

Report to:	Overview and Scrutiny (Regeneration and Skills)	Date of Meeting:	21 January 2020
Subject:	Borough of Culture 2020		
Report of:	Executive Director	Wards Affected:	(All Wards);
Portfolio:	Cabinet Member - Communities and Housing		
Is this a Key Decision:	No	Included in Forward Plan:	No
Exempt / Confidential Report:	No		

Summary:

Sefton will be the Liverpool City Region's Borough of Culture for 2020, and an outline programme and business plan have been developed for the year following consultation and engagement with partners and communities across the borough. This feedback recommends focus on local history and the environment as the two priority areas for the programme, with emphasis in all events, activities and initiatives on participation (inclusive of all communities), permanence (assets, activities and relationships lasting beyond 2020), partnerships (working with partner organisations and communities across the borough), and on engendering local pride in Sefton.

Recommendation(s):

Overview and Scrutiny Committee are recommended to:

- (1) Note the Council's agreed approach to delivering the objectives of the Borough of Culture 2020 programme;
- (2) Note the activity proposed to take place during the year, and beyond.
- (3) Provide feedback in respect of future updates and reports, if any, to Overview and Scrutiny Committee relating to Borough of Culture 2020.

Reasons for the Recommendation(s):

These recommendations will support finalisation of the detailed actions relating to key events and initiatives, as well as pursuit of further funding opportunities.

Alternative Options Considered and Rejected: (including any Risk Implications)

- (i) Develop an alternative programme structure – this is not recommended due to the quality and quantity of feedback received from partners and communities that has informed the programme development process.

What will it cost and how will it be financed?

(A) Revenue Costs

The cost of the programme will be met by funding from the Liverpool City Region Combined Authority and from other external funding sources to be secured.

Grants in excess of £100,000 up to £250,000 (including from the Liverpool City Region Combined Authority) will be approved in line with financial procedure rules by the Executive Director in consultation with the Cabinet Member and the Section 151 Officer.

(B) Capital Costs

There are no capital costs associated with the programme.

Implications of the Proposals:

<p>Resource Implications (Financial, IT, Staffing and Assets):</p> <p>The proposals aim to maximise community participation and benefit with the funding available. The cost of the programme will be met by funding from the Liverpool City Region Combined Authority and from other external funding sources, which will be approved in line with financial procedure rules.</p>
<p>Legal Implications:</p> <p>There are no legal implications.</p>
<p>Equality Implications:</p> <p>There are no equality implications.</p>

Contribution to the Council’s Core Purpose:

<p>Protect the most vulnerable: The programme will be finalised to ensure engagement of all communities, supporting positive health and wellbeing outcomes through participation, and reflecting the ethos of a borough for everyone.</p>

<p>Facilitate confident and resilient communities: Engagement has been undertaken and will continue with communities across the borough, reflecting their objectives and opportunities and supporting engenderment of local pride.</p>
<p>Commission, broker and provide core services: Not applicable.</p>
<p>Place – leadership and influencer: The focus of the programme will be on stories about us, by us, and for us – this will support engenderment of local pride in Sefton and the places within.</p>
<p>Drivers of change and reform: The programme is aiming to increase participation in a range of cultural activities.</p>
<p>Facilitate sustainable economic prosperity: Not applicable</p>
<p>Greater income for social investment: The programme team will maximise opportunities from external funding sources to support the implementation of ideas, events and initiatives with communities across the borough.</p>
<p>Cleaner Greener: A key element of the programme will be on environmental sustainability, supporting the Council's objectives in this respect.</p>

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD5918/20) and the Chief Legal and Democratic Officer (LD 4102/20) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Communications via local press and radio in April and May 2019 ascertained a wide range of feedback from partners and communities across the borough, in terms of ideas, initiatives and proposals. This feedback has been used to develop the structure and focus of the programme, and the key priorities and stories therein.

Engagement with partners and communities has continued in response to this feedback, and informal and proactive consultation has taken place with existing partner organisations across the borough.

A consultation event was hosted on 18th July 2019, at which further perspectives and ideas were sought. That feedback has informed the programme and the proposals within the report.

As part of the launch of the programme in December 2019, a public vote is underway to identify on which “Sefton stories” the programme focused during 2020. A process has also been established through which partners and communities can express interest in support (financial or otherwise) for their ideas, initiatives, events and installations.

