

# **Great Yarmouth Borough Council**

## **Arts Policy**

(Adopted January 2007)

### ***Introduction***

#### ***The Current Situation***

In recent years Great Yarmouth Borough Council's Arts Service has been primarily delivered through a Service Level Agreement with the charitable trust SeaChange Arts. A Policy Development Committee Review of Arts Provision carried out earlier in 2006 found that SeaChange offered a good service with value for money and effective leverage of external funding, and a particularly strong current emphasis on working with young people. The review highlighted the low level of investment that Great Yarmouth Borough Council has made in comparison to other local authority averages locally and nationally, and the consequent high dependence on external funding that has mostly supported short-term project initiatives rather than the strategic development of the Borough's cultural infrastructure. The review concluded that the Borough needed to develop an Arts Policy that will define clear long term ambitions for the Arts and methods of achieving these.

#### ***Looking to the Future***

Great Yarmouth Borough Council recognises the valuable contribution the Arts can make to the cultural life of the Borough as well as the many valuable roles the Arts can play in terms of social and economic development and regeneration. The Council also acknowledges that its investment in the Arts has been significantly lower than average and as the regeneration process starts to take hold through significant regeneration initiatives, there is a need to address the development of Arts provision and infrastructure to ensure the Arts make a full and integrated contribution to Yarmouth's future and contributes positively to the Council's obligations as highlighted in the recent Audit Commission's report on Cultural Services.

This is Great Yarmouth Borough Council's first Arts Policy that sets out:

- The Borough's long term vision for the Arts in Great Yarmouth
- Identified priorities for developing the arts and using the arts to deliver against other local priorities and initiatives
- The Borough's commitment to making this happen

This policy is set out in 4 main sections:

- **Section 1** highlights how the Arts can be used to contribute across different service areas;
- **Section 2** highlights the development needs in terms of Arts infrastructure and provision;
- **Section 3** identifies key priorities by considering the cross-over of 1 and 2 in the local context;
- **Section 4** sets out how the policy will be realised

## **Section 1**

### **Using The Arts To Contribute Across Key Service Areas**

GYBC recognises the valuable contribution that the Arts can make in delivering across a broad range of other Local Authority priorities. The Arts has been proven to make valuable contributions across the 4 Blocks of Norfolk Local Area Agreement - Children and Young People, Healthier Communities and Older People, Safer Stronger Communities, Economic Development and Enterprise.

The following illustrates how the Arts can help deliver specific outcomes under these 4 blocks:

#### **Block 1 – Children and young people**

##### **1.1 Health**

1.1a Improved mental health well-being for children and young people

***Participatory arts proven successful in improving mental health with young people. Good track record of work in this area.***

1.1.b Healthier, more active children and young people

***Dance good way to engage young people not interested in sport (this is particularly true of girls who are proven to be less interested in sport)***

1.1.c Reduction in rates of teenage pregnancy

***Participatory youth arts activities can affect risk-taking behaviour (demonstrated through SeaChange Youth Arts programme with GFS platform)***

***Creative advocacy projects (eg video, drama) is proven to be very effective way of getting messages across***

### 1.2.3 Reduction in Young People who are victims of violence

***Youth Arts programmes are shown to be effective in reducing violent behaviour in young people***

### 1.3 Enjoying and achieving – Improved educational attainment

***Youth Arts programmes are shown to be effective in combating truancy and re-engaging young people with formal education. Particularly true of young people with needs (note 1.3.6 target for educational attainment by looked after children)***

### 1.4 Making a positive contribution – Young People engaged in active citizenship

***Arts very effective in engaging young people in community events and projects.*** (It should be noted that many of the more established voluntary arts groups in GY have very old committee members and desperately need to engage young blood to develop and thrive rather than peter out!)

