

ECONOMY & CULTURE SCRUTINY COMMITTEE

5 DECEMBER 2019

Present: Councillor Howells(Chairperson)
Councillors Henshaw, Gavin Hill-John, Parkhill and Robson

40 : APOLOGIES FOR ABSENCE

The Chairperson welcomed Naz Ismail to her first meeting, as the Youth Council representative on this Committee.

Apologies for absence were received from Councillors Sattar & Simmons.

41 : DECLARATIONS OF INTEREST

None received.

42 : MINUTES

The minutes of the meeting held on 3 October 2019 were agreed as a correct record and signed by the Chairperson.

43 : CULTURE SHORT SCRUTINY

The Chairperson advised Committee that this item was the second part of its short scrutiny into the current and future role of Culture in the economy of Cardiff. The papers contain a summary of the main points from Committee's October meeting on Culture, at Appendix A, and, at Appendix B, written submissions received from Arts Council of Wales, David Drake – Ffotogallery, Literature Wales and Chris Murray, Core Cities.

The Chairperson advised that there would be a slightly different style of meeting, so rather than the usual Q&A, there would be a panel discussion with key stakeholders – external and internal - to explore the place-making and economic role of Culture and what the Council and partners need to do to ensure a sustainable way forward for Culture in Cardiff. There were a number of areas that the Committee wished to explore, as listed at point 14 of the cover report, which included:

- Partnership working
- Marketing
- Role of the Council
- Cultural Compacts.

The Chairperson welcomed the following to the discussion:

- Andy Eagle – Chief Executive – Chapter Arts Centre
- Paul Kaynes – Chief Executive, National Dance Company of Wales
- Cllr Peter Bradbury, Cabinet Member for Culture & Leisure
- Neil Hanratty – Director of Economic Development
- Kathryn Richards – Head of Culture, Venues, Tourism & Events
- Jon Day – Operational Manager
- Ruth Cayford – Creative Industries & Culture Manager

The Chairperson noted that unfortunately, Neil Wicks – Deputy Director General, National Museum Wales, was unwell and unable to attend and colleagues were unable to attend in his place due to diary commitments elsewhere. However, they will be submitting a written contribution in lieu of their attendance today and Committee looks forward to receiving their input that way.

Andy Eagle – Chief Executive – Chapter Arts Centre

Andy Eagle stated that 2021 will be 50th anniversary of Chapter. It was established by 6 visual artists to create/ display work, in partnership with Council and has developed to its current position with 116 direct employees, 140 people who work out of Chapter buildings and 38 companies based within footprint of Chapter. It is a major economic creative hub in Cardiff with a wish to expand and build on this for Chapter and for whole creative industries across the city region. Films/ events/BBC programmes all illustrate that creative industries are massively important part of fabric of city – economically and for quality of life, it helps with health and well-being, creates wealth and provides a hub for enjoyment of the arts and for people to create art and benefit from the wellness that this brings. There are approx. 750,000 visits per annum, a large programme of artist development and support plus regular classes for community groups – dance/ guitar/ music etc. It should be embraced, celebrated and taken forward to other centres in the city, if budgets and political leaders will support this. Arts can be transformative for any city and Cardiff is ideally placed to take advantage of this.

Paul Kaynes – Chief Executive, National Dance Company of Wales NDC

Paul Kaynes explained that NDC Wales is based in Cardiff but tours across whole of Wales and rest of UK as well as internationally – last year, it toured in Germany, Hong Kong, Poland, Austria and Switzerland and so helps to promote Wales and Cardiff as it tours. This year it is also touring in Korea, Netherlands and United States of America. The Company creates contemporary dance performances and offers support for dance, developing wellbeing and creativity across the age spectrum – there is a Youth Company as well as weekly dance classes for people with Parkinson's Disease. NDC Wales also works in schools, sometimes intensively as recently in Cantonian High School and Allensbank School; and for all pupils, including pupils with special needs such as Autism. The Company has £1.5M turnover, with grants from ACW as well as earning and fundraising itself. It employs a standing group of dancers, including international dancers who then base themselves in Wales. It invests in training and the development of dancers and producing and touring dance. Its work attracts visitors to Cardiff and Wales, for example visitors came from Switzerland and North West England to watch its Parade performances delivered across Wales. He believes that there are opportunities for the 7 national companies based in Cardiff, funded by the Arts Council Wales, to collaborate more and work together more, for example on international work. There is combined impact of the 7 national companies based in Cardiff, a large number of people working for these organisations live in Cardiff and make work/ products here, contributing to the economy and creative life of the city.

