



## Report to Policy Committee

**Author/Lead Officer of Report:**

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**Report of:** *Kate Martin, Executive Director of City Futures*

**Report to:** *Economic Development and Skills Policy Committee*

**Date of Decision:** *13 September 2023*

**Subject:** UK Shared Prosperity Fund Commissioning Strategy (visitor economy and culture) Years 2 & 3

Has an Equality Impact Assessment (EIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, what EIA reference number has it been given? EIA 2110				
Has appropriate consultation taken place?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Does the report contain confidential or exempt information?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-				
<p><i>“The <b>(report/appendix)</b> is not for publication because it contains exempt information under Paragraph <b>(insert relevant paragraph number)</b> of Schedule 12A of the Local Government Act 1972 (as amended).”</i></p>				

### Purpose of Report:

The purpose of this report is to seek approval of the commissioning strategy, as outlined in this report. This is to operationalise the programme of activity required to further build Sheffield’s reputation as a distinctive and diverse cultural destination, subject to the Shared Prosperity Fund (SPF) funding being confirmed by South Yorkshire Mayoral Combined Authority (SY MCA).

### Recommendations:

It is recommended that the Economic, Development and Skills Policy Committee:

- Approve the commissioning strategy for up to £538,105, as outlined in this report and to operationalise the programme of activity detailed below,

subject to the SPF funding being confirmed by SY MCA to:

- Support international and community elements of 3 strategic events - £60K (Year 2)
- Augmented Reality Look Up Project- £20K (Year 2)
- Brand campaign and content creation - £100K (Years 2 & 3)
- Media event and hosting- £20K (Years 2)
- Support Staff - £116k (Years 2 & 3)
- Cultural Events Programme - £191k (Year 3)
- Accessibility information linked to visitor economy/cultural provision - £30k (Year 3)

### Background Papers:

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: Holly Nicholl
		Legal: Gemma Beecroft
		Equalities & Consultation: Ed Sexton
		Climate: Kathryn Warrington
	<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>	
2	<b>EMT member who approved submission:</b>	Kate Martin
3	<b>Committee Chair consulted:</b>	Councillor Martin Smith
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	
	<b>Lead Officer Name:</b> Rebecca Maddox Emma France	<b>Job Title:</b> Head of Business Development (Culture) Service Manager / Marketing Manager Business Tourism and Trade
	<b>Date:</b> 31/08/2023	

## 1. PROPOSAL

- 1.1 Economic Development, Skills and Culture successfully bid for year 1 Shared Prosperity Fund (SPF) funding for 'Sheffield Culture Showcase', a £361,000 programme of events, city promotion and small grants.
- 1.2 Economic Development, Skills and Culture have now applied for £538,105 of years 2 & 3 Shared Prosperity Fund (SPF) funding from the South Yorkshire Mayoral Combined Authority (SY MCA) (Year 2 £240,983, Year 3 £297,122) to create a programme to further build Sheffield's reputation as a distinctive, diverse cultural destination.
- 1.3 The direction of travel for the process was approved in principle by the Economic, Development and Skills Policy Committee at the June 2023 committee meeting, where it was noted that a more detailed report would be submitted before acceptance of the funds, for final Member approval.

### Summary

- 1.4 The funding will enable the development of a programme to build on our year 1 'Culture Showcase Sheffield' bid, to further build Sheffield's reputation as a distinctive, diverse, and accessible, cultural, city break and visitor destination. The programme will run until March 2025.
- 1.5 We will build on some of the events supported, support key new initiatives, and build the momentum from our year 1 bid. We will promote the city's cultural offer to support and deliver a programme of events and marketing initiatives. This will in turn build the visitor economy and increase footfall and visitor economy income to the city and its communities. It will support events and cultural organisations with the potential to grow into significant economic drivers, including those with international audience potential.
- 1.6 This activity directly contributes to the South Yorkshire Investment plan priority of **Promoting the cultural and visitor economy**.
- 1.7 The ambitions of this programme are:
  - To promote Sheffield's culture and a thriving visitor economy and unlock further economic potential.
  - Achieve civic and cultural participation (pride of place).
  - Support for city and local culture, hospitality, and retail sectors/businesses (continuing the strong recovery work in this area).
  - To grow the cluster and support the sector.
- 1.8 In year 2 we will deliver a programme of support through 4 key event-led projects, an amplification campaign and two media events.
- 1.9 In year 3, we will curate an innovative cultural events programme (which we hope will be amplified with Arts Council England Place Partnerships funding) which will further promote Sheffield's culture; give reasons to