### 1.5 Achieving economic well-being – Better choices and opportunities for 14-19 Learning (ie staying on rate and NEET young people)

***Youth Arts activities effective at re-engaging young people with formal education***

## **Block 2 – Healthier communities and older people**

### 2.2 Tackling Obesity

***Dance particularly good way to engage those less interested in sport***

### 2.3 Reducing the harm caused by alcohol and drugs

***Creative activity proven effective in changing substance-related behaviour (obvious links to mental health)***

2.6 To support older people where ever possible to live at home and to lead independent, safe and fulfilling lives

***Older people in Norfolk have expressed desire for more access to creative activities of all kinds.***

2.7 (indicator being developed) Adult mental health

***Clearly demonstrated efficacy of arts activities on mental health.***

### **Block 3 – Safer and stronger communities**

3.1 To reduce crime, the harm caused by illegal drugs, and to reassure the public, reducing the fear of crime

***Participatory projects (especially with young people) can reduce and prevent offending.***

3.2 To build respect in communities and to reduce anti-social behaviour

***Participatory arts projects have proven to be effective in this area – youth arts programmes have included good inter-generational aspects***

3.3 Fewer young people engaged in criminal activity

***Participatory arts projects (especially with young people) can reduce and prevent offending.***

3.4 Reducing domestic violence

***Media/drama has been used to good effect in advocacy and awareness-raising***

3.5 Improve the integration of minority communities

***Arts-based activity has been proved to be a highly successful way of developing community cohesion (particularly important aspect in GY) – Mix@St George’s Programme good pilot example, major Cultural Festival could be another key focus.***

3.7 To have cleaner, greener, safer public spaces

***Public Art and street arts activities have proven to be very effective at reducing littering, vandalism and anti-social behaviour in public spaces.***

## **Block 4 – Economic development and enterprise**

4.1.1 Reduce numbers of NEET young people aged 16-18

***Youth arts activity actively engaging with youth sector and Connexions to tackle high NEET figures in GY (proven way to re-engage with education)***

4.1.2/3 Increase numbers of people with Skills for Life and Level 2 qualifications

***Arts-based training proven effective in re-engaging people with education***

4.2 Increased entrepreneurial activity and enterprise

***Creative Industry initiatives and support measures (creative hub including live/work units).***

***Fostering of cultural entrepreneurship in young people through youth involvement in setting up and running events.***

4.3 Increased performance of key sectors (Includes Shaping Norfolk's future 7 key sectors, including Creative Industries and Tourism)

***Tourism - development of a stronger & wider events programme and more vibrant use of venues can build tourism, strengthen the night time economy, help extend the season and attract a wider demographic of visitors. Public Art can also improve the physical environment and attract visitors.***

***Creative Industries - Creative Industry initiatives and support measures (creative hub including live/work units etc).***

4.4 Reduced deprivation and social exclusion (geographical barriers to services)

***Rural touring initiatives such as Village Screen.***

#### ***4.5 Improved employment opportunities for disadvantaged groups***

Youth Arts activities have proven effective in bringing excluded young people back into mainstream education and work.

This highlights the following as priority areas for Arts Development in relation to the Local Area Agreement:

- Working with Children and Young People
- Public Art and the Built Environment
- International Culture and Community Cohesion
- Events and Tourism
- Creative Industries

## **Section 2**

### **Developing Arts Provision and Infrastructure**

The following are areas of key focus in the development of arts provision and infrastructure in the Borough:

#### **Venues**

Great Yarmouth has a range of venues both publicly and privately managed. Some of which include:

- Hippodrome Circus - 900 seater suitable for circus and mixed larger events (orchestral, brass/big band, bands etc)
- St George's Theatre - 200 seater voluntary-run theatre
- Assembly Hall (GY Town Hall) - 230 capacity chamber venue
- St Nicolas Church - 1500 capacity for large acoustic events (orchestra, choral)
- Marina Centre - 800 capacity venue with flexible seating
- Tollhouse Galleries - dedicated gallery space above library
- Time & Tide – gallery space connected to the museum
- Gorleston Pavilion – 350 capacity, cabaret style seating.
- Britannia Pier - 1200 seater theatre

These could support a wide range of events ranging from local community theatre to major touring acts attracting audiences from further afield. Vibrant well-programmed venues make a substantial impact on the perceptions both local people and visitors have of that neighbourhood and the town as whole. This is proven to help boost tourism and the night-time economy and reduce crime and anti-social behaviour.

Arts venues in the Borough currently suffer from the following:

- Some venues such as St George's Theatre are in a poor physical state and require substantial works – this affects use and also affects audiences who increasingly expect quality facilities.

