



**CORPORATE POLICY AND  
RESOURCES COMMITTEE**

**Thursday 17<sup>th</sup> October 2024**

**Subject: Delivery of the Cultural Strategy**

Report by:	Director of Planning, Regeneration & Communities
Contact Officer:	Sally Grindrod-Smith, Cara Markham Director Planning, Regeneration & Communities, Commercial Development Manager  sally.grindrod-smith@west-lindsey.gov.uk, cara.markham@west-lindsey.gov.uk
Purpose / Summary:	To seek approval for the drawdown of the Cultural Reserve for activity required to deliver the Cultural Strategy and Action Plan.

**RECOMMENDATION(S):**

1. Committee approve the drawdown and expenditure of up to £109,300 from the Cultural Reserve to fund the Cultural Development Manager role on a fixed term basis for 2 years.
2. Committee approve the drawdown and expenditure of £92,500 from the Cultural Reserve to support the delivery of the events programme during 2025/2026.

## IMPLICATIONS

### Legal:

There are no legal implications arising from this report.

**(N.B.) Where there are legal implications the report MUST be seen by the MO**

### Financial : FIN/84/25/CPR/SL

The Cultural Reserve was established during the process of developing an approach to culture in the district.

This paper seeks approval for use of the Cultural Reserve to fund a Cultural Development Manager and the events programme.

The costing of the Cultural Development Manager post is based on appointment at the top of band 9 and is the maximum funding requirement. The actual use of reserves will be dependent on the scale point appointed to.

Description	Scale Point 24/25	Contract	Est Start Date	Est End Date	2024/25 £	2025/26 £	2026/27 £	Total £
<b>Opening Balance on Cultural Strategy Reseve</b>								<b>250,900</b>
<b>New Post - Cultural Development Manager</b>	9c	37hrs, FT for 2 Years	01/11/124	30/10/2026	21,800	54,600	32,900	<b>109,300</b>
Cultural Events and Activities					0	92,500	0	<b>92,500</b>
<b>Total £</b>					<b>21,800</b>	<b>147,100</b>	<b>32,900</b>	<b>201,800</b>
<b>Closing Balance on Cultural Strategy Reseve</b>								<b>49,100</b>

This would leave a balance on the Cultural Reserve of £49.1k.

### Staffing : HR215-08-08

The Cultural Development Manager role has been through the job evaluation process. The recruitment process will be supported by the Human Resources Team.

Fixed-term contracts of 2 years or more may be subject to redundancy payments and pension strain costs if redeployment to a suitable alternative position at the end of the contract is not available.

As this is uncertain, the financial implications of this should be considered in any budget approved.

These costs can be funded from the Redundancy Reserve subject to approval from the Section 151 Officer.

The Cultural Outreach Worker has been advertised and recruitment is being progressed.

There are two fixed term roles within the service tasked with delivering the Cultural Strategy. Funding for these roles ends in March 2025. Further consideration is being given to the longer term funding options.

**Equality and Diversity including Human Rights :**

The Cultural Strategy aims to ensure that cultural activity is open and accessible to all. Many of the programmed events are free to attend and are promoted to all residents across the district.

**Data Protection Implications :**

None arising from this report.

**Climate Related Risks and Opportunities :**

The implications were considered as part of the adoption of the Cultural Strategy.

**Section 17 Crime and Disorder Considerations :**

The delivery of community cultural activity has the potential to offer diversionary, positive activities.

**Health Implications:**

The Council's Corporate Plan 2023-2027 commits to a strategic aim of "reducing health inequalities, promoting healthy lifestyles and improving wellbeing across the district" which will partially be achieved by the Council increasing opportunities for sport, culture and leisure activities across the district. A key outcome of delivering this aim is the provision of a "co-ordinated cultural events and activity programme that increases participation and meets the needs of our people across the district."

The resourcing of Cultural Strategy actions through this paper will support health and well-being outcomes.

**Title and Location of any Background Papers used in the preparation of this report:**

[IMPLICATIONS \(sharedlinks.net\)](https://www.sharedlinks.net) Cultural Strategy and Action Plan April 2024

**Risk Assessment :**

Failure to resource the service appropriately will impact the level of activity and quality that can be delivered to residents across the district.

Ensuring the Cultural Officer roles have attractive job description, and an appropriate salary is key to successful recruitment within the cultural industry.

Failure to determine funding for the 25/26 events programme will lead to reduced levels of activity.

Ongoing uncertainty regarding funding for the fixed term roles could lead to lack of resource to deliver the actions required within the Cultural Strategy.

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

**Yes**

**No**

**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

**Yes**

**No**

## Executive Summary

This paper seeks approval for the use of the Cultural Reserve to fund activity as set out in the Cultural Strategy which was approved by Prosperous Communities Committee in April 2024.