Paul Kayne was interested in how to join up more with other cultural organisations/ work in Cardiff, as they do in other cities, such as Newcastle/ Gateshead. He considered that this could help to improve the reach of cultural work in Cardiff,

diversifying audiences by extending into communities and breaking into new areas of Cardiff.

The Chairperson thanks the external witnesses for their contribution and invited the Cabinet Member to make a statement in which he said that it was great to see Andy & Paul at the meeting and to hear about ways to collaborate. The Cabinet Member was proud of the work the Council has done with Chapter and recent work to secure the lease, and he was interested to see more detail regarding the Newcastle/ Gateshead model.

The Chairperson invited questions and comments from Members:

Members asked what the external witnesses see a Cultural Strategy looking like. Andy Eagle considered that it needs to recognise working parts of city so, national companies but also local, grassroots activity such as 'Made in Roath' festival; community activities that need to engage with and assess as part of strategy. It needs to recognise the enormous value of arts. He was pleased to be working with Cardiff Council to create greater capacity for creative industries and jobs. There was a need to look at power and leverage of Cardiff Council to support development, not grant-aid but leverage regarding borrowing/ lending in a supportive way to help develop the industry and be sustainable. Chapter is very effective in terms of public subsidy, just 16% and raise the rest. Public investment leads to overall return in terms of money and wellbeing and was enormous value for money. Cardiff Council needs to be creative in the approaches it takes and Chapter welcomes this.

Members referred to Invest to Save and that arts and culture contribute to health and wellbeing and thus reduce the need for services, but Council budgets have to be focused on social care/ education/ health and so leaves little money to put into arts and culture. Officers explained that there are so many ways the Council can contribute, not just money but innovative approaches such as the work with Chapter. There needed to be a shift from giving money or running venues to working with them.

Members asked how are the Council are working with and helping Chapter? Officers advised that they are looking at assets sale and consolidation of offer on main site and are looking at incubator units that Chapter will then run and earn monies from.

Paul Kaynes considered Cardiff's cultural offer to be very distinctive and exceptionally high quality. Cardiff benefits from having 7 national companies based there. He stated that sometimes it feels that Cardiff doesn't make the most of this and there was a need to promote the cultural offer more, work together to coordinate and lead promotion offers and define what is distinctive e.g. Music but also offer other art forms that Cardiff can make more of. The Cabinet Member added that they have had cultural conversations with communities around how to promote offers such as dance/ WMC/ NT/ Chapter etc. The Council do facilitate these meetings but do get side-tracked, for example Capital of Culture. There is a need to refocus with regards to marketing Cardiff's cultural offer and it needs the sector to lead on this as well not just Council. The Council can facilitate and support but not impose, it needs to be grassroots up.

Members asked what needed to be done differently to drive forward the marketing of our cultural offer, and why was the Capital of Culture a side track? The Cabinet Member explained that the bids for Capital of Culture, even though it didn't progress because of lack of funds, helped with the Womanby St Campaign and has led to other good outcomes such as the work with Chapter. Now, the Council are focusing on Music Strategy but also recognise that need to focus on the wider cultural offer and that need to move the conversation on to what is needed to promote the whole cultural offer. Officers added that they used Capital Culture as a galvanising force which led to Signature Event and Music Strategy, they needed to join the dots and it acted as catalyst. Members noted that it was a one off if catalyst and not legacy based with regards to arts and creative culture. Officers agreed and stated that's what was needed to build in 2008 and it should have kept that momentum. Paul Kaynes added that he was in Birmingham in 2008 and there was a catalyst with a lasting legacy but we are now in different times with different levels of resources and leadership is key. He made reference to Newcastle Cultural Venues and Birmingham Cultural Centre which are led by cultural sectors; Consortia set agendas, find resources and are effective.