- There are currently no subsidised venues – this limits community use as it keeps hire costs high, limits the variety of programming and approaches to long term audience development and also limits the influence the Council can have over venue management.
- There is no strategic approach to programming or marketing across different venues.
- Many venues lack complimentary and flexible facilities (such as workshop space, rehearsal space, removable seating, flexible staging, administrative space, restaurant/bar etc).
- Although there are a number of venues, there is no major multi-purpose Cultural Hub that can serve as a catalytic focus for the development of a creative community.

## **Cultural Hub**

A Cultural Hub is envisaged as a centre that could bring together a range of complimentary cultural provision and services, creating a unique vibrant focal point that can attract a critical mass of users under an integrated and sustainable cost-effective business model. The range of development needs and opportunities identified in connection with initiatives such as the Urban Regeneration Company and the redevelopment of the seafront (that would create the need to re-locate some of the provision associated with the current Marina leisure centre) mean that the next few years present a golden opportunity to bring developments together with innovation and ambition.

In terms of the breadth of service provision this could include services as varied as swimming/leisure facilities, library, cafe/bar, office accommodation for organisations, conference/meeting facilities in addition to dedicated arts-based provision.

In terms of arts-related facilities, a Cultural Hub could particularly provide:

- Space for events, exhibitions, screenings, talks etc
- Space for workshop activity, rehearsal, meetings, training and education activity, media/technology access etc
- Studio space, start-up units and live/work space for creative practitioners (that could attract and build a creative community, support project residencies and international exchanges and provide an income stream)
- Retail space for creative products (could be integrated with cafe/bar etc)
- Space for offices or service provision relating to key related sectors - for example, cultural sector, youth sector and international sector organisations - this would help develop partnership working both within these sectors and with the arts, develop a sense of identity with key clients such as young people with the centre and potentially provide a rental income stream)

Depending on the nature and location of the Hub, there might also be opportunities to capitalise on other potential beneficial aspects within the scheme such as:

- Environmentally-friendly and energy-efficient design - reducing running costs and contributing to the Borough's image as a centre for alternative energy (Scroby Sands windfarm etc).
- Transport gateway - a Cultural Hub on a 'landmark site' location such as the North Quay area identified by the URC would capitalise on the proximity of the rail station in that area as well the major road and river links. This would provide a powerful sense of arrival in Great Yarmouth with a clear message of identity as a quality cultural destination. A Cultural Hub in this location would also contribute to the development of routes and links by extending the town centre to this site (that would also capitalise on the views over countryside and Breydon Water) and marking the start of the URC-related routes along the river to South Denes and Gorleston.

To address this Great Yarmouth Borough Council will:

- Carry out a comprehensive review of the provision, use and management of arts venues and produce development plans for key venues in the Borough Council, including St George's Theatre
- Commit to the establishment of a Cultural Hub which will act as a focus point for art related activity and cultural development; and work with external partner organisations to explore all possibilities of developing such in the context of key development opportunities (including the Urban Regeneration Company development of the quayside and the provision of leisure and other facilities following the relocation from the Marina Centre)
- Make the Town Hall Assembly Room available for appropriate performances and arts activities at cost
- Pursue capital funding for the refurbishment of St George's Theatre
- Revise the Borough Arts Grant scheme to include increased strategic investment agreements aimed at developing infrastructure and leveraging more external resources into the Borough and adding a 'risk of loss underwriting' scheme to grant support

## **Events**

Cultural events can make a significant contribution to both the tourist-based economy of the Borough and to the sense of vibrancy of the place for those that live here. Great Yarmouth boasts a good range of indoor venues and outdoor spaces that can host events and there is a need to develop a cohesive joined-up long term approach to make the most of these and build a strong and sustainable events programme by:

- Enhancing existing events with stronger Artistic/Cultural content
- Developing new events and projects - including major events and also smaller frequent events to enhance the reputation of GY as an events destination
- Developing effective programming, marketing, audience development and use of key GY venues through a strategic partnership approach

And in doing so:

