

Directorate: ECONOMIC GROWTH & REGENERATION

Proposal : HERITAGE ACTION

PROPOSAL DETAILS

The overall proposal is to invest in a range of ambitious cultural and heritage related developments, building on the district's strengths, assets and opportunities. These are designed to improve quality of life and health and well being for residents; increase economic prosperity and skills; generate additional income that will contribute to the cost effectiveness of services; lead to increased business rates and council tax income for the council. The district is recognised for the distinctiveness, quality and the potential of its arts, culture and heritage offer and there is the opportunity to seek significant external funding to contribute to some of the developments proposed.

Proposals would include areas such as

- Develop a Culture & Heritage Strategy
- Cultural Compact
- City of Culture
- Develop our existing event & exhibition spaces to national standards
- Develop an arts and museums exhibitions and events programme of regional, national and international standing
- Developing arts festivals & events
- Morecambe Winter Gardens
- Major Festivals
- Cultural promotion, communications and audience development

REVENUE REQUIREMENTS

	2020/21	2021/22	2022/23	2023/24
GENERAL FUND	£	£	£	£
MRP	2,600	9,600	28,800	33,000
Total	2,600	9,600	28,800	33,000

CAPITAL REQUIREMENTS

	2020/21	2021/22	2022/23	2023/24
	£	£	£	£
City Council Contribution to High Streets Heritage Action Zone budget	131,800	348,000	961,900	208,400
Museums Redevelopment	0	140,000	101,000	400,000
Winter Gardens Loan	103,000	0	0	0
Winter Gardens Repayment	(13,000)	(13,000)	(13,000)	(13,000)
Total	221,800	475,000	1,049,900	595,400

APPLICATION OF RESERVES

	RESERVE	2020/21	2021/22	2022/23	2023/24
		£	£	£	£
Culture Strategy	TBC	113,695	72,390	52,390	52,390
Total		113,695	72,390	52,390	52,390

COUNCIL PRIORITIES	
A Sustainable District	Local access to culture and heritage. Work with partners, creative producers and deliverers to reduce carbon footprint of cultural venues and activities and to encourage use of local services and supplies.
An Inclusive and Prosperous Local Economy	Generate significant economic impact, including the local night-time and visitor economy. Makes the District a good place for people to live, work and for businesses to thrive. Supports skills development and employment for local people. Supports local businesses and suppliers, Attracts external funding
Healthy & Happy Communities	Quality of Life and Health and Well Being. Attracts a significant number of local residents of all ages and abilities, Brings people together, builds and supports diverse communities Creates employment and volunteering opportunities
A Co-operative Kind and Responsible Council	Work with local communities, organisations and groups to meet their needs. High and growing levels of engagement and participation. Accessible venues and events. Programmes that appeal to all groups.

CROSS CUTTING THEMES	
Climate Emergency	Provide and coordinate a cultural programme that attracts a significant number of local residents who would have to travel further to access this if they were not provided locally. Work with partners to reduce carbon footprint of cultural venues and activities. We will proactively through our cultural programming educate and inform our communities about the urgent issues surrounding climate change, renewable energy and recycling, as we focus on achieving carbon neutral status by 2030.
Community Wealth Building	Supports Skills development and employment of local people Supports local businesses and suppliers Supports local arts and cultural organisations, individuals and freelance artists Links with Council's business support, skills and wealthbuilding activities
Community Engagement	Work with local communities, organisations and groups to meet their needs and promote community engagement through participation and promotional activity.

PERFORMANCE OUTCOMES		
Outcome	Performance Measure	Target
A sustainable District Carbon reduction	Organisations reducing carbon supported by council interventions Carbon reduction impact of green economic and cultural initiatives	To be confirmed
An inclusive and prosperous and local economy Visitor numbers and spend More and better jobs Cultural businesses/enterprises supported External funding brought into the district (supported by the council)	Visitor numbers to Council supported festivals, events and facilities Economic impact of Council supported festivals, events and facilities Visitor enquiries Income generated for the council from cultural activities Local businesses supported External funding brought into the district to support district wide priorities Local jobs created as a result of the council's support	To be confirmed
Healthy and happy communities Improved skills and prospects Health and well being Increased and more diverse audiences	Individuals benefitting from skills development as a result of council supported initiatives Number of education, training or taking part sessions Health and well being benefits as a result of council supported activities Workers benefitting from environmental improvements Satisfaction with council supported cultural services	To be confirmed
A cooperative kind and responsible council Resident satisfaction Engaged communities, businesses and audiences	Volunteers taking part in Council supported activities Volunteer hours Businesses and community groups engaging with the council Increased numbers of young people attending council supported events and facilities Improved accessibility to council supported events and facilities Increased access to council supported events and facilities for hard to reach groups	To be confirmed