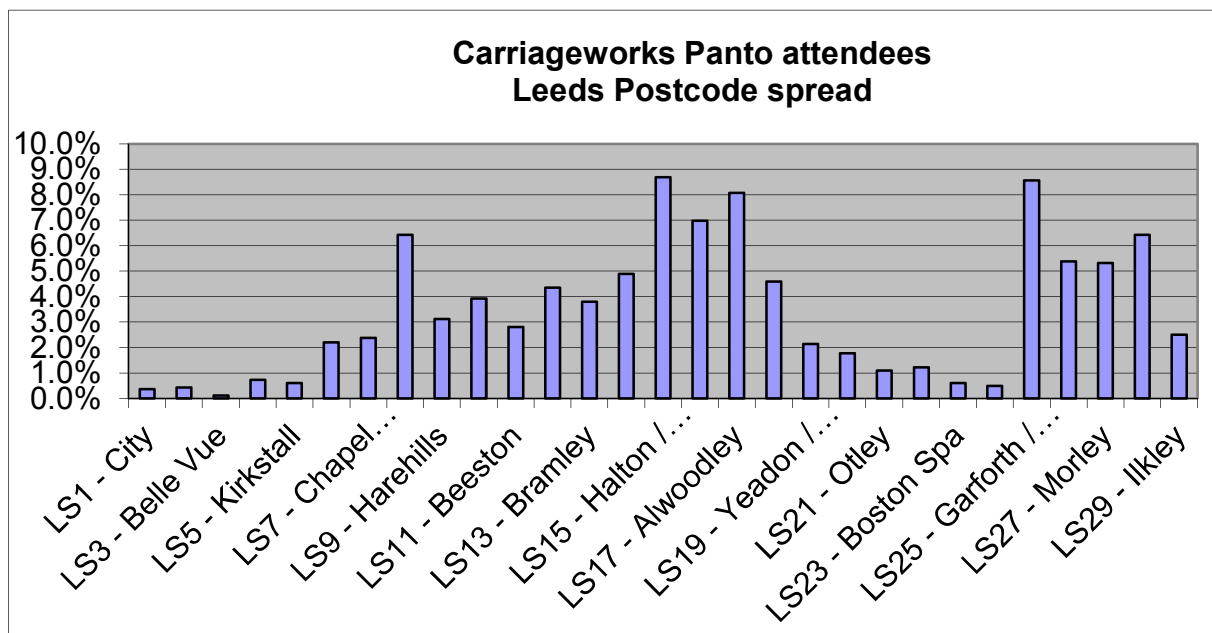
the City, both within Leeds and across the UK, helping define its distinctive nature through innovative programming and demonstrating how it underpins the economy.

1.9.4 Community inspired – all organisations have to demonstrate not just their work with community groups, particularly in the most challenging wards, to enable them to engage in culture, but also the impact of their work.

1.10 City Development's Culture service oversees the running and directly programmes the **Carriageworks Theatre** and the **Town Hall**.

1.10.1 At the Carriageworks the programming vision focuses on well-known literature and family friendly work, local professional work and performances by local amateur and community groups. Shows for families and young people are proving particularly popular, especially for the ages 3-7 and they frequently sell out. For the under 10s pre-show activities include crafts, yoga and treasure hunts.

1.10.2 The Carriageworks pantomime has tremendous reputation and is the only traditional panto in Leeds City Centre. The 2013/14 Panto reached 90% beating all previous records and putting the Leeds show first out of all Paul Holman Associate's 14 pantos across the UK. 15,341 people from across Leeds experienced the show:

