



Report for:	<b>Housing and Communities Overview and Scrutiny Committee</b>
Date of meeting:	<b>4 September 2019</b>
Part:	<b>1</b>
If Part II, reason:	

Title of report:	Hertfordshire Year of Culture 2020
Contact:	Julie Banks, Portfolio Holder for Communities and regulatory Services  Author/Responsible Officers Alex Care (Community Partnerships Team Leader) Annie Smith (Community Partnerships Officer) Matt Rawdon (Group Manager – People and Communities) Linda Roberts (Assistant Director – People, Performance and Innovation)
Purpose of report:	1. To inform Members of the Herts Year of Culture 2020 and detail how Dacorum Borough Council is supporting the initiative.
Recommendations	1. For Members to note the report and promote HYOC2020 to their residents and community groups to engage with arts, heritage and culture in their area as well as across Dacorum
Corporate objectives:	1. A clean, safe and enjoyable environment 2. Building strong and vibrant communities 3. Ensuring economic growth and prosperity
Implications:	<u>Financial</u>  Supporting the Herts Year of Culture 2020 and the work relating to this is contained within existing budgets. Additional funding will be sought to expand the cultural programme.

'Value for money' implications	<u>Value for money</u> Where expenditure is identified within a project, prudent checks will be administered and procurement rules followed to ensure that it is good value for money.
Risk implications	Where appropriate, risk assessments will be completed for projects that the Council is running.
Community Impact Assessment	No decision is required so a Community Impact Assessment is not relevant.
Health and safety Implications	These will be identified within the risk assessments and the appropriate controls will be put in place.
Consultees:	Corporate management team
Background papers:	Nil
Historical background	Nil
Glossary of acronyms and any other abbreviations used in this report:	HYOC2020 – Herts Year of Culture 2020  CMT – corporate management team

## 1.0 Purpose of the report

This report will provide Members with an update on Hertfordshire's Year of Culture 2020, and how Dacorum Borough Council (and its Partners) are supporting the initiative. Being involved in Herts Year of Culture 2020 means that Dacorum could start working towards achieving and realising the benefits and outcomes discussed in this paper.

## 2.0 Background

Herts County Council's Year of Culture 2020 (HYOC2020) is drawing on the success and experience of the Year of Physical Activity (2018). There are 12 themed months to provide a structure to the year, but activities can happen at any time throughout the year and do not have to be linked to the monthly themes. There will be key cultural events across the county and then district/ local activities and events

promoted under the HYOC2020 umbrella, as well as training and skills development opportunities for individuals and organisations. Currently there is no funding from Dacorum associated with HYOC2020, however, there are several funding opportunities which organisations (including Local Authorities) can apply for.

Every district / borough council in Herts has had support from Chief Exec level, invested £2,000 over 2 years, has a Member Champion (Cllr Julie Banks for DBC) and a district/ borough lead. It is a collaborative high profile campaign for existing and new cultural activity across the county, encouraging organisations, groups and individuals from across all sectors to get involved to showcase Hertfordshire as a county of creative and cultural opportunity.

### **3.0 Benefits of Culture to Residents**

There is now a clear acknowledgement of the social and economic value of the cultural sector. The Department for Digital, Culture, Media & Sport (DCMS) Culture White Paper 2016 acknowledged the role played by cultural activity in an individual's physical and mental health, education and life chances, as well as in driving local economic growth and community cohesion.

Evidence shows that participation in arts and cultural activity:

- Contributes to community cohesion
- Reduces social exclusion and isolation
- Makes communities feel safer and stronger, revitalising community pride
- Strengthens infrastructures and boosts local economies

### **Economic Impacts**

*The Creative Industries Federation states that:*

- Arts and Culture contributes more than 10.8 billion GVA to the UK economy and is the UK's fastest growing sector.
- About 1 in 8 UK businesses is in *creative industries*
- The *creative economy* accounts for 1 in 11 jobs across the UK
- Creative organisations and public investment are crucial to unlocking growth in employment and GVA in local areas, with a huge impact on those towns and cities outside the capital.
- Public investment in arts and culture generates clear returns in terms of tourism, jobs and the prosperity of the regions in which investment is made.
- Businesses choose to move to and expand in areas that have thriving cultural centres, with arts and culture playing a key role developing vibrant centres of activity in the UK.

### **Health and Wellbeing Impacts**

The Social Care Institute of Excellence states that arts and culture can help meet major challenges facing health and social care, ageing, long-term conditions, loneliness and mental health. They can help save money in the health service and

social care as they improve life quality and expectancy, reduce use of medication, hospital stays and visit to GP's.

Evidence generated by an Arts on Prescription Gloucestershire initiative (jointly supported by Gloucestershire CCG and Wiltshire County Council) reported a social return on investment of between £4 and £11 for every £1 invested in arts on.

### **Youth Offending/Crime**

Hertfordshire has seen a rise in knife crime offences over the past 5 years according to Home Office statistics. Young offenders who take part in arts activities are 18% less likely to re-offend; evidence from Stephenson et al, 2004 states:

- Re-offending rates among young people who took part in Summer Arts Colleges (SACs) were 54% compared to a national re-offending rate of 72%.
- Every young person from the SACs who does not re-offend saves the criminal justice system £14,000 a year.
- Completion of a Summer Arts College meant that a young person was nearly four times more likely to be a high 'engager' in education training and employment post-programme

### **Technology and the Creative Industries**

Technologies have become commonplace and ubiquitous in the Creative Industries, often used as means to directly enhance creativity, and in doing so, they contribute to the life and culture of society as a whole as well as identifying ways to overcome barriers or solutions to specific problems.

Creative Industries are also considered by many policy makers across Europe to be at the heart of their national innovation and economic development agenda (Creative Industries Journal). For example, the UK gaming market is now worth a record £5.7bn worth more than movies and music combined (source: Ukie)

## **4.0 Our planned projects and partnerships to support HYOC2020**

Please see associated paper.