



Report to Policy Committee

Author/Lead Officer of Report:
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Report of: *Kate Martin, Executive Director of City Futures*

Report to: *Economic Development and Skills Policy Committee*

Date of Decision: *15 June 2023*

Subject: Proposed use of cultural Shared Prosperity Funding in Years 2 and 3- Culture and Visitor Economy.

Has an Equality Impact Assessment (EIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, what EIA reference number has it been given? EIA 2110				
Has appropriate consultation taken place?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Does the report contain confidential or exempt information?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>

Purpose of Report:

Economic Development, Skills and Culture successfully bid for UK Shared Prosperity Fund (UKSPF) Year 1 funding for 'Sheffield Culture Showcase', a £361,000 programme of events, city promotion and small grants.

The Council are now applying for Year 2 and 3 UKSPF funding from South Yorkshire Mayoral Combined Authority (SYMCA) to create a programme to further build Sheffield's reputation as a distinctive, diverse, cultural, city break destination.

This report seeks Members approval in relation to the proposed scope of the developing bid.

Recommendations:

It is recommended that the Economic, Development and Skills Policy Committee:

- *Agree the proposed scope of the Year 2 and 3 UK Shared Prosperity Fund cultural destinations bid, including submission of Place Pilot bid to Arts Council.*

Background Papers:

UK Shared Prosperity Fund, Economic Development and Skills Policy Committee, 21st June 2022

UK Shared Prosperity Fund, Finance Sub Committee, 7th November 2022

In November 2022 Finance Sub-Committee approved that Sheffield City Council should act as Accountable Body for the UK Shared Prosperity Fund for activity within Sheffield and South Yorkshire (where necessary) and authorised the Council to enter into funding agreements with the SYMCA to accept grants associated with UKSPF.

Lead Officer to complete:-						
1	<table border="1"> <tr> <td rowspan="4">I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.</td> <td>Finance: Liz Gough</td> </tr> <tr> <td>Legal: Gemma Day</td> </tr> <tr> <td>Equalities & Consultation: Ed Sexton</td> </tr> <tr> <td>Climate: Jessica Rick</td> </tr> </table>	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: Liz Gough	Legal: Gemma Day	Equalities & Consultation: Ed Sexton	Climate: Jessica Rick
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	Climate: Jessica Rick					
	<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>					
2	<table border="1"> <tr> <td>EMT member who approved submission:</td> <td>Kate Martin</td> </tr> </table>	EMT member who approved submission:	Kate Martin			
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3	<table border="1"> <tr> <td>Committee Chair consulted:</td> <td>Cllr Martin Smith</td> </tr> </table>	Committee Chair consulted:	Cllr Martin Smith			
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4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.					

Lead Officer Name: <i>Diana Buckley</i> <i>Rebecca Maddox</i> <i>Emma France</i>	Job Title: <i>Director of Economy, Skills and Culture</i> <i>Head of Business Development (Culture)</i> <i>Service Manager / Marketing Manager Business Tourism and Trade</i>
Date: 01/06/2023	

1. PROPOSAL

1.1 Economic Development, Skills and Culture (EDS) successfully bid for UKSPF Year 1 funding for 'Sheffield Culture Showcase', a £361,000 programme of events, city promotion and small grants.

1.1.2 We are now applying for Year 2 and 3 UKSPF funding from South Yorkshire Mayoral Combined Authority (SYMCA) to create a programme to further build Sheffield's reputation as a distinctive, diverse, city breaks, cultural destination.

1.2 Background

1.2.1 The UKSPF is the Government's major economic development fund, replacing EU Structural and Investment Funds (ESIF) and aims to contribute to the "Levelling Up" agenda by providing financial assistance (largely revenue) to boost productivity, tackle geographical inequalities and improve life chances, especially in deprived areas. The financial restrictions for the funding are limited to the priorities outlined in the UKSPF Investment Plan.

1.2.2 The SPF has three Investment Priorities and will operate over the next three years. The Investment Priorities and their objectives are:

- Communities and Place
- Local Business Support
- People and Skills

1.2.3 The SYMCA acting as the lead body for the UKSPF in South Yorkshire submitted an Investment Plan to Government in August 2022. The core themes of the plan were:

- Supporting communities to address cost of living and pandemic recovery
- Promoting the cultural and visitor economy
- Providing a broad and inclusive "total business support" offer
- Stimulating enterprise and growth
- Accelerating R&D and innovation
- Building pathways to participation and accessing benefits of being economically active
- Promoting a skills-driven green economy

As such the South Yorkshire UKSPF will:

- Contribute to the Council's response to the Cost of Living crisis, support recovery post pandemic and encourage engagement and participation of some of our most vulnerable communities.