Members asked what else was needed? Paul Kayne considered that some international events and to make the most of what we've got e.g. Festival of Voice, Diffusion Festival (mentioned in David Drake's written submission to this Committee), IRIS Film Festival etc. To celebrate these and make the most of them. Officers added that the cultural cities enquiry mentions cultural compacts being looked at by Birmingham and others, and noted that Cardiff are also looking at this. The Cabinet Member added that Cardiff has a good leader in Cllr Thomas, he is the lead member for Culture for Core Cities. The Director agreed with a Signature event and with celebrating what we already do really well and there was a need to pull it together and programme it over the course of 2-3 weeks and promote it widely.

Naz Ismail was interested to test the part of young people and children with regards to decisions and asked how the Council meets its statutory duty on this, regarding Culture and the Music Strategy? The Cabinet Member explained that Cardiff Council involves them and puts Culture at the heart of everyday life in schools, for example Western High has a partnership approach with BBC Wales and cultural leaders, they are in there every day, interacting with young people in deprived areas and The Cabinet Member goes there to do Q&A regarding the cultural offer. With regard to the Well Being Future Generations Act, that is now referenced in every report to Cabinet. With reference to the Music Strategy, it was 18-36 year olds who were most up in arms about Womanby Street, this grass roots campaign had a direct impact on what the Council did. A lot of work has already been done but the Cabinet Member felt that we can always do more to meet with Youth Council and young people to see what can be done, to listen more and cater our offer accordingly. Officers added that a Signature Event will cover all genres, all ages and all levels, it will be inclusive and in line with the Future Generations Act. Consultation and engagement had also taken place with young people, via the Sound Diplomacy work, and issues raised were taken to Council, such as accessing venues and the regulatory side (Shared Regulatory Services) and how the Council needs to have more performance spaces open to young people. The Cabinet Member added that they had heard about issues to do with attitudes to licensing and regulation of, for example, grime music, young people ventilated these issues and the Council needs to do more of this. Andy Eagle felt assured that it was in the DNA of cultural organisations to work close and listen to

young people, it creates audiences and talents of the future. As part of Arts Council of Wales funding and British Film Industry funding, Chapter has to target engagement with young people, via screenings and education work.

Naz Ismail asked if there was extra funding for young people in deprived communities to have access to culture. Andy Eagle said that absolutely there was, access is a core part of Chapters ticketing and targeting and they want to increase the number of young people through its doors. It does well with some communities but not others and they want to rise to the challenge. Paul Kaynes added that they give young people a voice by enabling them to make their own work and provide a platform for youth dancers across Cardiff and South Wales, giving the example of a current youth event at the WMC. He explained that they raise funding from trusts and foundations to subsidise their bursaries. They recognise there are barriers, including money, social class, experiences and gender, for example boys & young men face barriers to dance.

Naz Ismail asked in terms of accessibility and diversity, whether there was any outreach and engagement into communities such as Canton and Grangetown (adjacent to Chapter) and into BME communities. Andy Eagle said they do but they could do more. He provided an example, last week they held a film workshop day for BME filmmakers, it had circa 80 attendees. They also host Gentle Radical workshops for BME communities. They have monies from other trusts to do more work with these communities.

Members noted that underlying a lot of the discussion on this issue is the need to market the cultural offer of Cardiff. Members asked if the Signature Event was going to be used to market the city, and asked the external witnesses what they thought of that approach. Officers advised that the external witnesses have not been fully briefed on this but the Signature Event would only be part of it. There was a need to collectively think about how to market Cardiff so people outside Cardiff know of it, via Music Board.

