

CULTURE IN CARDIFF: SHORT SCRUTINY

Purpose of the Report

1. To provide Members with information to inform the second stage of their short scrutiny into Culture in Cardiff, including: a summary of the key themes explored in the first stage (attached in full at **Appendix A**); and written submissions received from local stakeholders and expert practitioners (attached in full at **Appendix B**, with a summary).

Structure of the meeting

2. At the meeting, Members will be able to discuss with external witnesses:
 - a) the existing landscape of culture in Cardiff;
 - b) the place-making and economic roles of culture;
 - c) whether there are any lessons from good practice elsewhere that are applicable to Cardiff; *and*
 - d) what is needed to ensure a sustainable way forward re the role of Cardiff Council and Culture in Cardiff?
3. External witnesses due to attend include:
 - a) Hannah Firth – Chapter Arts Centre, Director
 - b) Neil Wicks – National Museum Wales, Deputy Director General
 - c) Paul Kaynes – National Dance Company of Wales, Chief Executive
4. Councillor Peter Bradbury (Cabinet Member – Culture & Leisure). Neil Hanratty (Director of Economic Development), Kathryn Richards (Head of Culture, Venues, Tourism and Events), Jon Day (Operational Manager – Tourism) and Ruth Cayford (Culture & Creative Industries Manager) will attend, to contribute to the discussion and respond to points raised.

5. Members will also be able to consider written submissions received from local stakeholders and experts in the field, attached at **Appendix B**.

Scope of Culture Scrutiny

6. At their meeting on 19 September 2019, Members agreed they wished to explore the current and future role of Culture in the economy of Cardiff. Members clarified that they wished to understand the role of Cardiff Council and partners in ensuring a sustainable way forward for Culture in Cardiff.
7. Members agreed a scope for this scrutiny, which is attached at **Appendix C**. This set out that Members wish to:
 - a) Review the existing landscape including partnership working, budget and resources.
 - b) Explore the place-making and economic roles of Culture in Cardiff, and its impact on the region and nation.
 - c) Reference good practice from other core cities in UK and experiences from across Europe, captured via Eurocities Creative Cities work.
 - d) Explore what is needed to ensure a sustainable way forward re role of Cardiff Council and Culture in Cardiff and make recommendations accordingly.

Key Themes

8. During the first stage of the short scrutiny, held at the October committee meeting, Members explored definitions of culture and the place-making and economic roles of culture as well as asking internal witnesses for their views on the current position regarding the work of the Council in relation to culture in Cardiff.
9. The key messages from the first stage are captured in **Appendix A** in full and are summarized below:

Definition of Culture

- a. The term 'culture' covers a wide range of activities; distinctions between cultural, creative and digital enterprises are becoming less clear.

Economic Role of Culture

- b. Culture contributes to the economy by generating and supporting jobs, including high-wage roles; raising the profile of locations and thus attracting visitors and relocaters; and improving employability by encouraging individuals to learn new skills and increasing confidence.

Place-making role of Culture

- c. Culture assists in regeneration and boosts community cohesion by encouraging participation in rewarding experiences, thus helping to improve physical and mental well-being and raise aspirations.

Role of Cardiff Council

- d. The current administration has clearly stated that they believe Cardiff has a role to play for the region and Wales in terms of attracting major cultural events and investment, maximizing cultural assets and attracting visitors.
- e. The current administration is prioritising the introduction of a Music Strategy, with associated Board and Signature Event, infrastructure improvements including an Indoor Arena and enhanced Cardiff Bay offer, ensuring venues have a sustainable future, and working with creative industries and the screen sector.
- f. The Council has less resource available to spend on cultural activities and thus takes a project-focused approach, harnessing resources from across the Council and working with partners to access available funding, promote Cardiff and attract investment. It is recognised that, to achieve its aims and priorities, partnership is key for the Council, as the Music Board illustrates.
- g. The Council measures visitor and participation levels and tracks progress on delivery of the Indoor Arena and Signature Event. Grant-funded projects have specific targets measured and monitored by the award body.

Accessibility of Culture

- h. The Council engages with partners to work to support young people to engage in cultural activities.
- i. The Council works with Network Rail to manage the flow of people re major events; this should improve with the completion of the Transport Interchange and the Metro.

Signature Event

- j. This will promote Cardiff for music tourism and as a festival and conference destination. It will support and showcase new talent and contemporary performance and attract an international audience.
- k. Councillor Bradbury, Cabinet Member, clarified that the signature event would be relevant to people across Cardiff, with grassroots organisations represented in any showcase event.

Good Practice

- l. The Cultural Cities Enquiry report details the concept of a Cultural City Compact, where councils work in partnership with local stakeholders to agree and deliver plans to bring in investment, utilize cultural assets and attract diverse talent. Conversations on this have commenced in Cardiff.
- m. The Eurocities Future Creative Cities report similarly highlights the role of councils in promoting a partnership approach to developing a shared vision and delivery plan, including encouraging innovation and assisting cultural workers to become organised.

Written Submissions

- 10. To inform this short scrutiny, the Chair wrote to local stakeholders¹ seeking their views on the issues covered by the scope of the short scrutiny. His letter was subsequently shared on social media, widening the opportunity for local stakeholders to contribute. The Chair also sought the views of renowned practitioner in the field, Chris Murray, Core Cities Cultural Cities Enquiry lead officer.

- 11. At the time of sending out these committee papers, four responses have been received, from Arts Council of Wales, Literature Wales, Ffotogallery and Chris Murray, Core Cities; these are attached in full at **Appendix B**, along with a summary of the key points made.

¹ A copy of the letter is attached at Appendix B

12. In addition, Committee Members have arranged to meet Mr. Nick Capaldi, Chief Executive - Arts Council of Wales, in January 2020, to discuss the issues covered by this short scrutiny, as he is unable to attend Committee today.

Way Forward

13. Members will have the opportunity to discuss what is needed to ensure a sustainable way forward for culture in Cardiff with: external witnesses - Hannah Firth (Chapter), Neil Wicks (National Museum Wales) and Paul Kaynes (National Dance Company of Wales); and internal witnesses - Councillor Peter Bradbury (Cabinet Member – Culture & Leisure). Neil Hanratty (Director of Economic Development), Kathryn Richards (Head of Culture, Venues, Tourism and Events), Jon Day (Operational Manager – Tourism) and Ruth Cayford (Culture & Creative Industries Manager).

14. In particular, Members may wish to explore:

- i. What should the vision for culture in Cardiff include?
- ii. What is working well and what could be improved?
- iii. How can we work to attract investment and resources?
- iv. How can we best align resources and identify additional funding?
- v. Are we using our cultural assets as effectively as possible?
- vi. How could the Council use its' resources to assist?
- vii. What do we need to do to attract and retain diverse talent?
- viii. What should the Council be prioritising as its next steps re culture?
- ix. Are we working in partnership effectively?
- x. Are there examples elsewhere that Cardiff Council can learn from?
- xi. How should we work to make Culture more accessible and inclusive?
- xii. Are we promoting and marketing Culture in Cardiff effectively?
- xiii. How should we build on Cardiff's offer?
- xiv. What are witnesses' views on a Cultural Cities Compact approach?
- xv. What role should Cardiff Council play re Culture in Cardiff?
- xvi. Is there anything else witnesses would like to bring to the Committee's attention regarding Culture in Cardiff?

Legal Implications

15. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

16. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to:

- i) Consider the information in this report, its appendices and the discussion at the meeting; and
- ii) Decide the way forward for any future scrutiny of the issues discussed.

DAVINA FIORE

Director of Governance & Legal Services

29 November 2019