visit; support the sector; celebrate and engage young people; and help make visible the many diverse cultures in the city. Sheffield's reputation (and external brand) as an authentic, independent, and inclusive place to live, work, study and invest will be enhanced by this activity.

#### **Detail of Year 2 2023/24**

- 1.10 A programme to build on our year 1 'Culture Showcase Sheffield' bid to further build Sheffield's reputation as a distinctive, diverse, cultural, city break and visitor destination.

#### **Support international and community elements of 3 strategic events - £60K**

- 1.11 Which events and why?

We will support 3 events which are all at a critical development point. We have identified the **Children's Media Conference**, **No Bounds Festival** and **Off the Shelf Festival of Words** as having the potential to grow (or re grow post pandemic) into significant economic drivers but currently they don't receive regular funding from Sheffield City Council. These events have both significant national and international audience potential alongside a strong community element. They will contribute to the viability of the cultural and events product across South Yorkshire and contribute to a diverse events programme for the culture and visitor economy sector.

- 1.12 These events also do not currently receive any regular Sheffield City Council funding support. They currently fall outside of the limited supported programme of strategic major events but still have huge growth potential, innovative community elements and make significant contributions to ensuring our events programme is much more diverse.

- 1.13 **Children's Media Conference (CMC)** is the largest meeting of professionals involved in children's media in the world and takes place over a week in July in Sheffield (c500 delegates). We will work with the conference organisers to bring back and grow the international element of the conference (thus boosting the reputation and media pull of CMC and safeguarding it against competitor events) We will support them to reinstate 'Playground'. Playground is a series of exhibitions curated by The Children's Media Conference focusing on experiences that merge physical and digital play- curated for 5–12-year-olds it offers a community window into the world of kids media and the content of the conference. In 2021 this was attended by 1941 mostly Sheffield based who rated it 4.44 out of 5 for satisfaction.

- 1.14 **No Bounds Festival** is an emerging festival centred around electronic music and arts. Sheffield has some impressive musical heritage in this area. The festival happens in October. It is a strong champion for diversity and inclusivity. Whilst numbers are smaller than the more established festivals, it attracts fantastic national and international press reviews and Sheffield City Council have identified this as an emerging

festival of significant growth potential. The festival is not committed to remain in Sheffield, so we also want to ensure we help to create the conditions for its long-term commercial viability here. It has a great mix of attendees from our local community alongside an emerging strand of international visitors (which needs the right growth support) In 2023 we will support a growth strategy to make the 2024 event a longer and bigger festival.

- 1.15 **Off the Shelf Festival of Words (OTS)** is one of the largest literary festivals in the North. In October 2023 they will run 60 events including events from top line speakers such as Chris Packham, Shirley Ballas, Mary Beard and Polly Toynbee.
- 1.16 They are unable to realise the huge potential to develop the visitor economy due to earned income focussing on core activity rather than PR and marketing. We will support them to grow their marketing activity and help them achieve regional and national media coverage through PR. This will ensure that OTS is promoted as a key event in the culture and visitor economy to unlock further economic potential and support hospitality businesses through attracting more visitors to the festival.
- 1.17 We will also support OTS with resources to support writers, diversify audiences and work with the cluster to support the sector. This will include a mentoring programme and community activity to develop the skills of young people. We will also help them to include developing initiatives such as:
- supporting publishing businesses in the city to help them promote sales and readership (including And Other Stories and John Murray who located their business/office in Sheffield because of the Festival and the talent pool around it).
  - working with partners to broaden diversity e.g. plans to work with LGBTQ+ Guest Curator, Andrew McMillan to spotlight Queer writing.
  - celebrating the Windrush 75 event with Sheffield's own Poet Laureate Danae Wellington and her work with the Elders in the West Indian diaspora.
- 1.18 Commissioning decision - to provide grants to each individual event.
- 1.19 **Augmented Reality Look Up Project- £20K**  
Why is this important?  
This ground-breaking project to transform the city centre into an Augmented Reality art gallery via a trail now features pieces on top of 5 prominent city buildings, soon to be joined by another in 2023. To keep building the trail we are proposing a 7<sup>th</sup> installation. By blending the built environment and real, physical aspects of the city with creative visual and aural creations, we are creating a great free interactive experience of Sheffield for residents and visitors, which can be shared on social media channels.
- 1.20 We have already had a front-page feature in WIRED magazine (30m

