

BARNSELY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

**Report of Matthew Gladstone
Executive Director Place**

Acceptance of Funding for Great Place Scheme: Seamless: transforming communities through culture

1. Purpose of report

The purpose of this report is to seek approval to accept funding of £1,264,000 from the Heritage Lottery Fund (HLF) and Arts Council England (ACE) to enable the delivery of the Great Place Scheme, a partnership programme between Barnsley Council and Rotherham Council using culture as a driver for social and economic change. It also seeks approval for Barnsley Council to act as the Accountable body for the delivery of the scheme, and for us to enter into a Partnership Agreement with Rotherham Council for its delivery.

2. Recommendations

It is recommended that the funding of £1,264,000 is accepted; that we enter into a partnership agreement with Rotherham Council for its delivery; and that Barnsley Council takes the role of Lead Partner and Accountable Body in line with the conditions of the grant. It is also proposed that the project commences in May 2017 for three years.

3. Introduction

The pilot Great Place Scheme - one of the flagship measures from the Government's Culture White Paper – has two central aims: to ensure that the considerable investment in culture made by organisations like the Heritage Lottery Fund (HLF) and Arts Council England (ACE) has the maximum positive impact on jobs, economic performance, educational attainment, community cohesion and health and wellbeing; and to enable ambitious civic organisations and local businesses and communities to invest in and put culture at the heart of their thinking.

There will also be complementary support from other organisations where relevant, such as Historic England through its Heritage Action Zone initiative (Elsecar has also secured Heritage Action Zone (HAZ) status and the schemes are complimentary).

A Partnership created by Barnsley Council and Rotherham Council, has been successful in winning a grant of £1,264,000 million, to deliver activities focused on the rich heritage stories of the South Yorkshire villages of Elsecar and Wentworth.

The money received from the Heritage Lottery Fund, Arts Council England and Historic England, will be critical in achieving the ambitions of the two places to be recognised for their great potential as major visitor destinations and by the need to drive social change inspired by Child Poverty Report by Barnsley Central MP Dan Jarvis.

The project hopes to raise the aspirations of young people in the local area and help them achieve their potential using new, innovative channels of engagement. The funding will deliver a range of exciting cultural activity, inspired by the rich history linked to the fascinating Wentworth Woodhouse and Earl Fitzwilliam's industrial empire at Elsecar.

Through their combined efforts, capacity building and skill sharing the Partnership will create a child focused programme tackling critical issues facing the Boroughs such as educational attainment and health and wellbeing. This will be achieved in a variety of ways such as; events, cultural activities and creating opportunities for economic growth. By bringing local communities together in this way there will be an increased sense of identity and belonging which the collaborating organisations hope will reignite pride and ambition. This programme will not only benefit the people from Elsecar and Wentworth localities but from all across Barnsley and Rotherham.

Elsecar village was transformed in the 1700s by the Earls Fitzwilliam into a thriving centre of iron and coal, which was often visited by aristocrats and royalty. For 150 years it was the industrial estate village of Wentworth Woodhouse just a mile away, and was developed by the Marquis of Rockingham and Earls Fitzwilliam into a model village.

Wentworth Woodhouse, situated on the border of Rotherham and Barnsley, is a Grade I listed country house in South Yorkshire, with the longest façade of any country house in England. It has recently been purchased by the Wentworth Woodhouse Preservation Trust, with whom the Partnership will be working closely.

Ros Kerslake, HLF Chief Executive said: "The Great Place Scheme is something new and really quite radical. The aim is to bring together National Lottery investment and local ambition, to make a difference to people across entire communities. It's a bold plan and I am looking forward to seeing some innovative and exciting results from this pilot project."

4. Proposal and justification

This funding is a critical step in the delivery of the vision to establish Elsecar as a major tourist destination, and in establishing a strong partnership with Rotherham Council, and the Wentworth Woodhouse Preservation Trust in telling the story of these immensely important places. The project will have significant social and economic impact for communities across both Boroughs with a focus on working with young people to raise aspirations using culture as inspiration.

5. Consideration of alternative approaches

There are no other funding streams available at this stage which would enable this programme to commence.

6. Implications for local people / service users

There will be multiple benefits for local communities and visitors alike. This will include new festivals, education programmes in secondary schools, community archaeology events and targeted interventions.

7. Financial implications

7.1 The council in partnership with Rotherham MBC has been successful in securing funding totalling £1.264M from the Heritage Lottery Fund and Arts Council.

7.2 Approval is therefore sought to accept this funding. The money will be spent

8. Employee implications

The funding covers the creation of four roles to deliver the programme on fixed term three year Barnsley Council contracts: Project Manager, Youth Engagement Officer, Arts & Heritage Officer and a Project Support Officer. These will be advertised externally in line with the conditions of the grant, and will be based at Elsecar Heritage Centre.

9. Communications implications

The funding includes a budget for marketing and communications, and good news stories will be regularly communicated.

10. Consultations

Consultations have taken place with Unions, Human Resources, Risk Management and Financial Services.

11. The Corporate Plan and the Council's Performance Management Framework

This project is focused on the Council's ambitions to build our visitor economy and help people achieve their potential.

12. Promoting equality, diversity, and social inclusion

This programme is focused on breaking down barriers to participation in cultural activity, tackling inequality caused by socio-economic factors, tackling the poverty of aspiration and raising educational attainment.

13. Tackling the Impact of Poverty

Cultural engagement is low in Barnsley and Rotherham, with only just over 35% of people engaging in arts and heritage activity, placing them in the lowest 20% of Local Authorities. Barnsley and Rotherham have very high levels of child poverty – around 25%. Both authorities are ranked as areas of very high deprivation. Our Corporate Plans reflect the need to tackle these problems, and we want to demonstrate that culture is a key part of the solution. We want our Boroughs to become exemplars of how to create and deliver cultural activity that changes lives and gives everyone the opportunity to experience and to be inspired by arts, culture and heritage.

This programme has found inspiration in the recent Child Poverty Report by local MP Dan Jarvis, the priorities of Barnsley Council to help people achieve their potential, and Rotherham Council's ambition to be a child centred borough. We will transform how we and partner organisations engage with children, young people and families to create an exemplar that can be utilised across the country. We will create inspiring child-centred programmes to tackle educational, health and wellbeing issues – all of which are exacerbated by child poverty.

14. Tackling health inequalities

The child-centred programmes we will deliver will tackle wellbeing issues including obesity and mental health – all of which are exacerbated by child poverty. There will also be a focus on the health benefits of volunteering.

15. Reduction of crime and disorder

Whilst not a direct aim of the programme we intend to provide programmes which have a positive impact on lives by making small but effective interventions at the right time can improve young people's life chances, stop them 'getting into the system' and supporting them in coming away from it. Intergenerational experiences can also be particularly beneficial and we will work with a wide range of local organisations to achieve this.

16. Risk management issues

XX

17. Health, safety, and emergency resilience issues

There are no direct implications arising from this report.

18. Compatibility with the European Convention on Human Rights

There are no direct implications arising from this report.

19. Conservation of biodiversity

As with the delivery of our current events and activity programme consideration is given to biodiversity issues. It is also intended that part of the events programme will be focused on celebrating our natural environment.

20. Glossary

HAZ – Heritage Action Zone
HLF – Heritage Lottery Fund
ACE – Arts Council England

21. List of appendices

n/a

22. Background papers

The full application and award information is available from Lynn Dunning Group Leader, Arts & Heritage

Officer Contact: Lynn Dunning
Date 31 March 2017

Telephone No X2436

Financial Implications /
Consultation
*(To be signed by senior Financial Services officer
where no financial implications)*