

SHEFFIELD CITY COUNCIL

POLICY COMMITTEE DECISION RECORD

The following decisions were taken on Wednesday 13 September 2023 by the Economic Development and Skills Policy Committee.

Item No

9. SHARED PROSPERITY FUND APPLICATION (VISITOR ECONOMY AND CULTURE) YEARS 2 & 3

9.1 The report seeks approval of the commissioning strategy, as outlined in this report. This is to operationalise the programme of activity required to further build Sheffield's reputation as a distinctive and diverse cultural destination, subject to the Shared Prosperity Fund (SPF) funding being confirmed by South Yorkshire Mayoral Combined Authority (SY MCA).

9.2 **RESOLVED UNANIMOUSLY:** That Economic Development and Skills Policy Committee:-

Approve the commissioning strategy for up to £538,105, as outlined in this report and to operationalise the programme of activity detailed below, subject to the SPF funding being confirmed by SY MCA to:

- Support international and community elements of 3 strategic events - £60K (Year 2)
- Augmented Reality Look Up Project- £20K (Year 2)
- Brand campaign and content creation - £100K (Years 2 & 3)
- Media event and hosting- £20K (Years 2)
- Support Staff - £116k (Years 2 & 3)
- Cultural Events Programme - £191k (Year 3)
- Accessibility information linked to visitor economy/cultural provision - £30k (Year 3)

9.3 **Reasons for Decision**

9.3.1 Shared Prosperity Fund years 2 & 3 funding provides a valuable opportunity to channel welcome additional resources into culture and city marketing, to give benefits to the visitor economy, wellbeing, cohesion and city reputation.

9.3.2 The proposed activities set out above are based on tried and tested methodologies including the previous Arts Council England-funded Cultural Destinations programme 2016-18 (Lush Spectra, Strong Language, Mausoleum of the Giants) and learning from the year 1 SPF. We want to embed innovative and diverse cultural activity and city promotion into the city's calendar, and SPF years 2 & 3 will allow this to happen at transformative scale.

9.4 **Alternatives Considered and Rejected**

9.4.1 **Alternative option 1 – SPF funding only applied to city marketing.**

SPF years 2 & 3 funding could be applied just to city marketing, without a culture strand

being supported. However, this would mean that an opportunity to help support the sector, grow the city's reputation, give reasons to visit and engage with wider audiences would be missed.

9.4.2 **Alternative option 2 – Not applying for further funding.**

We could choose not to apply for Arts Council Place Partnerships funding, using SPF Year 3 as match. However, this would mean losing out on the potential to grow our resources for the city and arts sector and will mean that activity can take place during a second year, if successful.