

Levelling Up Scrutiny Committee

DEVELOPING A CULTURAL STRATEGY FOR BLACKPOOL REPORT

TERMS OF REFERENCE FOR BLACKPOOL'S CULTURAL STRATEGY FRAMEWORK STEERING GROUP

Membership of the Core Leadership Group:

- Blackpool Council - Regeneration and Communications Directorate (Cultural Services) – Peter Legg, Head of Economic and Cultural Services; Vicky Clarke, Head of Libraries; Carolyn Primett, Head of Arts
- Blackpool Heritage and Museum Trust (Showtown) – Elizabeth Moss, Chief Executive; Kerry Vasiliou, Learning and Engagement Manager
- LeftCoast (Creative People and Places) – Tina Redford, Director (Vice Chair of CSFSG)
- Abingdon Studios Ltd (not for profit) – Garth Gratrix, Director and Artist
- Aunty Social (CIC) – Catherine Mugonyi, Director
- Grand Theatre, Blackpool – Adam Knight, Chief Executive (Chair of CSFSG)
- Electric Sunshine Project (CIC) – Melanie Whitehead, Artistic Director
- Winter Gardens (BECL) – Michael Williams, Managing Director, BECL Ltd.
- TramShed Theatre, Blackpool – Zac Hackett, Artistic Director
- Blackpool and the Fylde College – Annie Kerfoot, Head of Leadership, Management and Lifestyle
- Blackpool Business Improvement Districts (Tourism and Town Centre) – Sue Grindrod, Managing Director, BIDs Ltd
- Lightpool Festival – Philip Holmes, Artistic Director
- Grundy Art Gallery – Paulette Brien, Curator
- House of Wingz – Samantha Bell-Docherty, Artistic Director and Aishley Bell-Docherty, Creative Director

Arts Council England – invited as observer as and when appropriate

Rationale for membership of Steering Group:

- strategic cultural partner in the town;
- and/or track record of delivery;
- and/or securing significant investment from regional or national funding partner;
- and/or existing Arts Council National Portfolio Organisation or present applicant for 2023-26 cohort;
- and/or investor in the development of the framework process.

A Chair and Vice Chair will be nominated and appointed by the representatives;
The Steering Group may invite other representatives from other key bodies to contribute their expertise and knowledge at certain points in the process.
Substitutes allowed from within same organisation.

Purpose:

To lead on devising and implementing a process for:-

- creating a clear and exciting vision for cultural development in Blackpool that is produced through wide consultation and communicated through the production and publication of a Cultural Strategy with an Action Plan for the next 3 to 5 years.
- establishing a strategic partnership working across Blackpool, regionally and nationally to enable arts and culture to make a significant contribution to the economic, social, and environment regeneration of Blackpool; advocate for and enable interventions for investment and collaborative working at a

Once established, a core part of the partnership's work will be to oversee the implementation of the Cultural Strategy, monitor and evaluate the delivery of the Action Plan and regularly refresh the plan to ensure it is relevant to the latest opportunities and developments in the town.

Meeting Frequency , Longevity and Commitment

It is envisaged that the Steering Group will need to be in place for up to 12 months (until clearer governance is agreed and established). Meetings will take place monthly; smaller working groups may need to be established and meet more regularly to deliver specific tasks.

It is expected that members of the Steering Group will do their best to attend meetings on a regular basis. If a member of the Steering Group does not attend 3 consecutive meetings they will be asked to step down due to lack of commitment (unless there are extenuating circumstances). Members sending apologies for a meeting will be expected to submit comments on papers received in advance to be shared at the meeting to ensure their views can be taken into account.

Funding/Commissioning

Funding secured from the Arts Council to enable a programme of work on setting up a Cultural Framework will be managed by Blackpool Council as the accountable body. Any contracting of freelance advisors, critical friends or consultants and other associated costs for the work will be undertaken by the Council adhering to its procurement policy.

Freelance Representation on the Steering Group

The Steering Group is committed to ensuring a range of voices from across the independent cultural sector can be heard through the development process and will seek to ensure barriers to taking an active part are minimised. Honorariums for time committed by freelance creatives to being active members of the Steering Group or any working groups established will be agreed at the outset.

Decision Making

By consensus.

Group Administration

Setting up meetings and administration of the Steering Group will be undertaken by Blackpool Council unless agreed otherwise by the Group.

Brief notes/actions to be taken of each meeting. Distributed in advance of future meetings.

DRAFT - A CULTURAL STRATEGY FOR BLACKPOOL

Vision for 2030

Blackpool is the UK's Coastal Capital of Creativity. Our vibrant communities and our rich cultural heritage are at the heart of a culture that shines brightly towards a sustainable future, attracting diverse visitors and creatives and producing world-class art.

Mission

To unite Blackpool's existing wealth of creative leaders to shape, drive and offer new and exciting opportunities for our town and communities. This collaborative approach will attract long-term investment in Blackpool's cultural development, which will be central to a wider place making agenda and position the town as a compelling place to live, work and visit.

Values

- We are enterprising and ambitious.
- We are inclusive and respect and champion each other.
- We are committed to collaboration.
- We strive to be environmentally sustainable.

Priorities

Our Strategy to ensure Blackpool is recognised as the UK's Coastal Capital of Creativity by 2030 focusses on four priorities.

- **Developing cultural leadership**
Blackpool's cultural leaders will be inclusive and representative of the wider community. Their collective voice will have weight and presence in conversations that shape the future of the town.
- **Developing our cultural sector**
Blackpool will have a diverse, energised and sustainable cultural workforce. The town's cultural sector will focus on skills, talent retention, creative business growth and environmental sustainability.
- **Nurturing creativity within our communities**
We will champion, celebrate and empower our local communities to experience and to shape Blackpool's unique cultural identity.
- **Growing culture's role in regeneration and the visitor economy**
Culture will be a driving force in future regeneration and in strengthening and diversifying the visitor offer.