- Broaden the appeal of GY to a wider range of visitors
- Bring more people into the town and Borough, increasing footfall and spend
- Tackle the image of GY as a cultural desert and put it on the cultural map
- Build a critical mass of vibrant cultural activity that will genuinely shift perceptions and create ambition and momentum
- Significantly increase and broaden understanding of the role and value of the arts in the regeneration process amongst key arts and non-arts sector partners and stakeholders (including retail and tourism sector businesses, local authority, LSP, community partners etc)
- Develop the relationships between Arts, Businesses and Community sectors over the long term
- Bring together cultural sector partners (across Arts, Heritage, Sport and Tourism) and help develop a strong cultural infrastructure

**Strategic Complimentary Partnership Working** is essential, in particular through bringing together:

- Great Yarmouth Cultural Partnership (and partners across the 4 sectors Arts, Tourism, Heritage, Sport)
- Creative sector partners
- GYBC Tourism and GY Tourist Authority (representing and liaising with Private Sector) - building on their existing events and strategic aims to develop GY as an events destination and drawing upon their promotional/marketing capability.
- Great Yarmouth Town Centre Partnership and Business Improvement District - representing the retailers and other business in the town centre managing/developing the use of Public Space in the town centre
- Great Yarmouth Community Cohesion partners (such as Community Connections and the fledgling community events programming group currently develop events at St George's Theatre)
- Great Yarmouth Heritage Partnership

The following are key events to develop:

***Maritime Festival*** - annual two day festival in September with 40,000 visitors. Opportunity to add more general street acts but also major evening event.

***Christmas Fayre*** - Town Centre events. Arts and Business Street Arts programme highly successful last year with a proven link to increased footfall and spend - opportunity to develop street arts but also develop a major public performance/act as part of the programme.

***Market Place Celebration*** - 2008 is the 800th anniversary of the charter of GY Marketplace - provides a platform for a range of activities, including major events in the course of 2008.

**Great Yarmouth Festival** - at this time there is no major festival event in GY and many of the previous historical events of this ilk that have previously existed are now gone or teetering. The GY Cultural Partnership and Community Cohesion group both wish to develop a major annual festival that can encapsulate a broad range of activities (involving local groups etc) but that can also gain profile through a few major events and a strong European & International cultural flavour within the programme.

**Creative Youth Festival** - could be part of the GY festival or programme in its own right. Could serve as a vehicle to bring together youth arts activity such as the Town Centre Music Festival (started 2006 featuring 60 young bands and performers), school and college arts programmes, SeaChange Youth Arts activity, St Andrews competitive music festival, and general high-profile programming aimed at a youth audience (such as a major band).

**SeaFront/Beach Events** - GYBC Tourism aim to develop and attract new major events that use these areas (such as Beach Feast, Sand Sculpture Festival, Volleyball Tournaments, Pop Festivals, Summer fireworks etc) - Arts can be the major component of some of these and in some cases enhance and broaden events into a vibrant carnival atmosphere (eg beach volleyball tournament with samba band). The new lighting development on the seafront will provide an opportunity to maximise use of this area.

**Street Arts Programming**-A year round programme of acts to perform in the key open spaces in the town (market place, Regent Road, seafront, quay side, St.Georges theatre) will enhance the ambition of creating a year-round destination. This should include both local and major acts. A high-profile busking festival/competition is being considered.

## **Supporting Artists, Groups and Building a Creative Community**

Building a creative community is an essential part of building cultural infrastructure and provision. The Creative Industries are a major UK employer and Norfolk has a high percentage of artists and professional creative practitioners within the county. To support the development of a vibrant creative community the council will:

- Provide information and support networks
- Revise the Borough Arts Grant scheme (to include increased strategic investment agreements aimed at developing infrastructure and leveraging more external resources into the Borough)
- Develop a rate relief scheme to encourage artists and creative businesses into the Borough
- Develop live/work space to encourage artists and creative businesses into the Borough, particularly through partnership working with regeneration and property services and through live/work provision linked to the development of a Cultural Hub in the context of wider developments such as the Urban Regeneration Company's plan
- Support the development of events and festivals that can act as focal points for the creative community and bring groups and artists together