- Support the cultural and visitor economy.
- Replace EU funding to support South Yorkshire regional programmes in respect of Business Support and Skills development.

South Yorkshire used to receive c£25m of funding per year under ESIF funding whereas UKSPF funding is c£15m per year. In total £38.9m UKSPF has been allocated to South Yorkshire of which £32m is revenue and £7m capital. The notional allocations to Sheffield have been calculated as being £12.8m revenue and £2.7m capital.

- 1.2.4 Government approved the SY Investment Plan in December 2002 and since then SYMCA has approved activity for years 1 and 2 for the Communities and Place and Business Support priorities.
- 1.2.5 In November 2022 Finance Sub-Committee approved that Sheffield City Council should act as Accountable Body for the UK Shared Prosperity Fund for activity within Sheffield and South Yorkshire (where necessary) and authorised the Council to enter into funding agreements with the SYMCA to accept grants associated with UKSPF.
- 1.2.6 It was agreed to delegate authority to the Executive Director, City Futures in consultation with the Director of Finance and Commercial Services, Co-Chairs, grant agreements of up to £250,000.

1.3 **Promoting a Cultural and Visitor Economy – within Communities Theme**

This report is proposing to bid for £538,000 from the UKSPF over two years to develop and enhance the Year 1 'Sheffield Culture Showcase'.

- 1.4 The programme will run until March 2025.

Key elements of the Year 2 and 3 programme will include:

1. A **cultural events programme** showcasing the city's diversity and authenticity, to bring regional and national visitors, increase footfall and vibrancy, and benefit local creatives.

The events programme will be developed in consultation with the cultural sector, Marketing Sheffield, the culture consortium and the culture collective. The programme will be crafted to engage a range of local and national audiences; to celebrate Sheffield's creativity and uniqueness; to foreground inclusivity; and give the city more reasons to promote ourselves.

By crafting a cultural destinations programme along these lines, we have the opportunity to apply for Arts Council England 'Place Partnerships' Funding, for match funding. If successful, this will be used to further enhance the programme, creating an even more attractive offer for visitors and local residents, and providing further opportunities for Sheffield creatives.

2. Audience Development through a **city marketing campaign** and engagement activity to maximise the profile, impact and value of the events programme.

City marketing is essential to ensure that our events programme is effectively and widely publicised, to attract new audiences from within and outside the City and to enhance the external city narrative. There is huge opportunity to grow Sheffield's reputation as a cultural destination, especially post-covid.

3. **Continuing support for specific Year 1 activities** (Climbing at the Sky's Edge, Look Up) where possible to develop their impact and longevity.

Our successful UKSPF Year 1 bid has allowed us to expand the cutting-edge Augmented Reality 'Look Up' installation in the city centre. By applying for Year 2 and 3 funding to further kickstart our partnership working with business, we can refresh and develop the trail, maximising its long-term impact and bringing more people to explore the city centre.

Climbing at the Sky's Edge

September 2023 will see Europe's largest Grade II listed building, Park Hill Flats, transformed into a 32-metre-high urban climbing wall for a festival of climbing and the outdoor city. We will review and explore if UKSPF Year 2 and 3 funding could lever in further funding to enable this to become a biennial fixture in the climbing calendar.

4. **Staffing support** to allow effective delivery.

This significant delivery programme – which may be doubled in size through Arts Council England (ACE) match funding – requires additional capacity and expertise for effective delivery. It is proposed that up to two temporary posts are supported within the funding, to work alongside the current staff teams.

2. HOW DOES THIS DECISION CONTRIBUTE?

- 2.1 The Shared Prosperity Fund Prospectus outlines the investment priorities and SYMCA's Investment Plan sets out the programme themes in line with the Employment and Skills priorities outlined in the Mayoral Manifesto and the Strategic Economic Plan.
 - Support to maximise economic activity, including targeted employment support for economically inactive residents.
 - Targeted support for individuals with specific barriers to labour market entry, which may be multiple and/or complex, to include cohorts including young people, ex-offenders, the care experienced, people with learning difficulties, homeless people, ethnic minorities etc

