

Culture Short Scrutiny - Written Submissions – Key points Collated

ACW - Arts Council of Wales DD - David Drake LW- Literature Wales CM - Chris Murray

Cardiff Overall

- Flourishing and vibrant arts and creative sector	ACW
- High profile organisations attracting cultural activity to Cardiff e.g. WMC, WNO, BBC Orchestra	ACW
- Quality and dynamism of Cardiff's cultural scene defines it	DD
- Diversity of people, place, language and cultural heritage is what sets Cardiff apart from other UK cities	DD
- Cultural scene in Cardiff is distinctive, arguably unique, and we are on our way to being an international quality city in terms of offer to residents and visitors alike.	DD
- Demonstrably strong cultural offer and reputation	CM
- Widely recognised as being a strong city in terms of its cultural offer and sense of local identity	CM
- This enquiry is about building on strengths, rather than a wholesale correction of the current direction of travel.	CM

Vision for Cardiff

- Use culture to give Cardiff an edge and a character that will ensure its long-term viability as a leading UK city	ACW
- Liveability has to be at centre of long-term strategy, for Cardiff and City Region	ACW
- Harness the opportunities of wider development initiatives from City Deal – game-changing opportunity	ACW
- Cardiff's ambition should be to give full rein to ambition and imagination throughout our city to the point where amongst all UK nations, Cardiff stands tall and distinct – recognised not only for the wealth and breadth of the cultural assets available, and the prosperity they engender, but also for the influence they have on the personal and social development of everybody that lives or visits the city.	ACW
- Projects and programmes that continue to define the city within national and global context, but at the same time play strongly into a sense of local identity and connectedness to place, in a manner that people recognise and feel is authentic.	CM

What is working well?

- Contact with key officers is regular and positive – trusted and knowledgeable – work well together	ACW
Partnership working:	
- Excellent partnership working e.g. Cardiff Contemporary – no longer taking place but partnerships developed from template to deliver future events	ACW

- Welcome Music Strategy, Signature Event, Music Board	ACW
- Strong network of partners and collaborators – range of private and public sector organisations.	DD
- Many examples of excellent partnership working - e.g. Roald Dahl celebrations, Pete Fowler mural, Children’s Literature Festival, Cardiff City FC football and poetry workshops	LW
Resources/ Investment	
- Investment from Welsh Government Major Events for Diffusion: Cardiff International Festival of Photography	DD
- Inward investment from international sources	DD
- Generous venues and organisations keen to work in collaboration and present a broad range of creative output	LW
- Inventive partnerships and fresh approaches to sustain key initiatives and develop new ones during time of funding standstill/ reduction.	LW
- Excellent HE institutions bringing new talent into Cardiff and ensuring sustainability of sector.	ACW

What else is needed?

- Depends on priorities for Cardiff as a whole and how these relate to role of Cultural sector	CM
Resources:	
- Sufficient resource to deliver quality content – other cities have teams and resources to plan and deliver strong, cohesive cultural strategies and programmes of activities	ACW
▪ Resources from Arts Council to Cardiff cultural sector have declined from 2014/15 to 2018/16 (approx. £8m to approx. £7m, excluding nationals)	ACW
▪ Concerns about long-term sustainability of arts sector	ACW
▪ Budget for Culture in Cardiff precarious with very low levels of cash	DD
▪ Funding has been challenging over the past five years , with public funding kept at a standstill or reducing.	LW
- More involvement of cultural sector in planning for future of Cardiff to address need for resources such as low-cost creative spaces.	ACW
▪ Need low-cost creative work spaces	ACW
Compact:	
- More coherent approach to cultural portfolio – such as develop a Cultural Compact/Cultural Collective that takes ownership of cultural developments and assists in forming strategic framework.	ACW
- City Compact for Culture would help – stimulate partnerships that focus on day-to-day role of culture in life of city.	CM
Ensuring Regeneration benefits felt:	
- Fears about use of artists in gentrification process but no re-investment back into sector from commercial profit made as a result	ACW
- Ensure economic benefits of regenerating areas are felt by local resident population and that gentrification does not leave them behind/ displaced.	DD

Marketing/ Promoting Culture:	
- Tourism market does not capitalise on opportunities to promote cultural tourism – Visit Cardiff does not have a section for Arts/ Creative/ Culture but does for Sport.	ACW
- Proactively promote whole Cardiff cultural offer – perhaps 3 seasonal promotions aimed at residents, cultural visitors, people on weekend breaks etc.	DD
- A stronger brand identity for the cultural offer of Cardiff – less red dragons and rugby balls and more celebration of existing contemporary visual and performing arts in city.	DD
- Focus on Autumn season of festivals and events.	DD
- Need to create more opportunities to showcase Cardiff's international outlook (as per current photographic exhibitions).	DD
- Wide range of cultural activity supporting locally-led initiatives, as well as attract visitors from the rest of Wales, UK and beyond.	LW