### **Public Art**

Public Art plays a key role in the development of the built environment, adding quality and value to development schemes, delivering functional works such as electric supply (to support outdoor performances), paving, street furniture and urban design with flair and innovation, communicating key messages and affecting the movement of people, reducing crime and anti-social behaviour, building civic pride and cultural identity. Great Yarmouth Borough Council will develop Public Art work through:

A percentage of up to 1% for Public Art will be sought from developer contributions where there is a direct need identified and the following criteria are met:

- (i) relevant to planning;
- (ii) necessary to make the proposed development acceptable in planning terms;
- (iii) directly related to the proposed development;
- (iv) fairly and reasonably related in scale and kind to the proposed development;
- (v) reasonable in all other respects;
- (vi) identified projects in the vicinity

*The local planning authority will, in appropriate cases, encourage the provision of new works of art as part of schemes of development and, in determining an application for planning permission, will have regard to the contribution made by any such works to the appearance of the scheme and to the amenities of the area.*

- Routine consultation with Arts Service on Public Art possibilities on all schemes of physical regeneration, such as the St George's Parkway scheme and Neighbourhood Management scheme

### **Film and Media**

Norwich is the regional hub for the media industry, hosting Anglia Television, BBC East, Screen East, an international animation festival, Norwich School of Arts and Design's animation school, and a number of independent production companies. Recently media interest and activity in Great Yarmouth has increased - partly as a result of the range of community media projects developed by SeaChange Arts and of initiatives like the Film Festival in 2004 and 2005. This has resulted in a number of independent producers coming to work in the Borough, including a community-focussed feature film currently in development. Those relatively few people working in the media who have 'discovered' Yarmouth have found it has a lot to offer them - stunning and varied landscapes and locations and a community context rich with stories and interest - but has been relatively little explored by the media because of its isolation and low cultural profile. The media industry is a large and growing employer with significant changes and new opportunities arising through the

digital revolution. Encouraging the development of creative Film and Media activity in the Borough can bring benefits through:

- Raising the profile of the Borough
- Contributing to the growth of a creative community
- Boosting the local economy (particularly through attracting professional productions to be made in the Borough)
- Creating opportunities for the professional development and employment of local people

The Borough Council will support this through:

- Offering discretionary support and assistance to producers (such as parking permits, access to buildings, assistance with community links etc)
- Publicising the Borough's assets and discretionary media-support services to producers
- Identifying media-based development opportunities within the development of a Cultural Hub
- Supporting the further development of media-based community activity

## Section 3

### Identifying Key Development Priorities in Local Context

Priority areas for arts development and investment are those relevant to the priorities set out for both in terms of using the Arts as a tool for the delivery of other service areas in 2.) above AND relevant to the priorities for developing Arts provision and infrastructure in 3.) above. In addition, an integrated development approach must respond to the local context and opportunities, in particular:

- **Social deprivation:** high levels of deprivation give rise to a range of social issues, low aspirations and social exclusion that need to be tackled, particularly among young people, with arts-based activity proven as very effective in this context
- **Urban Regeneration Company:** major physical development of waterfront will need to include cultural elements such as Public Art; plans include a landmark building which could serve as a Cultural Hub. There is an opportunity for artistic input in relation to urban design.
- **Regeneration Schemes including InteGreat and St George's Parkway** provide opportunities for public art, the development of cultural buildings and other arts-based regeneration; schemes have created 'performance' areas in open spaces such as the market and seafront that require programming with events and street arts to create a reputation for vibrancy and boost visitors, footfall and spend; St George's Parkway scheme should serve as a catalyst for the development of St George's Theatre and its community-related functions
- **EastPort Outer Harbour Development:** development of the cultural offer can help ensure European visitors don't 'bypass' Yarmouth; connection to Europe offers the opportunity to develop Yarmouth's 'International cultural identity; opportunity for a major 'beacon' landmark piece of Public Art to symbolise the UK's most easterly passenger port, raising the profile of the port and of Great Yarmouth.

