

## MAIN FINDINGS FROM STAGE ONE CULTURE SHORT SCRUTINY 3 October 2019

### Definitions of Culture

1. The term Culture can cover a wide range of activities and areas, including visual arts, literature, music, dance, museums, galleries, cinemas, theatres, libraries, festivals, events, heritage, craft, design, popular and grassroots culture. It links with creative industries, as recognised by the Cultural Cities Enquiry<sup>1</sup>:

*'... distinctions between 'cultural', 'creative' and 'digital' enterprises are fast eroding. Artists are increasingly incorporating digital mediums into their practice, and at the sharp end of the creative industries this is mirrored in widespread fluidity of people, skills and technology, particularly in the fast-growing new field of Createch, based on the interplay of creativity and technology.'*

2. The importance of culture is highlighted in a response from Mr Nick Capaldi, Chief Executive, Arts Council of Wales:

*"The Arts illuminate and give life to the wide range of strategies that underpin public life. From arts and health to cultural tourism, public art to town centre re-generation, the arts bring meaning, authenticity and enjoyment to our everyday lives. They create and sustain jobs, enrich education services, bring people together, improve our quality of life. The arts are fundamental to the well-being of the people of Wales."*<sup>2</sup>

### Economic role of Culture

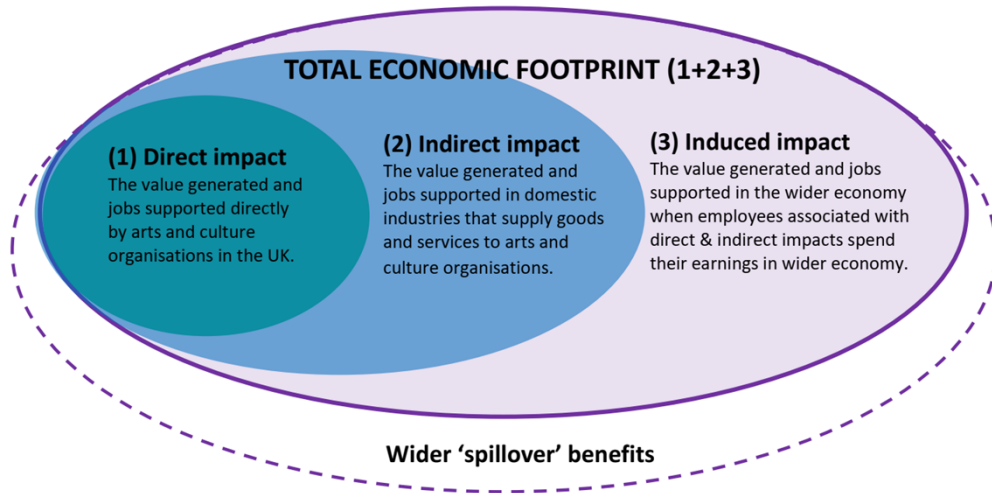
3. Culture contributes to the economy by: generating and supporting jobs, including high-wage roles; raising the profile of locations and thus attracting visitors and those looking to relocate; and encouraging individuals to learn new skills, boosting confidence and increasing employability.
4. Arts Council England commissions regular reports that provide the most comprehensive overview available of the economic role of culture in the UK. The

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<sup>1</sup> The Cultural Cities Enquiry was sponsored by Core Cities, Key Cities, Arts Council England, Arts Council of Wales, Creative Scotland and Belfast City Council and reported in February 2019. The report has been sent to all Committee Members and is available at: <https://www.corecities.com/cultural-cities-enquiry>

