

MUNICIPAL YEAR 2009/2010 REPORT NO. 179

MEETING TITLE AND DATE:

Cabinet
20th January 2010
Council
26th January 2010

REPORT OF:

Co-Directors of Education,
Children's Services and Leisure

Agenda - Part: 1	Item: 7
Subject: Approval of 'Creative Enfield' borough-wide Arts & Cultural Strategy 2009-13, following public consultation. Wards: All	
Cabinet Members consulted: Councillor Jon Kaye (Leisure, Culture, Olympics 2012 & Voluntary Sector)	

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1. EXECUTIVE SUMMARY

- 1.1 This report seeks approval for the 'Creative Enfield' – borough-wide Arts & Creativity Strategy following public consultation.
- 1.2 All comments received following consultation have been incorporated in to the text of the strategy, the management papers that expand on the strategy and into the action plan.
- 1.4 If approved the 'Creative Enfield' Strategy will be included in the suite of cultural strategies and it will form part of the statutory Local Development Framework (LDF). The appropriate Departments will take forward and action the Key Aims and Key priorities contained in the strategy.

2. RECOMMENDATIONS

- 2.1 That the 'Creative Enfield' Strategy attached as appendix A be approved.
- 2.2 That the Co-Directors of Education, Children's Services and Leisure, and the Director for Place Shaping & Enterprise be instructed to add the strategy to the suite of cultural strategies and include it within the statutory plan for the Borough, the LDF.

2.3 That the Co-Directors of Education, Children's Services and Leisure, and the Director for Place Shaping & Enterprise take forward and action the prioritised Key Aims contained in the Strategy.

3. BACKGROUND

- 3.1 This strategy is a new area of work for the Council. Although the Council had an Arts Strategy and a Creative Learning Strategy, it has never before brought together the Arts and Creative Industries in a single Strategy. This embraces the work of communities, the voluntary and amateur sectors, professional organisations in the arts, multi-cultural and diverse arts and cultural organisations, schools and education providers, statutory bodies with an interest. A better managed and prioritised approach to where and how the Council places its resources and how it develops partnership working over the next 5 years will strengthen the effectiveness of this strategy, engage more people in the arts leading to a healthier and happier community and a rise in Enfield's profile in the sector.
- 3.2 Following approval by the Cabinet Member for Leisure, Culture, Olympics 2012 & Voluntary Sector, the draft 'Creative Enfield' Strategy was put to public consultation for 12 weeks over the summer and autumn 2009. The consultation took the form of invitations to comment from all local MPs, all Members of the Council, Enfield Strategic Partnership, English Heritage, national and all local heritage amenity societies, the Government Office for London, the Greater London Authority, Heritage Lottery Fund (HLF), and Arts Council England and it was signposted to the voluntary sector. In addition a presentation was given to the Council's Conservation Advisory Group. The draft was posted on the Council's website, a formal public notice was published in the local press and a press release was issued inviting the public to respond. Hard copies of the Strategy were placed with Environment Direct at the Civic Centre and with each public library.
- 3.3 The comments received have been many and from organisations as diverse as Enfield Community Empowerment Network(ECEN), Enfield Voluntary Action(EVA), International Voices of Enfield, members of the Leisure and Cultural Partnership, private sector cultural providers, ChickenShed, teachers, young people, Metropolitan Police, The Enfield Society, Enfield Over 50s Forum, School Governor's Forum, Edmonton Partnership Initiative, Arts Council England, UK Film Council, individual artists; Council departments and service teams etc. The responses to the strategy have been broadly supportive and in many cases respondents have been demanding more work in this sector. Comments have ranged from ideas about a schools primary music festival, more gallery spaces for the borough, a Museum for Enfield Town, more and more diverse events, more marketing and support for the amateur sector, more affordable rehearsal and studio spaces, more partnership working for film, more work with families, partnership work with the Police, develop the culture

offer to schools, development of the public realm through Public Art and design, increased use of existing community spaces for the arts, development of town centres day and night economy, and investigate creative clusters to encourage creative businesses to trade together etc.

- 3.4 Many of the comments related to use of space and venues for the arts. The Council's capital programme has in train a number of initiatives that seek to address this identified need. This strategy has served to engage partners, funders, and local organisations and individuals in a discussion about the Council's planned improvements to the infrastructure to support the arts and creative industries. Taking into account the comments received, whilst there is still much to do, there was strong support and recognition for the Council's plans for improvements at Millfield Arts Centre (Edmonton), Forty Hall (Enfield North), the Dugdale Centre (Enfield Town), new partnership working with ChickenShed (Southgate), and building the arts and creative industries into the Building Schools for the Future(BSF) programme. The draft 'Creative Enfield' is a way forward for the whole of the arts and creative industries sector in Enfield now and until 2013 providing a structured approach to developing the sector and to ensuring a legacy post 2012.
- 3.5 The draft 'Creative Enfield' Strategy will make a significant contribution to the Children and Young People's Plan, Place Shaping Strategy, and the Sustainable Community Strategy in particular.
- 3.6 If approved, the Creative Enfield Strategy will be attached to the statutory plan (the LDF) as part of its evidence base and the Enfield Design Guide Supplementary Planning Document. It will also become part of the suite of Council cultural strategies, (Heritage Strategy, Olympic Strategy; and the Sport and Recreation Strategy – Everybody Active; Parks and Open Spaces Strategy,). The public consultation will strengthen the weight that can be given to the 'Creative Enfield' Strategy through the planning system and within policy setting within the Council.
- 3.7 The Strategy contains 5 Aims and 16 Key Priorities over the period 2009-13 which will be delivered in partnership between Council departments; with funding bodies, regional and strategic organisations such as the GLA and London Councils, and with the voluntary, amateur, private sector organisations and individuals, schools and education providers, who all make up the richly diverse map of 'Creative Enfield'.