- **Tourism:** there is recognised need to broaden appeal of the Borough to wider range of visitors and extend the season by developing events and the arts/heritage/cultural offer; also recognised need for quality conference venues which could be integrated into flexible-space design of a cultural hub. Explore historic Maritime links working with Maritime Heritage East, a programme of events, exhibitions and other cultural in initiatives based at the Time and Tide Museum that contribute towards the development of Great Yarmouth as a Centre of Excellence for maritime heritage in the East of England.
- **Leisure provision:** the Borough plans to develop new leisure facilities in a different location as part of the redevelopment of the Marina Centre site which could link to the development of a Cultural Hub
- **International Community:** Great Yarmouth has attracted a large migrant population from Europe in recent years which is set to grow; cultural activity can contribute to community cohesion and engage the local population in developing and celebrating Yarmouth's 'international' dimension through festivals etc.

Priorities are thus:

- Embedding the Arts in regeneration schemes and putting culture at the heart of regeneration
- Supporting arts-based work with young people and tackling social exclusion
- Supporting International & European arts and community cohesion through cultural activity
- Creating a multi-purpose Cultural Hub that can support a broad range of programming and activities, provide live/work space for a creative community and have a special focus on both young people and internationalism
- Developing a strong events programme to develop a vibrant cultural life for the Borough's residents, encourage the night time economy and boost tourism;
- Developing existing community, arts and leisure venues, and maximising their use and contribution to the community

## Section 4

### Making It Happen

Will include key information and commitments on:

#### **Embedding the Arts in regeneration schemes and putting culture at the heart of regeneration**

- A percentage of up to 1% for Public Art based on developer contributions where there is a direct need identified in accordance with planning obligations
- Routine consultation with Arts Service on Public Art possibilities on all schemes of physical regeneration, such as the St George's Parkway scheme and Neighbourhood Management scheme
- Provide information and support networks promoting events and opportunities for artists and participants
- Revise the Borough Arts Grant scheme (to include increased strategic investment agreements aimed at developing infrastructure and leveraging more external resources into the Borough)
- Develop a rate relief scheme to encourage artists and creative businesses into the Borough
- Develop live/work space to encourage artists and creative businesses into the Borough, particularly through partnership working with regeneration and property services and through live/work provision linked to the development of a Cultural Hub (in the context of wider developments such as the Urban Regeneration Company's plan)
- Support the development of events and festivals that can act as focal points for the creative community and bring groups and artists together
- Establish Arts champions among senior officers across services
- Support and develop retail opportunities for artists and creative industries (eg arts markets, possibly linked to food markets or flea-markets; encourage specialist craft/gift shops and galleries; art on the railings opportunities; Fringe @ The Factory type large-scale exhibiting and selling opportunities)
- Support business advice and training for small arts and creative businesses

- Offering discretionary support and assistance to producers (such as parking permits, access to buildings, assistance with community links etc)
- Publicising the Borough's assets and discretionary media-support services to producers
- **Supporting arts-based work with young people and tackling social exclusion**
  - Support arts events, projects and programmes that engage young people of all backgrounds
  - Create a single point of information for young people on arts-related opportunities and activities for them
  - Work with children's services and extended schools to ensure that a range of quality arts-based activity is available to young people
  - Commit to the establishment of a cultural hub with a strong focus on young people
  - Establish Arts Champions in services supporting children and tackling social exclusion
  - Support and encourage activities for young people living in rural areas and create links with the Cultural Hub
  - Ensure linkage with Arts Council England East's 'Creative Partnerships' schools-based initiative, enabling the work and legacy of this programme to contribute to the borough's wider objectives for young people and the Arts.
  - Supporting the further development of media-based community activity

**Supporting international arts and community cohesion through cultural activity**

- Develop public events with a strong international flavour
- Engage the diverse local community in arts events and activities
- Commit to the establishment of a cultural hub with a strong focus on internationalism

**Creating a multi-purpose Cultural Hub that can support a broad range of programming and activities, provide live/work space for a creative community and have a special focus on both young people and internationalism**

- Commit to the establishment of a Cultural Hub and work with external partner organisations to explore all possibilities of developing such in the context of key development opportunities (including the Urban Regeneration Company development of the quayside and the provision of leisure and other facilities following the relocation from the Marina Centre).
- Develop a business model through which the Arts can thrive, not just survive.
- Identifying media-based development opportunities within the development of a Cultural Hub