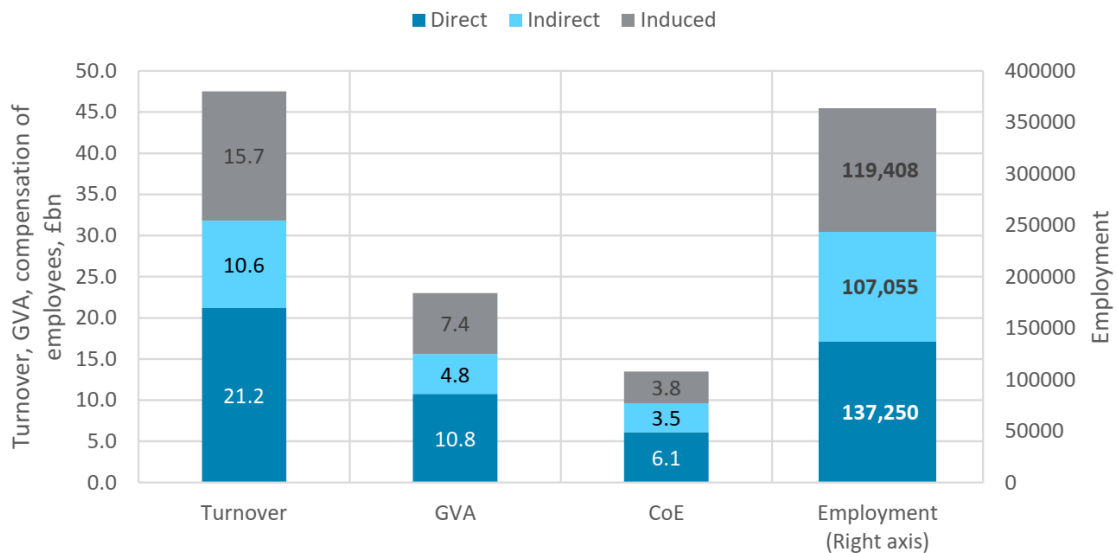
<sup>2</sup> Email from Mr N Capaldi – sent 26 September 2019

reports use an input/ output model to calculate economic contribution, as illustrated by the graphic below:



5. The most recent report, published in April 2019<sup>3</sup>, shows the following direct, indirect and induced impacts:

Figure C: The direct, indirect and induced impacts of the arts and culture industry in the UK, 2016.



<sup>3</sup> The contribution of the arts and culture industry to the UK economy – CEBR April 2019, available at: <https://www.artscouncil.org.uk/publication/contribution-arts-and-culture-industry-uk-economy-0>

6. The creative industries are the fastest growing sector of the economy in Wales, generating jobs, raising the profile of Wales and attracting visitors. £150 million per year is spent on holidays where culture and heritage is the main activity, with numbers increasing, generating demand for transport, accommodation, catering and other tourism-related business.<sup>4</sup>
7. In addition, the quality of cultural facilities influences people when they are thinking about where to locate, as they seek a good quality of life for themselves, their families and their employees.

### **Place-making role of Culture**

8. Culture has a role in place-making, via regeneration and in and of itself, by providing a range of opportunities for people to express themselves, participate in creative activities, feel included, both individually and as part of a community, learn and have rewarding experiences.
9. In turn, this brings a range of benefits, including: improved enjoyment and confidence levels; increased physical and mental wellbeing; increased aspirations; and a sense of community and cohesion.
10. Recent figures for Wales, from 2015, suggest that levels of attendance at cultural events and active participation in cultural pursuits are high – 79% of adults attended at least one arts event, whilst 40% participated in artistic activities.<sup>5</sup>
11. The place-making role of Culture is demonstrated clearly in the UK City of Culture initiative. The bids by various cities to win the title of UK City of Culture, with the consequent additional funding and publicity, focus on the benefits to the place and the people that an increased emphasis on culture will bring e.g. Coventry's winning bid to be UK City of Culture 2021 includes economic, participation, cohesion, health and legacy benefits.

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<sup>4</sup> As above

<sup>5</sup> 'Light Springs Through the Dark' – December 2016

## **Cardiff Council - Role**

12. There is clear recognition that Cardiff, as the capital city, has a key role to play in creating jobs and prosperity for the city-region by continuing to attract major cultural events and investment, maximising cultural assets and attracting visitors.

13. The aims of the current administration are twofold:

- to give creative arts/cultural sectors a real voice in decision making in the Council; *and*
- to ensure venues have a valuable/sustainable future.