The activity to be funded by the reserve proposed within this paper is as follows:

1. Cultural Development Manager role. Full time band 9 fixed term for 2 years.
2. 2025 / 2026 Events Programme to deliver the following activity:

Christmas Lights Festival	3 <sup>rd</sup> weekend in November
Go Festival	3 <sup>rd</sup> weekend in June
Illuminate	3 <sup>rd</sup> weekend in February
Farmers' Market	11 Markets 2 <sup>nd</sup> Saturday of the month
Footfall events (includes WordFest)	Gainsborough, Market Rasen and Caistor
Marketing and Partnership	Promotion across the district for all activities

## 1. Introduction

- 1.1 The Cultural Strategy and Action Plan was approved by Prosperous Communities Committee in April 2024. The action plan identified that in year one the Council would seek to create a new role, the Cultural Development Manager.
- 1.2 This will be a key role for the Council, where we are seeking to recruit a highly skilled and experienced officer to provide strategic capacity to deliver the Cultural Strategy and support a range of activity to move our cultural work to the next stage.
- 1.3 This will include:
  - Co-ordinating development activity
  - Advocating for culture across future funding streams
  - Undertaking direct fund raising
  - Leading longer term priorities e.g. for Trinity Arts Centre
  - Leading the establishment of a Culture Board / Partnership
  - Supporting long term sustainable cultural funding and delivery
- 1.4 The Cultural Development Manager post will actively seek and apply for significant cultural investment from the Arts Council England and/or similar funding opportunities in addition to leading the delivery of culture in the district. Successful funding will be the key to the medium-long term delivery of the Cultural Action Plan.
- 1.5 This role will also lead work to develop our toolkit for the monitoring of cultural delivery to ensure that collectively there is clarity around what great cultural services and activity in West Lindsey deliver.
- 1.6 The strategy also sought to grow the cultural sector through events and festivals.
- 1.7 The UK Shared Prosperity Fund has been used to support the delivery of events and festivals over the past 2 years. This has been a fantastic way to develop our offer, with match funding being made available to external funding bids and new and different programming being trailed and tested. This funding ends in March 2025 and it is not yet clear if / when a replacement fund may be available.
- 1.8 A promotional video of the activity delivered through UKSPF has been compiled to support future funding bids and is available for members to view here: <https://youtu.be/GDcHsp6atoo>

## 2. Events Programme 2025 / 2026

- 2.1 Building on the delivery of events over recent years, it is proposed that in order to continue to grow the sector as set out in the strategy, the

following events and activities are programmed for 2025 / 2026. The required budget for each event is set out in the table.

Event/Market	Detail	Required budget
Christmas Lights Festival	3 <sup>rd</sup> weekend in November	£25,000
Go Festival	3 <sup>rd</sup> weekend in June	£25,000
Illuminate	3 <sup>rd</sup> weekend in February	£25,000
Farmers' Market	11 Markets 2 <sup>nd</sup> Saturday of the month	£5,500 (£500 per market)
Football events (includes WordFest)	Gainsborough, Market Rasen and Caistor	£6,000
Marketing and Partnership	Promotion across the district for all activities	£6,000
<b>Budget required</b>		<b>£92,500</b>

2.2 For each event further funding will also be sought and Council funding will only be used when essential to deliver a quality offering. It is anticipated that there is potential to secure further Arts Council England funding for Go Festival / Illuminate.

2.3 It is essential that there is a core programme of cultural activity being programmed and delivered to a quality standard if we are to meet our aspirations of securing National Portfolio Organisation status. The Arts Council expect that outcomes from cultural interventions can be evidenced through existing delivery.

2.4 Our programme of cultural outreach will continue through these events building on the success of engaging with schools, local community groups and artists.

The strategy seeks to grow our cultural grassroots organisations and it is hoped that eventually our cultural events programme will become more heavily supported and delivered by our community cultural networks.

### 3. Use of the Cultural Reserve

3.3 The Cultural Reserve was established by this committee back in 2022 when the Council embarked upon work to re-ignite its cultural provision and activity.

- 3.4 This paper seeks approval for the drawdown and expenditure of the Cultural Reserve to support ongoing work to deliver the Cultural Strategy.
- 3.5 The reserve would be used to fund the 2 year fixed term Cultural Development Manager role. Having reviewed market conditions and benchmarked against similar roles this has been increased from a part time to a full time role.
- 3.6 The reserve would also be used to fund the events and activity programme for 2025 / 2026. Where possible this will be supplemented by securing external funding.
- 3.6 The costing of the Cultural Development Manager post is based on appointment at the top of band 9 and is the maximum funding requirement. The actual use of reserves will be dependent on the scale point appointed to.
- 3.7 The table below shows the opening balance of the Cultural Reserve stands at £250,900 and following the decisions proposed within this paper the remaining reserve balance would be £49,100.

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<b>Total £</b>					<b>21,800</b>	<b>147,100</b>	<b>32,900</b>	<b>201,800</b>
<b>Closing Balance on Cultural Strategy Reserve</b>								<b>49,100</b>

#### 4. Recommendations

- 4.1 Committee approve the drawdown and expenditure of up to £109,300 from the Cultural Reserve to fund the Cultural Development Manager role on a fixed term basis for 2 years.
- 4.2 Committee approve the drawdown and expenditure of £92,500 from the Cultural Reserve to support the delivery of the events programme during 2025/2026.