

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 41

Brighton & Hove City
Council

Subject:	Royal Pavilion & Museums' Interreg IVa bids		
Date of Meeting:	Tuesday 6th December		
Report of:	<i>David Murray, Strategic Director of Communities</i>		
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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, in principle and pending funding agreement, a partner in three Interreg IVa projects via Royal Pavilion & Museums. These are : 'Artistic Visions of the Channel and North Sea', 'Great War between the lines', and 'Out of the blue - Woad: heritage and creativity' (see Appendix 1 for further details)
- 1.2 This report seeks endorsement of BHCC participation in the above three Interreg IVa bids, should the applications for EU funding be successful.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member for Culture, Recreation and Tourism endorses city council to proceed with the Interreg IVa projects 'Artistic Visions of the Channel and North Sea', 'Great War between the lines', and 'Out of the blue - Woad: heritage and creativity' should the bids be successful.

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 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. In future, CMM approval will be sought at an earlier stage of bid development. Two bids were already in appraisal, and one due for imminent submission, when the additional CMM sign-off process was established.

Two of the projects – 'Artistic Visions of the Channel' and 'North Sea Great War between the lines' - were submitted to the last deadline of the Interreg IVa 2 Seas programme on 8 July 2011, and are currently under appraisal. Feedback on project approvals is expected at the end of November 2011. 'Out of the blue - Woad: heritage and creativity' was submitted to the last deadline of the Interreg IVa France (Channel) - England programme on 17 October 2011, and is currently under appraisal. Feedback on project approvals is expected in early 2012.

- 3.3 The three projects will enable the city council's RPM to offer programmes of exhibition, learning and community engagement across a number of sites, as well as establishing links with European partners and benefit from sharing best practice.

4. CONSULTATION

- 4.1 No public consultation was required in the preparation of these bids. However, if successful, Royal Pavilion & Museums will work with audiences and local communities to shape their projects.

5. FINANCIAL & OTHER IMPLICATIONS:

The total value of the 3 Interreg IVa bids included in this report is £11.2m, with 50% matched funding requested from the European Regional Development Fund (ERDF).

In order to meet the conditions of the Interreg bidding process, each partner is required to match fund 50% of their requested bid. The total value of the Brighton and Hove City Council bids for these projects is £1.054m, as detailed below, with match funding totalling £0.527m. This match funding has been identified from existing staffing resources and is included in the draft 2012/13 budget strategy. It is anticipated that there would be no additional costs to the Authority but, if approved, would commit resources for the 3 year period of the projects and would need to be included in future years budget strategies.

Project	Gross Value £m	BHCC Total Bid £m	Match Funding £m
Artistic Visions of the Channel & North Sea	3.226	0.418	0.209
Great War Between The Lines	5.272	0.368	0.184
Out of the blue - Woad	2.706	0.268	0.134
Totals	11.204	1.054	0.527

value of each bid, together with the value of this Authority's bid and the match funding identified is given below:

The gross

Finance Officer Consulted: Michelle Herrington

Date: 21 Nov 2011

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: Jill Whittaker

Date: 07/11/11

5.3 Equalities Implications:

Each of the projects includes community engagement work, to reach diverse communities in Brighton & Hove. 'Out of the blue - Woad: heritage and creativity' has a strong emphasis on social inclusion. There will be volunteering opportunities linked to all three projects, which will be offered to a broad spectrum of participants, often targeted groups.

5.4 Sustainability Implications:

None specifically.

5.5 Crime & Disorder Implications:

None specifically.

5.6 Risk and Opportunity Management Implications:

None specifically.

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.

The projects support the achievement of Royal Pavilion & Museums' Forward Plan (2009-12) 2020 Community Strategy particularly in 'Promoting enterprise and learning (attracting tourists, increasing engagement in the arts, maintaining Brighton & Hove's position as a significant cultural leader regionally and locally, and the learning role of museums), and 'Strengthening communities & involving people' (working with residents in the development of new museum projects, and widening participation, especially to marginalised audiences).

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Royal Pavilion & Museums is active in seeking external support for its projects to supplement core budgets. The approach to Interreg IVa is one element of its fundraising strategy.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To enable Royal Pavilion & Museums to continue to build the excellence of its public offer, developed through engagement with visitors and hard-to-reach groups, to grow and diversify the audiences for its buildings and programmes, and create financial resilience and demonstrate social relevance.

SUPPORTING DOCUMENTATION

Appendices:

1. Further information on Royal Pavilion & Museums' Interreg IVa bids

Documents in Members' Rooms

1. None

Background Documents

1. None

Further information on Royal Pavilion & Museums' Interreg IVa bids

Project title: Artistic Visions of the Channel and North Sea

Project lead: Conseil Général du Pas-de-Calais

Project partners: Conseil Général du Pas-de-Calais, Ville de Boulogne, Ville de Calais, Cap Calais, Ville du Touquet, Fabrica (Brighton & Hove), Brighton & Hove City Council (Royal Pavilion & Museums), Gemeente Oostend, and Ville d'Étaples

Project aims: The project will create and develop a new cultural offer across a network of coastal art centres and museums by recognising and enhancing our common maritime art and heritage, past and present.

Project title: Great War between the lines

Project lead: Conseil Général du Pas-de-Calais

Project partners: Conseil Général du Pas-de-Calais, Agence du Développement et de Réservation touristique du Pas-de-Calais, Ville de Montreuil, Ville d'Étaples-sur-Mer, Département du Nord (Comité Département du Tourisme), Département de la Somme (Comité Département du Tourisme), Département de l'Aisne (Agence de Développement et de Réservation touristiques), Cambridgeshire County Council, Brighton & Hove City Council (Royal Pavilion & Museums), Provincie West Vlaanderen, Westtoer, and Provincie Antwerpen

Project aims: To commemorate the 100th anniversary of the Great War, organisations across the 2Seas area will work in partnership to share knowledge, materials and marketing to enhance the social and cultural legacy of WW1.

Project title: Out of the blue - Woad: heritage and creativity

Project lead: Amiens Métropole (Direction culture)

Project partners: Amiens Métropole (Direction culture, Musée de Picardie, Bibliothèques), Maison de la Culture d'Amiens, Lycée Edouard Branly d'Amiens, Fabrica (Brighton & Hove), Brighton & Hove City Council (Royal Pavilion & Museums), Care Co-ops/Eco Chateau (Brighton & Hove), University of Brighton

Project aims: This is a cross border project inspired by woad as an industrial material and trade item, its colour blue and the economic, cultural and social heritage associated with it. Drawing on artefacts and know-how from the past the project will articulate woad's human story and explore it as a catalyst for current and future creativity.

All of the projects will enable Royal Pavilion & Museums to offer in, various combinations, a range of public engagement activities across a number of its sites. These will help both consolidate, and build, audiences for its buildings and programmes and will include:

- Temporary exhibitions at Brighton Museum & Art Gallery, the Royal Pavilion (Prince Regent Gallery) and Hove Museum & Art Gallery
- Community engagement programmes
- Learning programmes for early years, children and families, schools and adults
- On-line presentation of museum objects and images relating to project theme with new interpretation
- RPM press and marketing, including social media
- VisitBrighton press and marketing, including international media ('Artistic Visions of the Channel' and 'North Sea Great War between the lines' projects only)

Royal Pavilion & Museums will build valuable links with European partners, benefiting from sharing best practise, research and audiences. It will work particularly closely with Brighton partners: with Fabrica on two of the projects (developing joint programming and possibly marketing), and the University of Brighton and Care Co-ops on 'Out of the blue - Woad: heritage and creativity'.