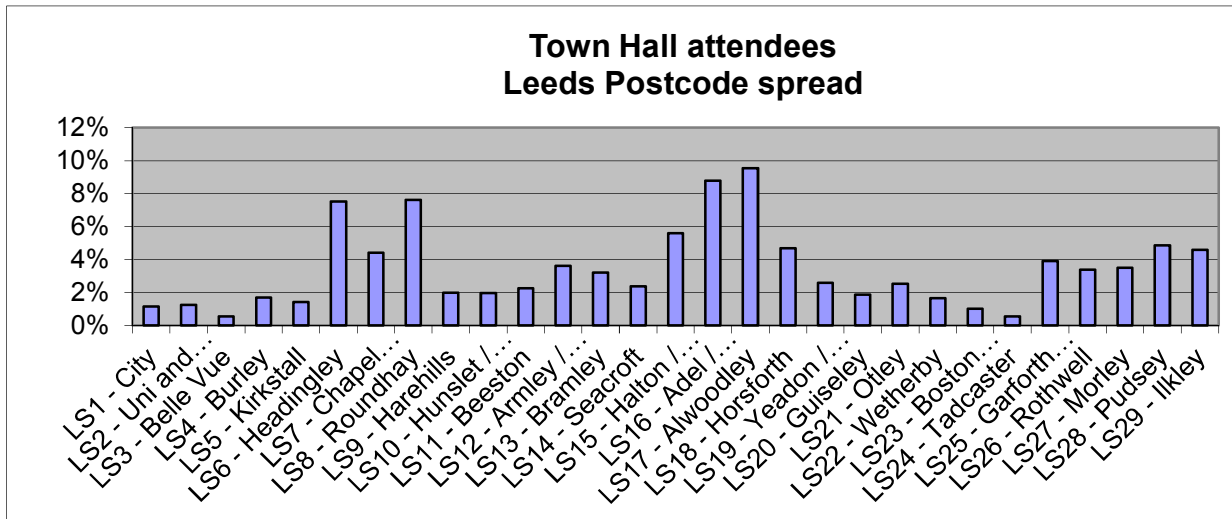


1.10.3 The Leeds Civic Arts Guild is an umbrella organisation of community amateur dramatic societies with hundreds of members of all ages. Most societies perform regularly at the theatre and use the space for weekly rehearsals and committee meetings. They also have a set workshop in the building where they create scenery and props. The Guild's usage of the venue is vast with 815 hours performance hours and 1925.75 rehearsal hours over the 2013/2014 financial year.

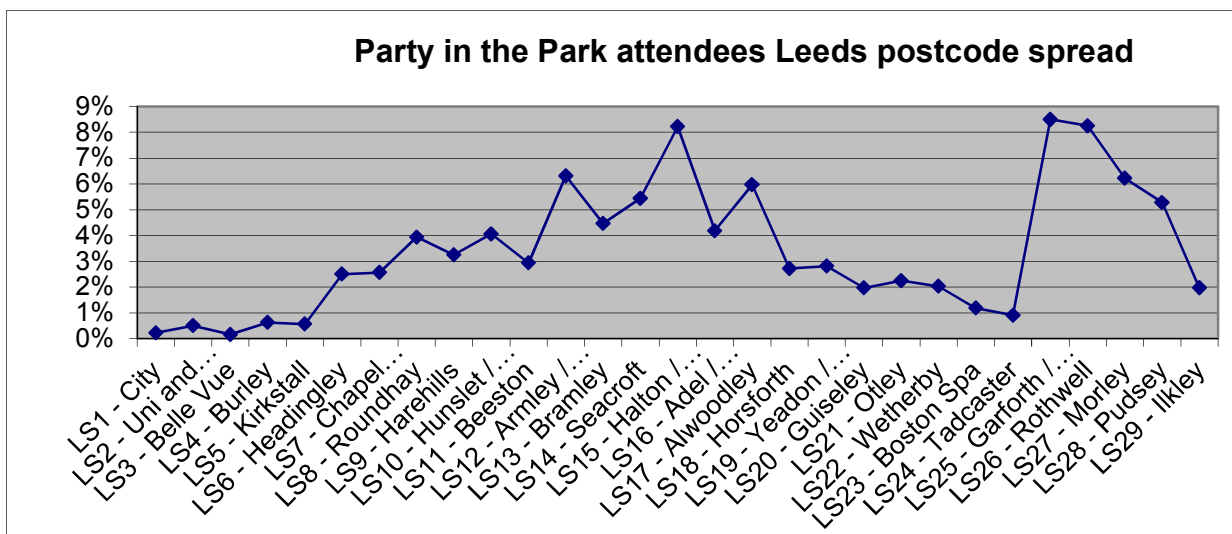
1.11 The programming team in the **Town Hall** promotes the summer Bands in Parks series. This series of free concerts on Sunday afternoons totals nearly 100 concerts in 21 parks around the city and reaches to the very heart of communities

including Harehills, Burley, Wortley, Farsley, Pudsey, Morley, Middleton, Rothwell, Guiseley and Yeadon as well as Oltey, Wetherby, Shadwell, Roundhay, Temple Newsom and Garforth etc.