4. REASONS FOR RECOMMENDATION

- 4.1 The 'Creative Enfield' Strategy will allow better management and prioritisation of resources to help ensure the Council improves its effectiveness in the field and boosts public confidence.
- 4.2 The 'Creative Enfield' Strategy will provide the framework from which partnership working in the sector can be progressed over the period of the strategy. Furthermore, within the context of the current recession, joint working will be key to the delivery of the strategy. In addition, the strategy has served to

raise the profile of the work of the sector regionally and promoted the quality and range of that work. The strategy will facilitate access to funding and to new initiatives such as the 'Community Levy' by providing a basis for decisions to be made and partnerships to grow. Engagement with residents and with the press locally during the public consultation period has heightened interest in participating the arts and creative industries and shown the work of the sector.

- 4.3 Public consultation has strengthened the Strategy in its roles as a delivery mechanism for the Sustainable Community Strategy, the Children and Young Peoples Plan, to support Place Shaping Policy, as part of the LDF, and within the suite of Cultural Strategies, and as a policy making tool for the Council.

5. ALTERNATIVE OPTIONS CONSIDERED

There are none that will satisfy the above objectives.

6. DIRECTOR OF FINANCE & CORPORATE RESOURCES COMMENTS

6.1 Finance Implications

Approving the Enfield Heritage Strategy will not of itself lead to any additional costs. Projects coming forward for approval at a later stage will be the subject of individual reports and any associated financial implications will be considered at that time. These will include any options to work with partners to share costs and to lever in external funding.

The Action plan can be delivered with no increase in Council funding but the fact that we have a strategy and an action plan means that we will be able to demonstrate to partners and funders or aims and objectives, it is hoped that this will help unlock partner funding for use in the Borough

6.2 Legal Implications

Implementation of this Action Plan will enhance Community Wellbeing and be pursuant the Council's powers under s 2 Local Government Act 2000 ie the power to do anything likely to improve the economic, social and environmental well being of persons resident or present within it's area

6.3 Property Implications

The draft strategy proposes multiple use of existing spaces, use of empty shop and business premises, and seeks to identify areas for creative clusters in a number of town centres. The strategy will have implications for partnership developments to open up use of underused property for temporary, short, medium or long term use for artists and creative businesses. The strategy is based on a partnership approach within the context of the recession and will assist the Council is unlocking public and private sector funding and to assist in taking advantage of new initiatives such as the 'Community Levy'. The resource implications of any partnership and external funding for the future management and maintenance of any building or asset will be considered and reported at that time.

6.4 Key Risks

Failure to approve a 'Creative Enfield' Strategy will put at risk the opportunities for partnership working and funding bids discussed in the strategy. The extensive consultation with stakeholders and including residents has brought forward many new ideas and commitment to work together on an agreed direction of travel. Approval of the amended Strategy which incorporates public comments will demonstrate the widespread public support that is essential for the documents credibility with potential partners, funders, and its role within the LDF, Place Shaping and the suite of Cultural Strategies.

7. PERFORMANCE MANAGEMENT IMPLICATIONS

The 'Creative Enfield' Strategy, once approved, will allow better decision-making to ensure resources are prioritised and allocated across the sector and across the Council. It also contributes and supports the wider objectives set out in the Council's Business and Improvement Plan by linking into Aim 2, Aim 5 and Aim 6 of the Council's key aims and Objectives.

8. COMMUNITY IMPLICATIONS

Enfield's Arts and Creative Industries sector is of growing importance to local people in terms of health living, learning, enterprise, creativity, community cohesion, celebration and sharing of diversity, safer stronger communities, and because the arts are part of individualism as well as our sense of community and belonging. The strategy addresses the borough's need to reduce the impact of the recession and to engagement people in positive activities from early years to older age. Once approved, the 'Creative Enfield' Strategy will improve the Council's effectiveness in bringing communities together and to sustain our community. The strategy will also make a significant contribution to residents' perceptions of Enfield as a good place to live, bring up a family, visit, work, and study thereby contributing to Place Shaping and the Sustainable Community Strategies.

9. PUTTING ENFIELD FIRST

- 9.1 The arts and creativity industries sector, amateur activities, the voluntary community sector, and the Council's Cultural Services team, contribute to all of the Council's strategic aims and direction of travel through the work of key cultural venues; the development of cultural programmes; arts, creative industries, and heritage initiatives.

Specifically the sector contributes to the Council's Business and Improvement Plan 2008-11 through:-

Aim 1: Build prosperous, sustainable communities.

Aim 3: Ensure every child matters and provide high quality education for all.

Background Papers

Appendix A – "Creative Enfield" borough-wide strategy for Arts and Creativity 2009-13 (Draft)

Appendix B – "Creative Enfield" borough-wide strategy for Arts and Creativity 2009-2011 (Draft)

