

Scrutiny Briefing Note

The Tourism and Visitor Economy Scrutiny Panel have asked to monitor progress on the following issues. This briefing contains the latest position as at 10th September 2021.

Subject: Creativity Strategy for North East Lincolnshire

Introduction

North East Lincolnshire has made significant strides forward in culture and heritage activity in recent years which has included the award of a Cultural Development Fund (CDF) programme, a heritage and culture led Towns Fund programme, Coastal Communities Fund, Cleethorpes Townscape Heritage programme and a Heritage Action Zone (HAZ). Much of this activity has been developed from a Cultural and Heritage Framework which was agreed by NELC in 2018 and NEL Culture Strategy in 2017. NELC now wish to reconsider this Framework to build a Strategy for Creativity which highlights how creativity plays the vital role in NEL's economic, social and environmental prosperity.

Subsequently, following an open procurement process in July and August 2021 North East Lincolnshire Council have appointed Beam to develop the new Creativity Strategy. Beam's recent experience has included working with Scarborough and Selby Councils to develop cultural strategies and developing creative and heritage programming in places as Derwent Valley Mills World Heritage Site.

Purpose & Aim

Having appointed Beam to develop the new Strategy for Creativity for NEL, key focuses will include:

- Collating the existing evidence base, consultation with a broad range of stakeholders, development of a new draft strategy for public consultation and activating the strategy.
- Inputting into a newly formed Creativity Board, providing the strategic direction for all culture, arts and heritage activity in NEL. To support this the Strategy should:
 - Focus on engagement and participation of children and young people
 - Support the activities of the newly established Heritage Network
 - Encourage the establishment of networks to support local creatives
- Contributing to the wider outcomes across NELC (Skills & Learning, Health & Wellbeing, Stronger Economy and Sustainable Communities)

Brief for Beam

Phase 1 (September) - Collation of existing evidence base

Beam are tasked to check any more recent strategies and publications that may be relevant and create a summary document outlining the evidence base for the new Strategy for Creativity.

Phase 2 (September – December) - Consultation with stakeholders

To assess the current cultural and heritage provision, collaboration across the cultural sector, participation in cultural activity, contributions that culture makes, desires for future cultural opportunities and test and confirm the strategy vision and objectives.

Phase 3 (TBC) – The establishment of a Creativity Board

Beam will work with the Strategic Lead for Culture to establish a Creativity Board who will oversee the delivery of the Strategy. This board will be representative of NEL and include a range of interested stakeholders including creatives,



education, the voluntary sector, business and young people. This will build upon, strengthen and broaden the engagement which was reinvigorated through the Grimsby Creates (Cultural Development Fund) programme and other initiatives in North East Lincolnshire. The Board will provide strategic leadership for creativity and work closely with the emerging Local Cultural Education Partnership, Heritage Network and other forums which support local creatives.

Phase 4 – (December) The creation of a draft strategy for public consultation

Beam have been encouraged to not present the Strategy for Creativity as a 'traditional' strategy. It should be fun, interactive, dynamic and provide a platform to be 'live' to continuously showcase progress against the strategy. The draft strategy will review outcomes of engagement, empower the Creativity Board, utilise wider thinking to articulate the benefits of cultural participation, unlock the potential of the cultural sector to contribute to NEL's outcomes framework, engender a collaborative approach in cultural sector priorities, align with national policy and strategy, increase and broaden participation in cultural activity and make the case for culture, subsequently enhancing investment in NEL's Cultural Sector.

Following this the draft Creativity Strategy will be considered at Scrutiny 27th January 2022 with a plan for approval at Cabinet on 16th February

Phase 5 - (January 2022 to March 2022) Activation and engagement

Following the agreement of the draft Strategy for Creativity, an activation period will take place with the aim of raising the profile of culture and heritage in NEL to a range of stakeholders including. This will include businesses, NELC and other public funders and commissioners, schools and the wider education sector, voluntary and community groups, local creative and digital industries sector (to encourage collaboration and promote success) and national stakeholders to highlight progress since 2018 and future vision.

Essentially, the activation will be fun and engaging, providing a launchpad for future activity.

Contact Officer: James Trowsdale, Strategic Lead for Culture, james.trowsdale@nelincs.gov.uk

If you require any further information please contact the named officer or alternatively,

Laura Cowie - Scrutiny and Committee Advisor

Tel: 324139

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or by post NELC Scrutiny Team,

Municipal Offices,

Town Hall Square,

GRIMSBY

DN31 1HU.

