

ABERDEEN CITY COUNCIL

COMMITTEE	Education, Culture and Sport
DATE	24th March 2011
DIRECTOR	Annette Bruton
TITLE OF REPORT	Cultural Priorities 2011 - 15
REPORT NUMBER:	ECS/11/010

1. PURPOSE OF REPORT

The purpose of the report is to present to Elected Members the proposed portfolio of projects to be prioritised within the strategic and operational remit of the various Culture teams within Education, Culture and Sport for the period 2011 -15. The report further highlights projects which, in the current climate, are felt to require more significant investment with more limited return and at this stage are not to be prioritised within existing capital and resource constraints.

Elected Members may wish to note Officers intentions to bring to Committee at a later date a paper on Sports Priorities for the City.

2. RECOMMENDATION(S)

It is recommended that Elected Members note and agree the contents of this report and the proposed portfolio of projects to be undertaken.

3. FINANCIAL IMPLICATIONS

This report focuses on investment in capacity rather than capital through the better targeting of existing staffing resources. In situations where there are capital implications these will be brought to Committee for further consideration. It is further anticipated that where policy or strategy developments necessitate, funding to deliver these will be sourced from external partners.

Previous committee reports on Tax Incremental Funding and Union Terrace Gardens and the redevelopment of Aberdeen Art Gallery laid out the financial requirements of each project.

4. OTHER IMPLICATIONS

Where the development of future policy is detailed, this is particularly helpful in order to comply with criteria laid down against grant funding streams. There are no other implications at this stage. As projects progress any implications arising will be brought before Committee as appropriate. Any recommendations for new projects will be considered within this context.

5. BACKGROUND/MAIN ISSUES

The report to Education, Culture and Sport on 20th January 2011 remitted Officers to consider the implications of supporting the redevelopment of the Music Hall within the context of the City Council's cultural priorities and the five year business plan. This was in order for Officers to carry out a prioritisation exercise giving a strategic overview, considering the impact of this initiative on others, and where there may be a conflict of interest with external funding.

The exercise was carried out considering the impact of the proposed budget savings and the reduction in staff capacity to support major initiatives. Most (though not all) of the initiatives require investment in staff time which will result in either improving the profile of the cultural sector in the City, in innovation in practice, or in improving the cultural infrastructure of the City. The two Priority Based Budgeting projects do include agreed one off additional costs associated with implementation.

This report outlines in bullet points the conclusions of this exercise. 'Priority' projects are those considered to be achievable within current restraints and will result in outcomes as indicated above. 'Secondary' projects are those which potentially create a conflict of interest in terms of external funding, or where capacity is to be scoped further before Officer involvement can be considered.

Priority projects (in no order)

- Hosting the Arts and Business awards 2011 at the Music Hall and planning the 1st Aberdeen Arts Achievement award
- The relocation of staff, museum artefacts and objects from the existing Frederick Street site, including the Arts development service and staff
- Under Priority Based Budgeting, explore and recommend options towards the arms length delivery of current cultural services, in particular Museums and Galleries, and consideration of options to share or commission with neighbouring authorities
- Under Priority Based Budgeting, carry out a Root and Branch review of commissioned arts and sports services
- Redevelopment of Aberdeen Art Gallery
- Community Collections centre, to hold and make accessible the museums collections currently held in Frederick Street,

Kittybrewster and the Art Gallery: this could also include wider cultural collections, such as Archives and Libraries

- An appraisal of the investment required for the Beach Ballroom
- Work with Creative Scotland to consider opportunities for future investment in the City, through increasing the number of foundation funded organisations, and other initiatives such as UK City of Culture
- Deliver and plan international initiatives such as the 'Lively Cities' EU funded project
- Development of a Heritage policy for the City
- The development of policies to support reading and literature in the City,
- A policy to support the commissioning and funding of public art
- Consideration of the options for a Heritage Centre for the City through a phased refurbishment of the Central library
- Work with colleagues in Enterprise, Planning and Infrastructure to progress the opportunities for TIF (Tax Incremental Funding) for the City Centre and on further EU funded cultural projects

Secondary projects

- Support for the redevelopment of the Tivoli theatre, Torry Battery and Aberdeen Arts centre
- Support for the redevelopment of the Music Hall (subject to the full scope of the project)
- Support to Peacock Visual Arts for any proposed capital project or any other future rehoming requirements

6. IMPACT

The report links to Outcome 13 in the Single Outcome Agreement, 'We take pride in a strong, fair and inclusive national identity'.

The report also relates to the key aims set out in the Arts, heritage and Sport strand of the Community Plan, in particular:

- To encourage access to and participation in the Cultural life of the city
- To support cultural activities which have a positive impact on the social, economic and cultural development of the City
- To strengthen support for and ownership of the City's distinctive cultural character

The report also links to the cultural objectives set out in 'Vibrant, Dynamic and Forward Looking':

- Support arts venues to bring the best and most innovative performances to the City
- Recognise the contribution of sport, culture and the arts to promoting the area as a tourist destination'
- Promote the City as a tourist destination

The City's cultural strategy, 'Vibrant Aberdeen' has five strategic objectives

- Establish a cohesive cultural sector
- Increase community engagement in cultural activity
- Improve the City's cultural profile
- Increase investment in culture
- Effectively monitor and evaluate the impact of culture

There is likely to be considerable interest from the public in various aspects of the projects to be undertaken or which will not be pursued as priorities by the teams managed by the Service Manager, Culture and Sport. These will be addressed through a managed approach by the service and the Publicity and Promotions unit.

7. BACKGROUND PAPERS

UK City of Culture report 2010

Proposed redevelopment of the Music Hall 2011

Reports on the redevelopment of Aberdeen Art gallery 2010 -11

8. REPORT AUTHOR DETAILS

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