unique viewers a month). Our latest piece, which was supported by SPF year 1 bid, collaborating with Corbin Shaw, achieved great coverage in the Guardian.

- 1.21 We want to build on this momentum by adding another location to keep the trail fresh and also to improve our promotion of Look Up as a tourism and cultural assets. We will use this commission as a springboard to encourage commercial commissions.
- 1.22 We will identify a strategically relevant and interesting location to ensure we are showcasing the culturally vibrant areas of the city whilst maximising the media potential and collaboration opportunities with artists. Participation in Look Up is free (all people need to do is download the free app).
- 1.23 Activity to be commissioned- development time (to add another building to the trail), for artists commission and interpretation tools.
- 1.24 **Brand campaign and content creation - £70K**  
Why is this important?  
Supported by our year 1 bid, our brand campaign work and content creation has been hugely successful in telling people what a great city Sheffield is. We launched a series of city break led campaigns which have seen us successfully change the locations of our digital viewers to London, Birmingham and Leeds and grow our engaged international visitors.
- 1.25 As a result of this work, we have received accolades such as TimeOut declaring us 2nd best city break in Europe, and the Observer Food Monthly naming us the UKs foodie hotspot, alongside great coverage from the likes of the Telegraph.
- 1.26 We want to see more growth in this audience, as well as promote Sheffield to key domestic audiences that will have a positive impact on driving more visitors to the city. We will also use this to drive more reputational success which sees Sheffield featuring on more short lists in the areas we are targeting.
- 1.27 This work will support our Brand vision piece of work which identifies our 3-year plan and target audiences for the next phase of our city break strategy. This campaign will be the first stage execution of that plan.
- 1.28 Activity to be commissioned- a specialised agency (via a competitive procurement to include audience targeting and campaign management), assets production and media spend.
- 1.29 **Media event and hosting- £20K**  
Why is this important?  
Reputational success and positive news stories help drive all our audiences and encourage more visitors to the city. Investors and event

organisers are more likely to consider Sheffield and South Yorkshire (or add them to a long or short list) if they see good news stories about the kind of place Sheffield is, how great it is to visit, how many fantastic restaurants there are springing up etc. It creates a positive reputational backdrop which makes targeting specific audiences more successful.

1.30 We will build on our current relationships with key media titles and influencers in the sector by hosting two creative and innovative media events. These will allow us to showcase the rich and diverse cultural product and events we have in the city, as well as key developments. The investment will pay for hosting and transport. It will enable us to amplify the current media hosting work we undertake to enable us to engage with and host an increased number of media reps and influencers. This will contribute to positive outcomes around our brand awareness and reputation.

1.31 **Support Staff: 40K**

We will employ two members of the team to support this work: one **Content Production officer** and one **Cultural Programming and Commissioning officer**. This will be until end March 2025 so amount will flex depending on date of application. Assumes appointment in October 2023 and budget is pro rata. If match funding can be found these posts may be extended. Commissioning decision - the Council to recruit into these posts.