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Appendices:

There are no appendices to this report

Background Papers:

There are no background papers available for inspection.

1. Introduction/Background

1.1 Sefton has been named as the Liverpool City Region's Borough of Culture for 2020, with the focus for the Borough of Culture (BoC) programme being on **Sefton people and stories – stories about us, stories by us, and stories for us – all of us**. This is broad enough to support a wider range of ideas and opportunities, and aligns with the prioritisation of Sefton's communities in the development of ideas, initiatives and events. It has also resonated with communities and partners in engagement to date on the BoC opportunity.

1.2 The Liverpool City Region's Borough of Culture framework identified five key elements proposed to underpin the programmes across the years. These comprise:

- **Children and young people** – accessing, enjoying, learning and thriving through culture and creative engagement with skills and talent pathways.
- **Positive outcomes** – wellbeing, health, education, cohesion and future world of work.
- **Communities** – increased participation, particularly the ageing society. **All communities / parts of Sefton.**
- **Distinctiveness of place** – promoting the creative and culture offer to local people and visitors.
- **Infrastructure** – leaving a **legacy** through better infrastructure for culture and creativity.

1.3 Moreover, we have identified what would be additional Core Principles for Sefton's Borough of Culture 2020 programme, using "four Ps" which have been identified to support discussion and prioritisation regarding opportunities for the BoC programme:

- **Participation** – initiatives that maximise opportunity for participation; not just event attendance, but in the cultural activities themselves (arts, music, writing, etc); and ensuring **inclusivity** – reflective of a borough for everyone (irrespective of gender, age, ethnicity, geography, ability, demography, etc).
- **Partnerships** – working with partners to deliver 2020 and beyond together; this is the borough's year of culture, not the council's.
- **Permanence** – ideas, installations, events and relationships that will remain in place beyond 2020.
- **Pride** – opportunities that help engender pride in our community and the communities within Sefton

2. Themes and programme structure

2.1 The theme of the year will be stories – it is proposed to use the tagline "**Myths and Realities**" to support this. The shape of the year would be:

- Focused on much of the storytelling across the earlier parts of the year – relating to local heritage, and recognising the nature of history and stories and how myth, memory, perspective and subjectivity influence such stories over time.
- Becoming increasingly focused on the environmental theme over the second half of the year, culminating in the notable events and initiatives to be developed for November 2020, hopefully to coincide with the UN Climate Change Summit (which London is bidding to host). Whereas a story such as Napoleon III in Southport could border on “myth”, the climate change emergency would be the “reality”.

2.2 The nature of the challenges involved in storytelling and myths is recognised. It is therefore critical that evidence is used where it exists to support such stories, or that there is transparency on where such evidence may not exist. This ought not to hinder the BoC opportunity given the wealth of stories, ideas and opportunities emerging, but will require management in the appropriate manner.

2.3 The shape of the year outlined above reflects the key themes identified by our communities and our partners through feedback, engagement, and the Sefton CVS event held in July 2019. This has been consolidated and captured as well to support engagement with potential funding partners.

2.4 **Local History** is consistently identified as a key area of opportunity, with the stories people want to tell, or that people want to celebrate, being identified through the engagement to date. This is discussed further in section 3.

2.5 **Environmental sustainability** is the other key theme identified by partners and communities. It is therefore intended that the shape of the year reflects these focus areas and demonstrates that we have listened to communities and partners in maximising the BoC opportunity. Section 4 discusses this area further.

2.6 The above identifies the basis for the stories to be told across the year (the “what”), and there are a range of means through which these stories can be told (the “how”). By way of example, the story of Isaac Roberts is one that resonates with communities in Maghull (see section 3), and this can be progressed through such means as blue plaques, events, performances, creative writing and photography.

2.7 While there might be some major new events across the borough, across the year, the foundation of Sefton’s programme for BoC 2020 is a **large number of community-led initiatives and events**, in all areas of the borough, celebrating stories of our people and our place.



3. Local History and Heritage

3.1 Local history has been identified as a priority by our communities and partners and provides a large number of ideas and opportunities for stories across the year.

3.2 The approach has been to understand what these stories are, and the range of ways in which those stories can be captured, communicated and celebrated. There is a long list of stories that provide opportunities to engage local communities during the programme, and it is proposed to identify and finalise those priorities through further consultation with communities.