Accessibility & Inclusivity

- Key issue is to ensure accessibility and inclusivity of culture in Cardiff – difficult for Council to directly affect outcomes if not got the lever of change via funding	ACW
- Inclusivity & Accessibility should be touchstones for all cultural organisations in the city.	DD
- Experiences of all the residents of Cardiff should be part of its cultural life and everyone should be able to see themselves reflected in the cultural output of the city.	LW
How to:	
- Engagement projects working with all sections of the community, including disabled, LGBT+ and culturally diverse communities.	DD
- It's about throwing our doors open to new opportunities and new partnership working, for everyone who is working with us.	DD
- Ensuring representative inclusion throughout activities and structures	LW
- Providing platforms for and encourage under-represented voices.	LW
- Ensure small-scale community activity and higher profile city-wide events represent all citizens of Cardiff and their heritage, identities and experiences.	LW
- Encouraging and enabling partnership working	LW
- Maintaining support for community and communal spaces	LW
- Ensuring community and cultural organisations are engaged at an early stage in planning large-scale sporting and cultural events to add value and impact and ensure all residents are represented	LW
- Work with Transport for Wales to maximise potential of Metro to connect communities and ensure people across Cardiff have access to cultural offer; travel subsidies would help reduce potential barriers for those on a low income	LW
- Consult regularly and strategically with sector to discuss opportunities to showcase cultural output to wider audience	LW
- Consider developing a bid to be Wales' first UNESCO City of Literature.	LW

Role for Cardiff Council

Facilitate:	
- Articulate and lead the City's cultural ambition	ACW
- Provide a framework for collaboration and cooperation to achieve collective outcomes	ACW
- Play a facilitating role, fully active participant in planning and decision-making but does not have to lead on all high profile initiatives and projects.	DD
- Compact may initially have to be led by the local authority to get it up and running but many are then heading towards achieving some form of independence	CM
Support / Promote:	
- Give visibility to and value cultural contribution of existing organisations – emphasise year-round offer of city rather than one-off events.	DD
- Foreground cultural offer, not only music but also visual arts, film, performance, design, architecture and literature.	DD
- Add weight and political support for large-scale cultural programmes	DD
Resource:	
- Enable the creative use of public assets for cultural purposes in ways that don't drive up hard-pressed budgets	ACW
- Make Council property available for cultural use.	DD
Lever in Funds:	
- Explore and discuss new financing arrangements to assess basis for lobbying for change at UK and Welsh Govt level	ACW
- Leverage funds through other mechanisms such as discretionary tax relief	DD

Additional funding

Partner:	
- Secure additional funding – from national and international sources, private and public, by having projects and programmes of work involving innovative partnerships, creative ambition and international reach, with local involvement and inclusion.	DD
- Work in partnership to increase ability to negotiate for resources with government and its agencies	CM
- Gain Government recognition of Compact as 'go-to' body for resource negotiations and allocation as a whole	CM
City Deal:	
- City Deal – culture needs to find its place within this – culture is needed to ensure City-Region sustains scale, range and quality of cultural activity that its population will demand.	ACW
New financing arrangements:	
- tax reliefs, tax breaks, tax Increment Financing, BIDs, pension fund investment in infrastructure, s106, community asset transfer, Proceeds of Crime Act funds, Aggregate Levy Fund Wales, dormant bank accounts.	ACW
- Core Cities are arguing for a Tourism Levy	CM

Aligning resources

- Utilise WBFG Act as basis for aligning objectives and resources to meet requirement of Act re 'thriving culture'.	ACW
- Resource alignment best achieved by understanding what strategic objectives the city is trying to deliver through and with the cultural sector and then aligning agencies within and beyond the sector to achieve these aims e.g. if health linked to deprivation is a major focus, then establishing new kinds of partnerships between NHS, public health, cultural and other agencies could not only align existing resources but bring in additional resources	CM

Good Practice Examples

- Useful to define specific elements of good practice that trying to capture/ most important to Cardiff e.g. economy, regeneration, community engagement, reputation and profile, financing etc. and then look at appropriate case studies	CM
- Think about what are the principles or dynamics at work in successful examples that could inform a programme that is authentically Cardiff.	CM
- Look at cities with comparable history and profile to Cardiff, for example port cities such as Bilbao, Rotterdam, Hamburg, some Baltic cities.	CM
- Avoid seeing high-profile projects as useful examples – these are usually culmination of years if not decades of regeneration activity rather than starting point for regeneration.	CM
U.K.	
▪ Liverpool, Glasgow, Hull, Newcastle/Gateshead – utilising City of Culture as catalyst and recognising regeneration potential of culture	ACW
▪ Liverpool – council has made a real commitment to the arts and this has resulted in city becoming one of hottest weekend destinations in the U.K.	ACW
▪ Liverpool – invested in visual and performing arts infrastructure long before European Capital of Culture 2008	DD
▪ Glasgow – become vibrant, diverse, future facing city.	DD
▪ Hull & Coventry – used UK City of Culture to reposition their city's reputation internationally, whilst instilling pride in local achievements and traditions and engaging residents across the city in the process.	DD
▪ Leeds, Bristol and Manchester – strong, successful cultural programmes – they have culture departments and clear cultural strategies, with sufficient resources to underpin these	ACW
European examples	
▪ Berlin, Barcelona and Valencia – understand the need to have holistic view of the way that a city lives and breathes to create liveability and the well-being that culture creates.	ACW
▪ Lille – embraced whole city cultural festival idea	ACW
▪ Ghent – embraced artist live/work model.	ACW
▪ Bilbao, Marseille and Porto – constructed a narrative that respects their history and cultural specificity.	DD