**Detail of Year 3 (24/25)**

**Cultural Events Programme match funded to ACE: £191,000**

1.32 **Creative Destination: Sheffield**

- Building on the experience and success of Sheffield's Cultural Destinations 2 programme, including Phelgm's Mausoleum of the Giants, Creative Destination: Sheffield will provide transformative creative opportunities for creatives and an international window on Sheffield's creative communities. The programme will be worked up in detail by the Cultural Programming and Commissioning Officer.
- A year long programme will give visibility to a wide range of Sheffield's communities, celebrating and supporting diverse talent of national significance based in the city or those with close links to South Yorkshire.
- The creative programme will engage Sheffield communities and draw visitors. It will be innovative, spectacular, meaningful and inclusive.
- Activity will help to deliver Sheffield's refreshed Cultural Strategy (to be published Spring 2024)

- 1.33 To amplify this work further, we are seeking match of up to £640K from Arts Council England Place Partnerships, with a consortium of partners including Sheffield City Council, Sheffield Culture Collective, Sheffield Culture Consortium, African Heritage Culture Forum.
- 1.34 If successful, Place Partnerships will extend and enhance the SPF Year 3 creative programme, with a strong emphasis on celebrating the diversity of the city and providing opportunities, skills development and inspiration to young people.
- 1.35 We envisage that our Place Partnerships bid will support two major events, including a cultural youth festival and a participatory art festival; and a skills development grant fund.
- 1.36 This bid is being worked up now with partners, with an expression of interest to be submitted in September 2023. If successful we will submit a full application in the Autumn and bring a further commissioning decision for this element of year 3 back to committee.
- 1.37 **Support Staff: £76K**  
We will continue to employ two members of the team to support this work (one content production officer and one events production and commissioning officer). This is a full year figure for April 2024 to March 2025. Commissioning decision- the Council to recruit into these posts.
- 1.38 **Brand campaign and content creation - £30K**  
Why is this important?  
We have invested wisely in year 1 and aim to do this in years 2 & 3 to continue successful brand campaign work, to strengthen our audiences across the UK and internationally and to continue to use reputational success and positive news stories to encourage more visitors to the city (including investors and event organisers).
- 1.39 The key to the success of these campaigns is that they are 'Always on' thus we want to continue to invest in this activity which we can dial up or down at certain times of the year.
- 1.40 Commissioning decision- an extension to the contract in year 2 to allow a longer period of activity to execute the city break strategy.
- Commission into a Sheffield Accessibility Guide around visitor economy and culture (visitor focussed) – £30K**
- 1.41 Accessible tourism is critical to offering a truly inclusive visitor offer, we would undertake an audit into venues and products to assess the level of accessibility to visitors and identify any improvements and best practice the city can adopt to ensure Sheffield is offering a truly accessible welcome to visitors. This would allow us to engage with Visit Britain's [Accessible Britain work](#) and improve the image of the city to those



visitors requiring accessible facilities and destinations.

- 1.42 Commissioning decision- to appoint a specialist agency to audit the current situation across the sector, make recommendations and execute improvements.
- 1.43 By crafting a cultural destinations programme along these lines in Year 3, we have the opportunity to apply for Arts Council England 'Place Partnerships' Funding, for up to £640k of match. If successful, this will be used to further enhance the programme, creating an even more attractive offer for visitors and local residents, and providing further opportunities for Sheffield creatives.

## **2. HOW DOES THIS DECISION CONTRIBUTE?**

- 2.1 SPF Years 2 & 3 funding is a timely strategic opportunity to use events and cultural programming to continue post-covid recovery; celebrate and support our cultural sector; elevate the city's cultural reputation; provide reasons to visit for domestic tourists; and increase city centre footfall.
- 2.2 Applying for this funding gives us the opportunity to apply for significant Arts Council England match funding to create an even more substantial programme.
- 2.3 This grant-funded activity contributes to the Councils economic objectives as set out in Economic Delivery Plan, and helps fulfil the Economic Development, Skills and Culture service plan objectives.

## **3. HAS THERE BEEN ANY CONSULTATION?**

- 3.1 Sheffield's Destination Management Plan is currently being finalised, created through consultation with the Visitor Economy sector. This SPF activity supports the priorities within the Destination Management Plan.
- 3.2 The Culture Consortium and Culture Collective have been part of two workshops to develop the Place Partnership bid, in parallel with the Year 3 SPF programme.

