

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 77

Brighton & Hove City Council

Subject:	<i>Art Up Interregs project bid</i>		
Date of Meeting:	6 March 2012		
Report of:	<i>David Murray, Strategic Director for Communities</i>		
Contact Officer:	Name:	Sally McMahon	Tel: 29-6963
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Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Brighton & Hove City Council is a partner in the Interreg IVa Art Up bid. The project is led by Care Co-operatives Ltd and involves 9 partners from England and France. The project aims to involve young children, young adults and disabled people in developing confidence and skills via a series of collaborative artistic and cultural projects and events.
- 1.2 This report seeks approval and endorsement for the submission of the Interreg IVA Art Up bid.

2. RECOMMENDATIONS:

- 2.1 To approve and endorse Brighton & Hove City Library Services' participation in the Interreg IVa Art Up bid.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

- 3.1 Interreg IVa is an EU funding programme that supports cross-border cooperation projects between neighbouring regions, across a range of themes including: economic development, social cohesion, culture, and the environment. Interreg funds up to 50% of eligible project costs, and projects require at least two partner organisations from a minimum of two eligible EU countries. Brighton & Hove is eligible under two programmes: '2 Seas' involving parts of the UK, France, Belgium (Flanders) and the Netherlands; and 'France (Channel)–England'.

- 3.2 Interreg IVa is a priority funding stream for the city council and city partners, as set out in the corporate International Strategy. In the current economic climate, and following the reduction of national and regional bidding opportunities, this EU funding programme has become increasingly important as a source of external funding. The July 2011 deadline saw a record number of local bids submitted, including five Brighton & Hove City Council bids. Given the increased Interreg IVa bidding activity, reports on individual Interreg IVa bids are to be taken to the relevant Cabinet Member Meeting (CMM) for formal sign-off.
- 3.3 The broad principles of the project have been in discussion for a long time but only recently was it proposed and agreed that it combine two previous project proposals- 'Open Book' and 'Open Art' into one project- 'Art Up'
- 3.4 It was only possible to meet the lead partners in late January to negotiate and finalise project details to enable the combined project to go ahead. This has resulted in a lot of work having to be done to meet very tight deadlines to have the opportunity to be part of a major and innovative programme.
- 3.5 The Art Up bid has recently been completed and is due for submission February 13 2012. If the bid is successful the project will be delivered from September 2012 to June 2015.
- 3.6 The total value of the overall project bid for the nine partners is £1,300,000. The total maximum value of the bid to the council is £91,000. In order to meet the conditions of the Interreg bidding process, each partner is required to match fund 50% of their requested bid. This match funding has been identified principally from existing staffing resources.
- 3.7 The project will involve children young people and disabled people in delivering a range of interactive artistic, cultural and reading outcomes and events closely linked to ICT and social media.
- 3.8 There will be live streaming of events using the Internet and a 'talking heads' video diary production to demonstrate the value of arts in promoting cultural understanding, social inclusion, a sense of European citizenship and improving the prospects of employment in the creative sector.
- 3.9 It will deliver four main artistic events held to coincide where possible with local festivals/cultural events in Brighton, Amiens and Abbeville.
- 3.10 It will deliver the creation of a cross cultural book on stories and legends created by children in England and France with print and electronic versions produced.
- 3.11 In facilitating creation of the book, Brighton & Hove Libraries will further develop partnerships with schools, youth and disability organisations, local publishers, authors, illustrators and story tellers and link this to ongoing stock and web development activities.
- 3.12 Broader outcomes will include:
 - Developing the skills of young and disabled artists and promote the value of art and culture as a meaningful occupation and as a potential career

- Raising awareness of the target audiences' challenges of accessing existing services and events, thereby developing further confidence and skills to deliver more inclusive services

4. CONSULTATION

- 4.1 No public consultation was required in the preparation of these bids but if successful Brighton & Hove City Council Libraries will work with a wide range of audiences, local communities and partners to shape and deliver the project.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

The total value of the Art Up Interreg IVa bid is £1.3m with 50% match funding being requested from the European Regional Development Fund (ERDF). Each of the 9 partners are required to match fund 50% of their requested budget.

The total bid for Brighton and Hove City Council is £91k over the term of the project therefore match funding of £45.5k is required. This has been identified from existing resources included in the draft 2012/13 budget strategy and would need to be taken into account in future years budget strategies. It is anticipated there would be no additional costs to the Authority but it does commit resources for the duration of the project. Care must be taken to ensure that no long term commitments or contractual arrangements are entered into that would commit the Authority to extra expenditure after the ERDF funding ceases.

Finance Officer Consulted: Michelle Herrington Date 06/02/12

5.2 Legal Implications:

Participation in these projects is within the Council's powers. If the Bid is approved, the Lead Partner will sign a funding contract with the funding body, and will be legally accountable for the funds drawn down. Prior to any funds being drawn down, the Council will be required to sign an agreement with the Lead Partner and the other parties involved in the project, setting out the details of the relationship between the various parties, and confirming the contribution to the projects which the individual parties will make. Once the partnership agreement has been signed, the Council will be legally obliged to comply with its terms.

Lawyer Consulted: Bob Bruce Date: 06/02/12

5.3 Equalities Implications:

This project has a strong emphasis on social inclusion with particular target groups including disabled people and vulnerable young people. Community engagement will be key to delivering the project involving further developing a wide range of existing partnerships and developing

new ones. The participative and interactive nature of the project's events and activities will make it accessible to a wide range of people.

5.4 Sustainability Implications:

There are no sustainability implications.

5.5 Crime & Disorder Implications:

There are no crime and disorder implications.

5.6 Risk and Opportunity Management Implications:

There are no risk and opportunity implications.

5.7 Corporate / Citywide Implications:

Interreg IVa is a priority funding stream for the city council and city partners, as set out in the corporate International Strategy.

5.8 Public Health and Wellbeing Implications:

Research has shown that participation in cultural and art activity can have a positive impact on the health and well being of young people.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

None considered.

7. REASONS FOR REPORT RECOMMENDATIONS

To enable Brighton & Hove City Council Libraries to deliver an accessible, inclusive, and innovative artistic cultural programme across the city.

SUPPORTING DOCUMENTATION

1. **Appendices:** None

2. **Background Documents:** None