- 1.11.1 In 2012, approximately 215,000 people attended an event at Leeds Town Hall. The range of activity presented by the Town Hall is enormous, from the visits of highly regarded foreign orchestras to community fashion shows, Chinese New Year celebrations to Thai Boxing, from comedians to world music. An analysis of ticket purchased last year shows a spread of attendance from all postcode districts in the City:



- 1.12 The Culture Service's **Events Team** is one of the biggest and most experienced local authority events units in the UK. It is responsible for taking commercial bookings of two city centre event spaces, as well as organising a dynamic and varied programme of annual events and activities across the city including; the Ice Cube with its temporary themed attractions, the Leeds Lights Switch-on, large scale outdoor concerts such as Opera, Party and Classical Fantasia, markets, food and drink festivals, charity runs, screenings of sporting and cultural events, and numerous community or religious celebrations/parades.



Breeze on Tour delivers activity for all young people aged 0 to 19 years and this year will be based at Temple Newsam, Roundhay Park and Kirkstall Abbey. Mini Breeze is a smaller version of Breeze on Tour but still with inflatables, arts and crafts and a media workshop- bus which are all free, plus refreshments stalls and some fairground rides: Mini Breeze visits Springhead Park Rothwell, Yeadon Tarn, Micklefield Primary School, East Ardsley Rec, Farnley Park, Scatchard Park, Hainsworth Park, Armley Moor, Swinnow Park, Holbeck Moor, Middleton Park and Hunslet Moor.

- 1.13 **Breeze International Youth Festival (BIYF)** – 22 May – 2 June 2013. This festival is an exciting festival of events for young people aged 13-19 in Leeds, celebrating the creativity of young people across the city. BIYF worked with 17 different project partners to deliver 32 events during the 12 days of the festival. In total there were 8 performances, 16 workshops and 8 author talks/tours/film screenings during the 12 days of the festival that reached 427 project participants. As well as the events that took place during the festival, several projects in different parts of Leeds took place leading up to the festival. From participant consent forms and evaluation forms, we can see that 20% of participants were from LS10, followed by 7% from LS7 and 6% from LS27.
- 1.14 In addition, the **Library Service** hosts arts activities in the community through libraries across the city. Each library works with the community to host a programme of reading and arts events for their attendees. The libraries play a key role in areas of deprivation offering opportunities for the public to use the facilities take part in workshops and learn about activities happening in other parts of the city.
- 1.15 Leeds City Council Area Committees support activity through their wellbeing fund and young people's programme. Across the city there are 10 area committees and the **Area Committee Well-being Fund Small Grants Programme** has been set up to provide funding to support projects that address the priorities of the area and to help local community activities flourish. These have included applications from voluntary and community groups that have set up community art festivals.

The Area Support Teams work within communities and the majority of their efforts go into our priority neighbourhoods, generally the 10% most deprived super output areas on the indices of deprivation.

The Area Committees Wellbeing budget is designed specifically to be spent on local priorities, many of which are in the priority neighbourhoods. In East North East, the Area Committee employs neighbourhood managers who work solely in deprived communities. They have staff in Seacroft, Chapeltown / Harehills and Richmond Hill. This additional resource is available as Leeds City Council allocates the Wellbeing funds based on a formula of 60% deprivation and 40% population. Below are examples of activities supported by the Wellbeing Fund:

Kirkstall Festival, Hyde Park Unity Day, Pudsey Carnival, I Love West Leeds, Aireborough funday, Farsley jubilee, Pudsey jubilee, Armley jubilee, Lark in the Park in East End Park', Killingbeck and Seacroft Gala, Cottingley Summer Fayre, Middleton Park Summer Programme, Garforth Arts Festival, Morley Literature

Festival, Rothwell Summer Carnival, Rothwell Competitive Music Festival, Belle Isle Gala, Beeston Festival

- 1.16 An open meeting was recently held at the Town Hall attended by members of the public, arts organisations, artists and community group organisers, who all engaged in a productive discussion regarding Leeds bidding to become **European Capital of Culture 2023**. This was followed by a paper being tabled at a recent meeting of the Executive Board. Conversations are being encouraged to take place in various community forums across the city to further the discussion.