Members asked about the dance offer and other cultural offers from Cardiff. The Cabinet Member advised that would be part of the cultural strategy and agenda to promote all forms of Culture. Paul Kaynes stated that he is not fully aware of the Signature Event scope and plan. He has however, observed from previous work that 1) residents are the most important advocates with regards to events as attendees, hosts and interacting with visitors; local 'hearts and minds' are important and 2) the recent event 'Russia 17' was partially successful because of a lack of investment in clear PR/ media strategy that was externally focused. Andy Eagle agreed and considered that, alongside a signature event, there was a need to recognise what we have in the city, what a very good offer it is and there needs to be a voice of clarity about this nationally and internationally, about what a good cultural offer it is. There is a need to learn lessons from other cities on how they get clarity on the cultural message e.g. Manchester, see what they've done, and recognise that investment is needed into media to get the product out.

Members asked if there was a need to pin this onto a particular genre of culture. Andy Eagle stated that you can, but don't have to, for example, Hull (recent City Of Culture) has a broad cultural offer that encompasses all arts but also sports as well. Paul Kayne added that Manchester did that. They also used branding – original and

modern – right across arts forms and festivals and the branding and messaging was original, modern and innovative. Andy Eagle added that in Manchester, arts and culture are embedded in the work of the local authority who always consider it as part of all their work. Officers agreed that Cardiff has great assets, but are highly constrained by budgets compared to Manchester.

Members noted that it was important to capture the full benefits of culture and asked if we have the tools to capture the well-being impacts e.g. children and those with Parkinson's. The Cabinet Member stated that GLL have worked out a quantifying benefit per pound regarding health and leisure and that is reported to the Council. With regards to culture, the Council work with new schools to work out who can partner with them to bring cultural benefits. Andy Eagle explained that there is the Return on Social Investment model and Beatrice Garcia, Liverpool University, has done industry leading work on the modelling impact of culture. Officers added that individual venues do work to show impact. If they are grant funded, they have to demonstrate that they meet the funding criteria. The Cabinet Member reiterated the need to remember that Manchester's Cultural Strategy rests on 10 years of Central Government infrastructure investment and that they are part of the wider Greater Manchester Authority Area City Region.

Members asked how Manchester's Council resource compares to Cardiff's. Officers agreed to bring back that information. Paul Keynes stated that Manchester has a different hinterland and resources but the idea of a single, unifying principle is not the preserve of a large place with money to spend.

Members asked how Cardiff can tap into our City Deal with regards to culture. Officers explained that this can be done through the Capital Culture bid work, this was pitched at a regional level to use assets across the region.

AGREED: that the Chairperson, on behalf of the Committee, writes to the Cabinet Member conveying the observations of the Committee when discussing the way forward.

44 : CARDIFF CAPITAL REGION CITY DEAL - JOINT OVERVIEW AND SCRUTINY UPDATE REPORT

The Chairperson advised Committee that this item enabled them to consider details of the City Deal scrutiny committee's recent work.

The Principal Scrutiny Officer advised that this was the only update that the Committee gets on the City Deal, and it gives a flavour of what Scrutiny and therefore Cabinet are looking at. At the last meeting Committee considered that there was not enough information in the reports to the Joint Overview & Scrutiny Panel to enable it to undertake proper scrutiny. Members were informed that the Joint Overview & Scrutiny Panel has raised these concerns and is due to meet to review how to strengthen its scrutiny.

Members were advised a Special Cabinet meeting was held on 21 October 2019. This meeting considered the following items:

- a. Disclosure of interests, following WAO review identifying need to tighten CCRC processes;
- b. Investment & Infrastructure funding – allocation of £198,000 to Housing Fund (£98,000) and Cardiff Metro (£100,000) and replacement of out-going Newport Council Chief Executive with Cardiff Council Chief Executive on SIFT panel; and
- c. Regional response to Welsh Govt. consultation on National Development Framework 2020-2040.

The next scheduled meeting of the CCRC Cabinet has been moved from 9 December to 19 December 2019.

Members were advised that there were hyperlinks in the report to the Cardiff Capital Region City Deal – Joint Overview and Scrutiny Reports for their information.

RESOLVED: To note the report.

45 : CORRESPONDENCE

Noted.

46 : URGENT ITEMS (IF ANY)

None received.

47 : DATE OF NEXT MEETING

The next meeting of the Economy & Culture Committee is on Tuesday 17 December 2019 at 4.30 pm

The meeting terminated at 6.05 pm

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