

SHEFFIELD CITY COUNCIL

POLICY COMMITTEE DECISION RECORD

The following decisions were taken on Thursday 31st October by the Economic Development and Skills Policy Committee.

8. CULTURE STRATEGY

8.1 Members considered a report of the Executive Director of City Futures which asked the Economic Development and Skills Policy Committee to approve the Sheffield Culture Strategy for publication and dissemination; and to support the Council Culture Team in their ongoing work to activate and deliver the strategy in partnership with the sector.

8.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee:-

- Approve the Culture Strategy for adoption and publication

8.3 Reasons for Decision

8.3.1 The recommendation for the Committee to approve the Culture Strategy for adoption and publication follows previous Committee reports in September 2022, February 2023, September 2023, February 2024 and July 2024.

Throughout the process of developing a new Culture Strategy for Sheffield, the Committee have taken a leadership role in endorsing a new strategic approach to culture in 2022, commissioning the work to complete this Strategy in 2023, reviewing progress over the last 12 months and providing feedback on an earlier draft before reviewing the final version of the Strategy being brought to this Committee.

Having a strong, robust and evidence based Cultural Strategy is central to growing investment and funding for the sector across the city. We will use it to develop and bid for funding, develop strategic partnerships, to strengthen Sheffield's relationship with South Yorkshire Mayoral Combined Authority (SYMCA), Arts Council England and private and public funders.

By establishing a clear and agreed set of priorities for the sector, the Strategy will provide a clarity of focus which will enable a coordinated city-wide approach to bidding for limited public resources, reducing unhelpful competition and provide confidence to funders, public and private, of a sector wider response to growing the sector.

The Strategy is ambitious in its creative missions and outcomes, and these will only be achieved through a joined-up approach to leverage more investment into the city. There is a pipeline of capital cultural projects in Sheffield which are seeking funding, a number of cultural organisations looking for improved or permanent physical spaces, a wide range of programmes and services which will deliver high quality creative and cultural outcomes for people in Sheffield. These would all benefit from

greater financial resources and a redressing of the balance in national funding for Sheffield compared to other Core Cities; and this is something that the Strategy will support the Council to achieve by raising the profile and position of culture in Sheffield and advocating for support to aid growth.

There will be a need for financial support to deliver the Culture Strategy and the team are already looking at a number of areas of work / relationships / applications to kickstart the activation of the Strategy:

- Making a Place Partnership application to the Arts Council (with match funding required from the Council / SYMCA)
- Working with SYMCA to unlock funding and support for culture as one seven regional priorities for growth across South Yorkshire
- Continuing to work with the Culture Collective on mechanisms and models for private sector support for culture
- Sharing details of the pipeline of heritage and cultural projects in the City with the Heritage Fund
- Making use of UK Shared Prosperity Fund funding (in the short term to boost capacity in the Culture Team and deliver some activation events and activity)
- Reviewing the UK Shared Prosperity Fund funded Cultural Pipeline Fund which has provided seed funding to cultural organisations in the City
- Leveraging funding by connecting culture to other city priorities as part of a joined-up approach, including health, skills, education, and regeneration.

8.4 Alternatives Considered and Rejected

8.4.1 Alternative Option 1: Sheffield continues to use the previous strategy developed by the Culture Collective. It was recognised that there was a need for further engagement with the culture sector to create a strategic approach and a framework that was representative of the whole sector. The content of the Culture Collective's strategy was embedded into the new Culture Strategy.

8.4.2 Alternative Option 2: The Committee does not approve the Culture Strategy for adoption and publication. The likely result of such a decision would be that the Council would suffer significant reputational damage in its credibility and cultural leadership regionally and nationally. The Culture Strategy has been co-funded by Arts Council England and the University of Sheffield and has had significant support and engagement with the cultural sector in Sheffield. Any rejection of the findings or lack of commitment to the adoption would likely result in future relationships with key funders and stakeholders being damaged.

9. STRATEGIC MAJOR EVENTS PLAN

9.1 The Committee considered a report of the Director of Economy, Skills and Culture – City Futures, which outlined a more strategic approach to Major Events through building upon strengths, addressing weaknesses and challenges and looking at how to support events with greater investment

and different funding models.

9.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee:-

1. Agrees the principles and foundations of the Major Events Plan as outlined in this report
2. Agree that work should begin to formally explore the funding mechanisms and Council pump priming funding models to facilitate the Major Events Plan
3. Agree that work continues to refine the 10-year events pipeline to a 'ready to bid/commission position'
4. Agree that we begin meaningful engagement with city stakeholders and experts in this field to gain expertise, advice and feedback on the plan and approach

9.3 **Reasons for Decision**

9.3.1 We are making the recommendations in this report because:

- Events are a powerful economic and community tool to create vibrancy, visitors, pride of place and community engagement
- We need a Major Events Plan to capitalise on the city's ambitions for major events in Sheffield. This needs some agreed principles and foundations and a shared understanding of what the plan will achieve for Sheffield
- We need agreement to formally explore the funding mechanisms and business models required to properly resource the Major Events Plan and refine our 10-year events pipeline to be 'bid/commissioning-ready'
- We need agreement to begin consultation and engagement with key experts in the field, partners and stakeholders to develop and write the Major Events Plan

9.4 **Alternatives Considered and Rejected**

9.4.1 Alternative Option 1: We maintain the status quo and continue looking at events as one offs. This leads to 'late' decision making and funding requests at short notice, does not always allow for social impact programmes to be develop and does not always allow for strategic partnerships to be developed. It leads to the lack of a longer-term strategy and risks Sheffield being left behind as other cities advance in this competitive marketplace.

9.4.2 Alternative Option 2: We could choose not to invest in events. It would be unlikely that the funding gap would be met by other stakeholders without the Council taking a lead with national organisations and mobilising city

infrastructure. The number and calibre of events hosted in the city would reduce. We would lose Sheffield's place as a competitive key host city for events. We would likely not achieve the same level of growth from events as outlined in our key strategies. Businesses would suffer from reduced footfall.

10. MULTIPLY SHEFFIELD

10.1 The Committee considered a report of the Head of Lifelong Learning and Skills which provided a review and update about the organisational performance, stakeholder engagement and impact of the national 3-year, Government funded numeracy project 'Multiply' in Sheffield.

10.2 **RESOLVED UNANIMOUSLY:** That the Economic Development and Skills Policy Committee:-

1. Note the progress made to deliver numeracy programmes to adults within Sheffield using the Multiply Programme to overcome barriers to learning
2. Note the plans to maintain the legacy of this 3-year programme when it comes to an end in March 2025 by using learning about what has worked to embed in our adult learning programmes

10.3 Reasons for Decision

10.3.1 The Committee is asked to note the progress with the delivery of Multiply numeracy programmes in Sheffield in terms of enrolment and outcomes statistics, but also relating to the individual stories of the impact that these programmes have had as reported in case studies for year 3.

10.3.2 The Committee is also asked to note the plans, and to develop our curriculum intent over the coming years to ensure that the legacy of Multiply is continued in Sheffield after the funding end date to continue to provide accessible numeracy workshops to adult learners in Sheffield.

10.4 Alternatives Considered and Rejected

10.4.1 This paper is provided for update purposes with regard to the delivery of 'Multiply' numeracy provision in Sheffield, and therefore no decision or alternative options are to be considered at this point.