2 Main Issues

2.1 Monitoring success and engagement

- 2.2 Fundamental to each of the two specifically arts funding schemes (arts@leeds and Leeds Inspired) is the collection of data to evidence the social and economic value of culture for the city. All successful applicants commit to collect and submit core data throughout the year. Although the engagement of individuals within the grants scheme is impossible to track as arts organisations are unable to record the identity of every attendee, the annual returns made by each of the funded arts organisations do provide some detail of the type and breadth of their work.
- 2.3 Many of the larger arts organisations, Opera North, for example, although being based in the city centre, have firmly embedded outreach activity in many communities, in some very targeted areas of deprivation. For example the *In Harmony* project, taking place over a year in Belle Isle.
- 2.4 The delivery against commitments and clear evidence of value is used when assessing organisations as part of the grant process. All organisations receiving three-year grants are subject to annual review against their commitments. As a condition of funding the cultural organisations funded by the three year grant programme must provide an annual statement outlining their activities during the previous twelve months, similarly organisations funded through Leeds Inspired must provide a statement within eight weeks of the end of their project.
- 2.5 With 51 arts@leeds funded organisations and over 150 Leeds Inspired funded projects since the scheme began in 2012, it is clear that the work takes place in a range of localities and benefits many communities (not just based on locality) and meets the needs of residents in a variety of ways.

Below is a brief snapshot of some of the overall community engagement which has been enabled through the provision of the Council's two grants programmes. Data is taken either from the monitoring returns or from consultations with the Leeds Citizens' Panel:

2.6 Building our creative capital- spotting, nurturing and retaining talent

- 2.7 3,176 training, coaching and mentoring sessions were provided by Grant Funded Organisations (GFOs),590 new jobs, work placements and apprenticeships were provided by GFOs. 82,820 young people were attracted to 10,223 activities/ sessions organised by GFOs and 126,848 people participated in creative activity organised by GFOs

Case Study:

2.8 Passion4Fashion – September 2012

- 2.9 Passion4Fashion was a design project that worked alongside 124 people to create unique catwalk outfits from second hand clothes. The design workshops took place in Kirkgate Market and brought people together from across the city. All the participants were unemployed and this presented a unique opportunity to develop creative skills through work with professional designers, photographers and artists. Their stunning creations were modelled to a delighted audience of 1200 people at Leeds Town Hall in September 2012. After P4F completed a new community group and enterprise were developed by participants as a direct outcome of the project. A Leeds Inspired grant of £5,000 levered in a further £13,500 from other sources. The project was managed by Leeds Federated Housing

2.10 Providing access to culture without barriers

- 2.11 9,714 people living with a disability attended the specifically arranged 1,880 sessions or activities, 21,696 people living the most challenging lives attended the 5,918 events specifically designed for them. 5.9m visits were made to activities programmed by the GFOs.

Case Study:

2.12 Northern Ballet Theatre – Ugly Duckling

- 2.13 There are many barriers to accessing culture such as physical, financial, geographical, educational attainment and perceptions. Cultural organisations across Leeds continue to tackle these.
- 2.14 One exciting project last year was Northern Ballet's Ugly Duckling production which was focused at introducing ballet to the under-fives. Ugly Duckling was performed at three community venues in areas where residents do not usually have access to the arts either through economic deprivation or social and cultural preferences: The Northern School of Contemporary Dance in Chapeltown, The Hunslet Club in Hunslet and Yeadon Town Hall.

In all areas NBT made connections with local community groups such as the Feel Good Factor, RJC Dance, DAZL and the Hunslet Club, offering a reduction in ticket price for those families they work with that are from low income households

At all venues ticket prices were set at an affordable rate of £5 for adults and £4 for children. By setting prices at an affordable rate, parents who had never been to the ballet before and weren't sure if they would enjoy it, were able to try it without risking too much, and if their child had to leave the auditorium during the performance, they were not wasting too much money.

NBT delivered engagement work at Breeze on Tour in Temple Newsam, John Charles Centre for Sport, Kirkstall Abbey and Roundhay Park, reaching new audiences and used a consultation group of Leeds families to feedback during the creative process to ensure the piece was child-friendly. The show toured

Chapelton, Hunslet and Yeadon as well as the city centre, was broadcast on CBBC on Boxing Day in 2013 and has been seen by over 300,000 people.