3.3 Several “Sefton stories” have been identified as focus themes for certain months during the year, including Red Rum, tourism and the borough’s coastline, Bootle Blitz and the VE Day anniversary, and the environment and climate change emergency. A public vote is underway to identify other priorities from a range of options proposed by communities

3.4 Myths and Realities

It would be proposed in the curation of each story to be transparent and respectful in terms of which elements of each story are historical fact, and which may have less evidence. This approach would align with such programmes as *Horrible Histories*, which uses a narrator to add detail to stories on screen in terms of what is true, and what can’t be evidenced. This could be woven into the comic strip boards being developed and any online content.

4. Environment

- 4.1 The other key theme that has emerged strongly from community engagement is the environment. This would align well with the Council's brand and vision for the borough, as well as presenting a range of opportunities.
- 4.2 In terms of the "Myths and Realities" tagline, this would be positioned as the "reality". There may be events and initiatives throughout the year, but it would be proposed to focus on this particularly in October and November 2020, to align with the timing of the UN Climate Summit to be held in Glasgow.
- 4.3 As well as events and initiatives focused on the same themes – participation of communities, permanent legacy, and pride – it would be proposed to commission a series of permanent installations across the borough to reflect this "reality".
- 4.4 It is proposed to develop this element of the programme as part of the strategic and organisation-wide discussions that are commencing following the Council's climate emergency motion.
- 4.5 Moreover, it would be proposed to implement an environmental policy for the year that ensures that our activities and events are reflective of the council's ethos and vision for the borough in this regard. (e.g. single use plastics in catering provision at events).
- 4.6 One notable opportunity that is being progressed is the proposal for every child in the borough to plant a bulb during the year, starting with the November 2019 launch programme. The plan and the funding route will be developed by Green Sefton.

5. Application Process

- 5.1 In order to allocate a proportion of the core funding received, as well as of any future sources of funding secured, an application process has been established to enable partner organisations and communities to express interest in support (financial or in kind) for their ideas and proposals.
- 5.2 These are capped at £15,000, and as per the Cabinet minutes of October 2019 final approvals are delegated to the Cabinet Member for Communities and Housing.
- 5.3 The application process will remain open with any future deadline dependent on additional income sources.

6. Business Plan

6.1 The Business Plan for BoC 2020 remains draft, but is described for illustrative purposes to reflect the priorities of the programme.

6.2 Funding routes include the core Liverpool City Region Combined Authority funding, as well as opportunities to be pursued with Culture Liverpool, the Arts Council, National Lottery Heritage Fund, and commercial sponsorship.

6.3 The business plan will ensure focus on and prioritisation of the community-led events and initiatives, with a review and approval process in accordance with the delegation of authority proposed.

6.4 **Measurement of Success** - Liverpool City Region plans to place Culture and Creativity at the heart of the strategic objectives:

- i) to accelerate economic growth
- ii) improve skills and
- iii) further develop its distinctive visitor offer
- iv) to support a place-based strategy and the city region's plans for a Local Cultural Partnership (LCP).

Indicators of impact and success on each borough are the core underpinning of the success of the Borough of Culture programme.

In partnership with the Borough of Culture Evaluation working group, the Institute of Cultural Capital (ICC) and Liverpool John Moores University (LJMU) have developed an evaluation framework for each borough to implement before, during and after their year of culture.

This framework will provide the longitudinal evaluation of the Borough of Culture programme for the next 4 – 5 years and will develop a methodology which will attribute causality to a large-scale cultural invention.

The framework is designed to help each borough to plan evaluation / research methods for the programme of culture, which will range from business/ residential surveys, case study examples, feedback sessions to commissioned research for major events through the Liverpool Enterprise Partnership (LEP).

The research and evaluation will also provide a local picture of the impact of cultural intervention for Sefton in 2020 and beyond.

Implementing and collating research will take time and the need to be realistic to what extent we can carry out this research will need to be considered.

An essential part of the bidding process for funding of an event and/ or space will need to have a research condition which can be used to develop the framework.

Major events (new and existing) will have major research (carried out by the LEP) and existing events will have previous research which can be used in comparison.

The total cost of the Borough of Culture research and evaluation is a £5k contribution from each of the Boroughs towards the costs.