

## **BRIEFING NOTE FOR MANAGEMENT TEAM 6<sup>th</sup> February 2018**

### **Creative and Cultural Strategy for Tendring**

**Note prepared by: Gill Burden – Regeneration Projects Officer**

The Regeneration Team have met with various representatives from the Creative and Cultural funders to discuss ways to develop the sector in Tendring to create jobs and promote entrepreneurship.

Essex is a priority area for Arts Council England (ACE) due to a proportionally lower investment per head of population than other areas. The average investment by ACE in any given county is 99p per capita and in Essex it is just 33p per capita. In addition the Strategic Programme that ACE is currently delivering looks to support activities that address diversity including social deprivation which can be demonstrated in the district.

Whilst art and culture may be perceived as entertainment and events it also contributes greatly to the economy and the sector now has nine broad industries identified as components of the creative sector.

- Advertising and Marketing
- Architecture
- Crafts
- Design (product graphic and fashion)
- Film, video, radio, photography
- IT, software and computer services
- Publishing
- Museum, Galleries and libraries
- Music performing and visual arts

Creative Industries can add significant economic value to a locality and with a push from Arts Council England to allocate a far higher proportion of its funding outside of London there is potential to start creating a clustering of creative industries locally. The number of Creative Industry Jobs in England grew faster than the all-sector average between 2009 -2014 and the total number of creative industry jobs in England rose to over 1m for the first time.

#### **Action being taken**

TDC hosted an event in April 2017 inviting individuals from the local creative and cultural sector to encourage them to apply for funds to develop their business and activities further. The event was in partnership with ACE, Essex County Council Cultural Team and the Mercury Theatre. The event provided a series of brief presentations from the partners and then the opportunity for those attending to receive one to one advice on how to develop their activities and business further with the help of Grant Funding from Arts Council. The workshop was also used to establish from those attending what they would wish to see in a Creative and Cultural Strategy for Tendring should one be developed for the area.

**Management Team** to note that following on from the event the Regeneration Team has been successful in a bid to ACE for financial support of £15,000 from their Managed Funds Programme to assist in the development of a Creative and Cultural Strategy for which the Invitation for Quotation will be circulated shortly with a closing date of end of February. It is anticipated the cost will be up to £20,000 with the additional up to £5,000 being identified within an existing Regeneration budget.

In addition Headley Swain Regional Director for ACE has offered to present to our Cabinet at a future date which should probably be considered after the Strategy has been completed at

the end of June so an invitation could be extended in due course for a September or October Cabinet if Members wish.

**Gill Burden 31 January 2018**