2.15 Being inspired by and inspiring the city to deliver a vibrant cultural offer

- 2.16 5,259 volunteers worked with GFOs and together provided 7,612 days of support. This equates to £644,000 of investment by the community in culture in the city.

During the same period:

- 2.17 67% of residents indicated that they had tried a new cultural activity in the past year and 32% say that they have developed new skills

Case Study:

2.18 All Hands on Deck

- 2.19 Last year two narrow boats sailed their way around the canals of Kirkstall, Bramley and Rodley. Captained by artists the boats became temporary community arts venues providing cultural inspiration for anyone who hopped on board. The project worked with residents groups, families, retired groups and young people which led to over 600 people took part in 15 arts workshops and performances on the boats. Activities included drawing, knitting, 3D modelling, singing and environmental talks.

The canal side in West Leeds is a stunning area and bringing people there to spend time on the boats raised awareness of this beautiful inner-city green-space. On the boats people often shared personal stories about their lives in the area which left a real sense of community pride. £3,000 funding from Leeds Inspired levered in a further £2,473 funding to the project from other sources. The project was managed by Safe Anchor Trust

2.20 Demonstrating the distinctiveness of Leeds and telling our story

- 2.21 In 2012/13 4,523 new works were created in Leeds. £2.4m was spent on marketing and audience development activity and in addition the TV, radio and press coverage they received equated to at least £6.1m of free publicity for the city

In the same period:

- 2.22 76% of Leeds residents indicated that the cultural offer makes them feel that Leeds is creative and 86% felt that the cultural offer makes Leeds a good place to live

Case Study 1:

2.23 Precious Cargo

- 2.24 Young people aged 14 – 24 were given the run of the City Museum world cultures collection to curate an exhibition as part of the Cultural Olympiad. The project engaged with 907 young people and 58,129 visitors of which 9,196 were young people. 94% of the visitors thought the exhibition was good or excellent and 92% said they learnt something.

A young person taking part commented:

- 2.25 *'it was great, we were trusted by the staff and they allowed us to touch and handle objects, to learn their stories and then retell them in our own words. This gave me real experience that I couldn't have got elsewhere '*

Case Study 2:

2.26 West Yorkshire Playhouse - Transform

- 2.27 Transform is West Yorkshire Playhouse's festival of theatre and performance which challenges traditional ideas of theatre and helps re-imagine what theatre can look like and what it can do.

For the third festival last April, the event celebrated ideas around My Leeds, My City. Working with local Leeds talent - spanning companies, directors, theatre artists and writers - the festival examined the stories of the people and places in close proximity to the Playhouse. The Market, a work drawn from the words of the people who work in, shop in and remember Leeds Market in times gone by, was a production that told the big stories and even bigger characters held within its walls.

Burmantofts Stories, created in collaboration with poet and writer Rommi Smith and musician Simon Beddoe, was an outdoor performance featuring local residents that blended spoken word, movement and music in a colourful and vibrant spectacle outside the high-rise Shakespeare Towers.

3 Corporate Considerations

3.1 Consultation and Engagement

- 3.2 This report has been produced in consultation with various funding recipients and organisations in the city.

3.3 Equality and Diversity / Cohesion and Integration

- 3.4 A diverse audience is vital to the health of the sector. Diversity is part of the grant awarding process. The arts organisations constantly consult with and canvas opinion across the city to not just inform new marketing but also their programme.

3.5 Council policies and City Priorities

- 3.6 Increasing participation in cultural activity is a core priority for the city.

3.7 Resources and value for money

- 3.8 This report does not have any financial implications

3.9 Legal Implications,

- 3.10 Access to Information and Call In

3.11 This report is an information report and has no legal implications

4 Conclusion

4.1 The city has a strong cultural offer which responds to both local and regional demand. The various funding streams through which the council supports artistic activity play a major role in providing opportunities for communities to engage with the arts.

5 Recommendations

6 That board members recognise the valuable contribution that cultural and leisure services play in providing opportunities for residents to engage in artistic activity whether as audiences and or participants.

7 Background documents

7.1 None