- Support to develop green skills provision to generate and provide access to low-carbon employment opportunities as part of a drive towards Net Zero and a clean, inclusive economy for South Yorkshire
- 2.2 The activity will directly contribute to the priorities outlined for Sheffield in the Council’s 2022/23 Delivery Plan and Future Planning as follows.
- Clean Economic growth – to develop and promote an innovative and creative economy thriving businesses and good jobs.
- 2.3 The activity will directly contribute to the priorities outlined for Sheffield in the Council’s Business Recovery Plan- stimulating demand in the local economy, stimulate investment in culture to help rebuild confidence and visitor numbers.
- 2.4 UKSPF Year 2 and 3 funding is a timely strategic opportunity to use events and cultural programming to continue post-covid recovery; celebrate and support our cultural sector; elevate the city’s cultural reputation; provide reasons to visit for domestic tourists; increase city centre footfall.
- 2.5 Applying for this funding gives us the opportunity to apply for significant Arts Council England match funding to create an even more substantial programme.

3. HAS THERE BEEN ANY CONSULTATION?

- 3.1 Public consultation is not required at this stage. However, the Sheffield Culture Consortium and Sheffield Culture Collective are aware of and fully supportive of these plans and will play a key role in the ACE Place Partnerships bid.

4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

4.1 Equality Implications

- 4.1.1 This programme will be designed with equalities as a key consideration.
- 4.1.2 The cultural events programme will seek out and showcase the diversity of Sheffield’s creatives, to provide profile and economic benefit to artists, to attract wider audiences, and to celebrate Sheffield as a city of many cultures.
- 4.1.3 City Marketing will take place using high standards of accessibility and representation.
- 4.1.4 Access considerations are being built into Look Up and Climbing at the Sky’s Edge, and learning from Year 1 will be built into future events supported by UKSPF Year 2 and 3.
- 4.1.5 Recruitment for additional staff will follow Council best practice for

equality and diversity, with applications sought from under-represented communities.

4.2 Financial and Commercial Implications

- 4.2.1 At this stage, there are no financial implications. This report is requesting endorsement for an application for external funding from SYMCA, which if successfully achieved, will bring additional resource into the Council. Future budgets will be designed and managed to ensure no core financial support is required.

In November 2022 Finance Sub-Committee approved that Sheffield City Council should act as Accountable Body for the UK Shared Prosperity Fund for activity within Sheffield and South Yorkshire (where necessary) and authorised the Council to enter into funding agreements with the SYMCA to accept grants associated with UKSPF. If formal decisions are needed, we will action.

4.3 Legal Implications

- 4.3.1 The Council has a general power under Section 1 of the Localism Act 2011 to do anything that an individual may generally do provided it is not prohibited by other legislation and the power is exercised in accordance with the limitations specified in the Act which enables the Council to apply to the UKSPF for Year 2 and 3 funding.
- 4.3.2 If the Council are successful in being awarded funding, legal will review the grant funding agreement.

4.4 Climate Implications

- 4.4.1 Climate implications, including thoughtful resource use, minimising the use of plastic items; minimising unnecessary printing and encouraging public transport will be built into project design.
- 4.4.2 A number of Sheffield cultural organisations, inspired by the Theatres Green Book, are looking at how props and displays can be reduced, re-used or recycled. We will encourage all organisations and creatives involved in this project to work together to these principles.
- 4.4.3 Specific projects or events funded through the programme would do their own Climate Impact Assessment. We will request that event organisers adhere to Visit Britain sustainability guidance.

5. **ALTERNATIVE OPTIONS CONSIDERED**

- 5.1 Alternative options considered:
- The Council could decide not to apply for Year 2 and 3 UKSPF funding. This would shut down an opportunity for additional

resources which can provide city vibrancy, reasons to visit and support for Sheffield's cultural sector.

- We could not seek to leverage further funding, and not apply for Place Partnership Match Funding. This would have the advantage of enabling earlier delivery as the bid needs to be developed and submitted, but it would also considerably extend the impact and leverage of the SPF monies.

6. REASONS FOR RECOMMENDATIONS

- 6.1 UKSPF Year 2 and 3 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.
- 6.2 The proposed activities within the cultural destinations programme set out above are based on tried and tested methodologies including the previous ACE-funded Cultural Destinations programme 2016-18 (Lush Spectra, Strong Language, Mausoleum of the Giants) and the learning from Year 1 UKSPF. We want to embed innovative cultural activity into the city's calendar, and a two-year funding allocation following on from UKSPF Year 1 allows this to happen.

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