## **4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION**

### **4.1 Equality Implications**

- 4.1.1 This programme will be designed with equalities as a key consideration.
- 4.1.2 The cultural events programme will seek out and showcase the diversity of Sheffield's creatives, to provide profile and economic benefit to artists, to attract wider audiences, and to celebrate Sheffield as a city of many cultures.
- 4.1.3 City Marketing will take place using high standards of accessibility and

representation.

- 4.1.4 Access considerations are being built into supported events.
- 4.1.5 Recruitment for additional staff will follow Council best practice for equality and diversity, with applications sought from under-represented communities.
- 4.1.6 A full version of EOI 2110 has been prepared and signed off to reflect and embed these themes.

#### 4.2 Financial and Commercial Implications

- 4.2.1 In November 2022 Finance Sub-Committee approved that the Council should act as Accountable Body for the UK Shared Prosperity Fund for activity within Sheffield and South Yorkshire (where necessary) and authorised the Council to enter into funding agreements with the SYMCA to accept grants associated with UKSPF. If formal decisions are needed, we will action.
- 4.2.2 The activity outlined above will be supported through external funding from SYMCA (and Arts Council England, if successful), which brings additional resource into the Council. Management and overheads will be covered within existing budgets. SPF years 2 & 3 projects will be designed and managed to ensure no additional core financial support is required.
- 4.2.3 All commissioned organisations and artists will be engaged following open and accountable processes, including formal Council procurement where appropriate.

#### 4.3 Legal Implications

- 4.3.1 The Council has a general power under Section 1 of the Localism Act 2011 to do anything that an individual may generally do, provided it is not prohibited by other legislation and the power is exercised in accordance with the limitations specified in the Act. This enables the Council to undertake the commissioning strategies proposed within this report using any SPF funding awarded to the Council by SY MCA.
- 4.3.2 If the Council are successful in being awarded funding, legal will review the grant funding agreement and ensure that the requirements of this funding agreement are flowed down into any contracts/grant agreements that are awarded to third parties.
- 4.3.3 Any contracts proposed within this report must be procured and awarded in accordance with the Councils Contract Standing Orders and the Public Contracts Regulations 2015 (or any successor legislation).
- 4.3.4 Any grants that are proposed must be assessed in accordance with the Subsidy Control Act 2022.

4.3.5 The Council must comply with all applicable legislation and regulations including but not limited to UK GDPR, the Data Protection Act 2018, Equality Act 2010 and the Subsidy Control Act 2022.

#### 4.4 Climate Implications

4.4.1 Climate implications, including thoughtful resource use, minimising the use of plastic items; minimising unnecessary printing and encouraging public transport will be built into project design.

4.4.2 We will encourage all organisations and creatives involved in this project to work together to these principles.

4.4.3 Specific projects or events funded through the programme would do their own Climate Impact Assessment. We will request that event organisers adhere to Visit Britain (Isla) sustainability guidance.

### 5. **ALTERNATIVE OPTIONS CONSIDERED**

5.1 **Alternative option 1 – SPF funding only applied to city marketing.**  
SPF years 2 & 3 funding could be applied just to city marketing, without a culture strand being supported. However, this would mean that an opportunity to help support the sector, grow the city's reputation, give reasons to visit and engage with wider audiences would be missed.

5.2 **Alternative option 2 – Not applying for further funding.**  
We could choose not to apply for Arts Council Place Partnerships funding, using SPF Year 3 as match. However, this would mean losing out on the potential to grow our resources for the city and arts sector and will mean that activity can take place during a second year, if successful.

### 6. **REASONS FOR RECOMMENDATIONS**

6.1 Shared Prosperity Fund years 2 & 3 funding provides a valuable opportunity to channel welcome additional resources into culture and city marketing, to give benefits to the visitor economy, wellbeing, cohesion and city reputation.

6.2 The proposed activities set out above are based on tried and tested methodologies including the previous Arts Council England-funded Cultural Destinations programme 2016-18 (Lush Spectra, Strong Language, Mausoleum of the Giants) and learning from the year 1 SPF. We want to embed innovative and diverse cultural activity and city promotion into the city's calendar, and SPF years 2 & 3 will allow this to happen at transformative scale.

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