14. To this end, the priorities identified by Cllr Peter Bradbury (Cabinet Member) at the Committee Meeting in October are: to introduce a Music Strategy, establish a Music Board and develop an International Music Signature Event; improve the infrastructure by developing an Indoor Arena and regenerating Cardiff Bay; work with the Creative Industries and Screen Sector; and safeguard the long-term future of the New Theatre.

## **Cardiff Council - Approach**

15. Members heard that Cardiff Council takes a project-focused, partnership-based approach to work on cultural activities, ensuring cross-departmental working supports and facilitates these opportunities. Specifically, the Council works to: promote culture in Cardiff on world stage; provide advice and support; signpost opportunities; identify property and locations; and facilitate networks and cultural partnership working.

16. In terms of partnership working, officers highlighted the following key networks:

- Creative Cardiff
- Clwstwr
- Broadcasting sector
- Arts Council for Wales
- VAGW
- Music Board.

17. In terms of cultural activities, the following were highlighted to Members, at the October committee meeting:

- Cardiff Singer of the World
- Artes Mundi

- The Big Gig
- Children's Literature Festival
- Fair Saturday
- Cultural programme supporting major and local events
- International cultural / creative conventions and conferences

### **Cardiff Council - existing resources**

18. Members heard from Councillor Peter Bradbury, Cabinet Member, that the Council alone did not have enough money to do what was wanted but that:

*'he was pleased that the Council was not closing the avenue to the sector and was working to provide a sustainable future for venues.'*<sup>6</sup>

19. In terms of current resources, the Council employs a Creative Industries and Culture Manager (Ruth Cayford), who works with the wider Economic Development team and partners on specific projects and on promoting Cardiff to attract investment and opportunities re culture. There is limited grant funding available and officers work to align resources from service areas, utilising venues, green spaces and cityscapes, and working with partners to access resources available to them.

20. Members noted that, to deliver what was wanted, there was a need for investment - partnership was key. Councillor Peter Bradbury agreed, highlighting the ongoing work on the Music Strategy and Music Board, where:

*'Board members have been told that the Council cannot fund what it could 20/25 years ago; they also understand it is a partnership and the importance of working together to achieve things. Members of the Board will be used to being in large organisations and the cooperative ways of working. Officers added that lots of money is spent in the sector from various sources and there was a need to make the most of them for Cardiff.'*<sup>7</sup>

### **Cardiff Council – performance**

21. Members considered it important to be able to measure performance in order to be able to determine success and know where best to direct resources. Members asked how the Council measures what it is achieving and were informed there were targets for:

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<sup>6</sup> Minutes of Economy & Culture Scrutiny Committee, 3 October 2019

<sup>7</sup> As above

- Number of visitors to Council Venues
- Participation levels
- Number of visitors – staying and day visitors
- Delivery of an Indoor Arena
- Delivery of a Signature Event.

22. Councillor Peter Bradbury, Cabinet Member, stated that culture is judged in many ways; he considered it was important to have a critically acclaimed event in Cardiff and to increase visitors. With regard to the Music Strategy, the Music Board would work to create a roadmap and detailed responses to the Sound Diplomacy recommendations and these would be used to judge progress and success.

23. Members also heard that grant-funded projects also have specific targets that are measured and monitored by the award body, such as the Arts Council of Wales that currently invests £20million in Cardiff.

24. Members asked if there had been any work undertaken on the Economic Impact of Culture in Cardiff. Officers explained that there was work undertaken on creative sector analysis and individual events but not on culture overall. Officers added that they would be sceptical of the accuracy of any work on this as there are a huge number of assumptions.

### **Accessibility of Culture**

25. Members asked how young people are supported to engage in cultural activities and were informed that the Council engages with partners to work on this. With regard to the Youth Pavilion in Butetown, Members asked if there were enough resources to provide staff and support for young people; Councillor Peter Bradbury, Cabinet Member, advised that this falls under the remit of his Cabinet colleague, Councillor Sarah Merry, and that he would discuss with her how to use existing partnerships to promote cultural activities.