**Developing a strong events programme to boost tourism, the night time economy and cultural life**

- Enhancing existing events with stronger Artistic/Cultural content
- Developing new events and projects - including major events and also smaller frequent events to enhance the reputation of GY as an events destination
- Developing effective programming, marketing, audience development and use of key GY venues through a strategic partnership approach
- Carry out research into national audience trends and local audience profile.
- Build local audiences, both the traditional arts attending audiences and targeted audiences, such as migrant population or younger audience, through consistent, well-marketed programme of regular events and through large scale community events (lantern parades, carnival events, fire sculpture and pyrotechnic displays) which involve local people.
- Support activities which develop rural audiences (eg Village Stage, Village Screen)

**Developing existing venues and maximising their use and contribution to the community**

- Carry out a comprehensive review of the provision, use and management of arts venues and produce development plans for key venues in the Borough Council, including St George's Theatre
- Commit to the establishment of a Cultural Hub and work with external partner organisations to explore all possibilities of developing such in the context of key development opportunities (including the Urban Regeneration Company development of the quayside and the provision of leisure and other facilities following the relocation from the Marina Centre)
- Make the Town Hall Assembly room available for appropriate performances and arts activities at cost
- Pursue capital funding for the refurbishment of St George's Theatre
- Revise the Borough Arts Grant scheme to include increased strategic investment agreements aimed at developing infrastructure and leveraging more external resources into the Borough and adding a 'risk of loss underwriting' scheme to grant support
- Review Village Hall and Community Centres' facilities for use as performance spaces and encourage the widest possible use for cultural activities, by amateur and professional organisations.
- Ensure access requirements are fully considered as part of the venue review and that existing facilities are documented and recorded and made available to bookers and public, and that improvements are recommended where necessary.

## **Delivery Structures**

*Council officers will retain links with the Local Strategic Partnership framework to ensure relevant representation for the development of the Arts.*

The new corporate structure due to be introduced in 2007 will embed the arts delivery service within the Regeneration & Environment department. Responsibility for the arts will come under the new Culture, Sport & Leisure service unit. Additional capacity will be created to effectively manage and deliver these services with the recruitment of a new arts/cultural services officer post.

Delivery of this policy will require a coordinated, partnership approach from all GYBC officers, stakeholders and external partners.

In addition, the Council will continue to financially support the Service Level Agreement with Seachange Arts to ensure the ongoing development of project –based arts work throughout the borough.

## **Resourcing – Internal**

Great Yarmouth Borough Council is committed to ensure that local annual investment in the arts either directly or through the delivery of other service areas is equivalent to national average levels within 3 years.

The Council will also ensure the Arts is linked with other service areas by establishing ‘arts champions’ among senior officers, members and departments and monitoring the use of arts across service areas through an annual review.

The Council will also liaise with County Council services to ensure a shared strategic approach to investment in the arts and the effective use of the arts to deliver other services managed by County departments, particularly in regard to Children’s Services and the operation of Children’s Trusts.

With regard to the creation of a Cultural Hub, the Council will explore a range of business models and shared-facility options to ensure that arts provision is adequate and sustainable.

### **Resourcing – External**

The Council will work with external bodies to ensure that its vision for the Arts is shared and its investment in the Arts levers in additional funding. Of particular relevance are:

- Arts Council England – invests in Regularly Funded Organisations (the majority of which are venue-based or of regional significance) and distributes lottery funding for capital and revenue projects. ACE has the following current priorities for 2006 –2008:
  1. Taking part in the arts
  2. Children and Young people
  3. The creative economy
  4. Vibrant communities
  5. Internationalism
  6. Celebrating diversity
- EEDA/Living East – The regional cultural consortium recently published its cultural strategy and action plan, emphasising the need to put ‘culture at the heart of regeneration’.
- EU funding schemes – an increase in emphasis on trans-national funding from 2007 makes it increasingly important to develop partnerships with other member states. Great Yarmouth is well-placed to capitalise on this with a European dimension becoming increasingly significant through the growing migrant population and the Eastport European transport gateway due to become active in 2008.

Joe Mackintosh/Marie Hartley 29/11/06  
Adopted by Full Council 11/1/07