

FBC – Revenue Growth Bid 2016/17

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Scheme Title: Arts Development Officer

Description of Scheme:

Background

Starting in September 2013 the Community Focus Scrutiny Committee undertook a review of the Council's Arts Service particularly focussing on the Council's Art Collection.

Following a long and detailed review of the Council's Art Collection, several recommendations were made.

At the Community Focus Scrutiny Committee of 4th December 2014 the committee resolved –

1.5 To explore the feasibility/options available to appoint a part time dedicated Arts Development Officer who would be responsible for management of the Arts Collection as part of a wider arts development role and to secure external funding for projects at a level, which exceeds the cost of the post.

Cabinet on 14th January 2015 resolved -

1. To note the progress made with the recommendations

2. To involve the appointed Arts Service Task and Finish group at key stages in the process.

In reaching its decision, Cabinet considered the details set out in the report before it and at the meeting and RESOLVED to approve the recommendations made by the Community Focus Scrutiny Committee at its meeting held on 4 December 2014.

In addition, the interest and recognition within the community of what the Arts and Creative Industries can bring to people's everyday lives and Local Business's. With the creation of the Lytham Arts Partnership who initially established within Lytham to pull together all the events and create the Lytham Festival who are, now looking to develop a wider, remit across the whole of the Fylde Coast. The establishment of St Anne's music and arts festival and numerous arts council funded projects. The Council's ambition to deliver a joined up coastal strategy including replacement sea defences, its support for Lowther Pavilion, Lytham Hall and engagement with rural arts and craft businesses and communities all support the creation of a full time role.

Detailed Proposal

Following this recommendation and in consultation with Lancashire County Council's Arts Development manager two options have been developed –

Option One

The engagement of a part time arts development officer to solely manage and maintain the Lytham St Anne's Art Collection. The main duties and responsibilities of this post are as follows –

- Act as lead officer and manage the collection on a day-to-day basis.
- Chair and administer the Arts Working Group.
- Develop and deliver an Arts Development Policy.
- Oversee the management of the Haven Road Gallery including assisting the Arts Working group to stage up to 7 exhibitions per year.
- Actively market and promote the collection.
- Increase public appreciation and access to the collection.
- Further develop the restoration and preservation of the collection.
- Secure external funding to restore, further develop and exhibit the collection to a wide range of audiences.

The capacity of a part time post would enable the proactive management of the Lytham St Anne's Art Collection, it would be very difficult for the post holder to deliver a wider art function across the borough and secure external

funding however arts funding opportunities around the collection are limited to small bids to restore specific pieces, increase appreciation of the collection and deliver specific programmes aimed at certain audiences.

Option Two

The engagement of a full time Arts Development Officer would enable the post holder to take on a wider role in terms of the arts and creative industry offer across the Borough.

The main duties and responsibilities could be-

- Develop partnerships across Fylde to ensure a co-ordinated approach to sustaining and growing the arts infrastructure and artistic developments within the borough.
- Develop communication plans with partners to maximise the impact made by joint arts initiatives and demonstrate the contribution they make to wider arts and cultural planning.
- Identify and develop opportunities for commissioning creative activities and plan the councils approach to these.
- Oversee the management and delivery of commissioned arts activities, including the management of external posts such as freelance project managers, consultants and organisations on key initiatives as requested.
- Act as the lead officer for developing Art and Creative projects for development purposes, grant applications, commissions and project delivery.
- Provide advice and information to a range of organisations on the development of creative projects, including applications for grant aid.
- Investigate and raise new sources of funding for Fylde-led and partnership projects, where appropriate, and ensure effective reporting structures are in place for externally funded projects.
- Advise on, assess and produce appropriate correspondence and reports including committee reports, artist and projects briefs and contracts.
- Represent Fylde Council at external meetings as required, including chairing the Arts Working Group, Borough wide Arts Forums as well as regional and national Arts bodies.
- Work closely in liaison with the council's partners in managing and developing arts and creative projects.
- Promote equality of opportunity and valuing diversity within the service;
- To assist with the delivery of major events.

The creation of a full time permanent role would enable the post holder to deliver a wider remit with the opportunity to secure external funding across a number of facilities and schemes across the borough. Due to the current economic crisis external funding is getting harder to secure, the post holder will be able to work with partners, develop projects and secure external funding however, it is unlikely that the post could be underwritten by external funding.

Outputs (i.e. details of what the investment will specifically deliver):

Option One

- Proactive management of the Councils art collection
- Increase public access to the collection
- Improve the condition and content of the collection
- Secure external funding to restore, further develop and exhibit the collection

Option Two

- All of option one plus...
- Deliver wider Arts and Creative Industry Offer across the Borough
- Assist with event delivery
- Work with the Lytham Arts Partnership to develop a delivery mechanism to support the Arts and Creative Industries
- Work with partners like Lytham Hall and Lowther Pavilion to develop and sustain the Heritage and Leisure and Tourism assets and to assist with the delivery of the Coastal Strategy
- Arts input to public realm schemes like replacement hard sea defences.
- Secure external funding from organisation like Arts Council, Coastal Communities fund.
- Work to support, develop and sustain the artists within the Borough

Outcomes (i.e. details of the broader benefits achieved by the investment, for example community or environmental benefit, health and safety compliance, or statutory obligations):

Option 1

Community Benefits it will enable the Lytham St Anne's Art Collection to be more available for the community to enjoy appreciate and become involved with. Will ensure that the collection is preserved and available for future generations.

Option 2

Environmental Benefits it will enable public art to be included within public realm schemes across the borough and will enable public art opportunities to be included within the replacement sea defence scheme.

Community Benefits wider art and creative industries offer will enhance peoples everyday lives in terms of creating a more vibrant environment for residents and tourists through public art, arts festivals and events and it will allow the community to become more involved with arts projects.

Economy it will improve the local economy through attracting additional visitors to the area and it will assist the sustainability and regeneration of the heritage, tourism and leisure assets across the borough.

Contribution to corporate objectives (i.e. how does the project achieve or help deliver priorities within the corporate plan):

Place - New coastal defences that protect communities and provide an improved public realm/recreational Resource.

People - Strong partnership working with other service providers across the community.
- Active community, volunteer and friends groups throughout the borough.

Prosperity - Vibrant urban and rural communities that offer diverse employment opportunities
- Effective public and private partnership working across the Fylde Coast
- A vibrant and growing tourism sector

Performance - Value for money achieved from quality service delivery
- High levels of satisfaction with the Council's performance

Budget Resource Requirements

Breakdown of initial capital costs and future revenue implications

Estimated Total Capital costs of bid (£000's): £ Nil

Annual additional Revenue costs arising from the bid (£000's): £
£

Value and phasing of bid: Option 1 £15,000 per annum ongoing revenue commitment
Option 2 £31,000 per annum ongoing revenue commitment

Option 1 – Part time Arts Development Officer (18.5 hours per week)				
2016/17	2017/18	2018/19	2019/20	2020/21 Onwards
£14,497	£14,652	£14,810	£14,970	£14,970 plus annual pay award for 2020/21 onwards & any employer's NI & Superannuation payment increases
Option 2 – Full time Arts Development Officer (37 hours per week)				
2016/17	2017/18	2018/19	2019/20	2020/21 Onwards
£30,106	£30,418	£30,733	£31,051	£31,051 plus annual pay award for 2020/21 onwards & any employer's NI & Superannuation payment increases
Estimated timescales for the bid:				
Start Date April 2016			Completion Date Ongoing revenue Commitment	