26. Members discussed the importance of good transport systems to get people to and from cultural activities. Councillor Peter Bradbury explained the Council works closely with Network Rail on strategies to make the flow of people less problematic and that this should improve further with the completion of the transport interchange and the Metro.

### **Signature Event**

27. With regard to the new Signature Event, Members were informed that this would promote Cardiff and Wales for music tourism and Cardiff as a festival and conference destination, showcase and support new talent and contemporary performance and provide a legacy for the music industry in Cardiff and Wales. The aim is to provide an event respected by the music industry that initially covers a two-week period and hosts a range of music events that attract international audiences.

28. Members sought clarification about how the signature event would tie in with smaller cultural events around the City so that everyone could feed into it and participate. Councillor Peter Bradbury, Cabinet Member, stated that:

*'a showcase event wouldn't be all about the centre of Cardiff, it needed to be relevant to people all over the city. Music would be at the heart of the event so the Music Board would play a critical role in ensuring that grassroots organisations are represented in any showcase event.'*<sup>8</sup>

### **Good Practice**

29. There are two main reports that capture the lessons learnt from other core cities in UK and experiences across Europe: Cultural Cities Enquiry Report<sup>9</sup>; and Eurocities – Future Creative Cities.<sup>10</sup> Members noted that the Cultural Cities Enquiry has interesting recommendations for raising income and asked whether

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<sup>8</sup> Minutes of Economy & Culture Scrutiny Committee meeting 3 October 2019

<sup>9</sup> The report has been sent to all Committee Members and is available at: <https://www.corecities.com/cultural-cities-enquiry>

<sup>10</sup> The report 'Future Creative Cities' - December 2017, has been sent to all Committee Members and is available at: <http://www.eurocities.eu/eurocities/news/Future-creative-cities-Why-culture-is-a-smart-investment-for-cities-WSPO-AWWHJC>

these have been considered. Officers explained that they are discussing these with Core Cities and working towards developing policies.

30. Members also discussed the Cultural City Compact concept detailed in the Cultural Cities Enquiry and heard that *'the Compact will be the primary vehicle for discussion between local partners and with government about how best to deploy culture for the city'*<sup>11</sup>. The Compact aims to co-create and co-deliver a holistic vision for culture in cities, bring people and institutions together to establish citywide plans that focus on bringing in higher levels of investment, making the best use of cultural property assets and attracting diverse talent. They include:

- Developing creative and digital clusters
- Local skill strategies – growing, attracting and retaining talent
- Tourism and Destination Management plans
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31. The Eurocities 'Future Creative Cities'<sup>12</sup> report concludes that the following are needed from city administrations to make investment in culture in cities work:

- **Bold Vision for Culture** – where the city administration moves to a partnership mindset, acting as a trusted partner and facilitator to help develop a vision in cooperation with cultural and creative sector.
- **Understand Cultural Resources** – improve city administration working with cultural and creative sector by better cooperation between service areas rather than relying on one service area to be the link
- **Value Cultural Workers** – recognise that investing in culture should not come as a systematic trade-off for additional social and economic impacts
- **Innovation for Culture** – explore and open up new avenues of funding and encourage experimentation and cross-fertilisation between cultural and creative sectors
- **Help Cultural Workers to become organised** – improve their representation at City level fora and facilitate structuring of local networks/ associations, including identifying 'link pins' and 'creative mediators'
- **Monitor and Evaluate** – document the impact of Culture.

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<sup>11</sup> Minutes of Economy & Culture Scrutiny Committee, 3 October 2019

<sup>12</sup> [http://www.eurocities.eu/eurocities/news/Future-creative-cities-Why-culture-is-a-smart-investment-for-cities-WSPQ-](http://www.eurocities.eu/eurocities/news/Future-creative-cities-Why-culture-is-a-smart-investment-for-cities-WSPQ-AWWHJC)