

# Report



Meeting

## **TOURISM AD HOC SELECT COMMITTEE**

Date

**4 FEBRUARY 2004**

agenda item number

### **REPORT OF THE ASSISTANT DIRECTOR CULTURE & COMMUNITY (LEISURE & CULTURE)**

#### **The Impact of Cultural Investment on the former Nottinghamshire Coalfield, supported by Objective 2 EU funds**

#### **Purpose of the Report**

- 1 The purpose of this is to demonstrate the impact of the investment, over recent years, in cultural activities as part of the regeneration of the former Nottinghamshire Coalfield.
- 2 A brochure has been produced that will demonstrate the impact of this sustained investment, and this will be available at this meeting. This will be distributed nationally to cultural departments, regeneration units, appropriate government agencies and local authorities.
- 3 The brochure addresses the impact of the investment under 5 headings: Cultural Tourism, Community Development, Economic Development, Festivals and Capital Investment. Each section includes case studies to indicate the practical outcomes in local areas.

#### **Background**

- 4 Nottinghamshire County Council, Leisure and Culture, have been receiving support from Objective 2 for a series of linked cultural programmes since 1998.
- 5 The Leisure and Culture Department is now approaching the end of the 2001-2003 phase, and the accompanying publication focuses on this period. Funding has been committed for January to March 2004 and we await appraisal of our application from 2004-2006.

## **Progress to date**

- 6 The current project is funded under the “Cultural Tourism” strand of Objective 2 funding and is worth £1.2 million.
- 7 Partnership Funding for these projects has come from NCC budgets, earmarked for cultural programmes, Regional Lottery funds, Arts Council of England, District Councils, and the private sector.
- 8 While the project has come under the “Cultural Tourism” strand, the current project has had a regeneration impact in:
  - Community Development
  - Economic development
  - Festivals development
  - and Capital Investmentacross the former Nottinghamshire Coalfield.
- 9 The publication makes the impact of the investment clear, showing that over 700,000 people came to events as cultural tourists to the area, over 1800 job opportunities were created in the cultural and support sectors, and a range of communities were encouraged to participate or stage their own celebrations.

## **Business and Strategic Plans Implications**

- 10 The programme of regeneration and investment in the former Coalfield area is a key part of the Leisure and Culture Business Plan aim to present the arts in formal and informal venues around the County, particularly in areas currently under developed in arts programmes; to increase participation in the arts in line with the “Building a Future” Strategic Plan, 2001-2005, to support the visitor attractions and inward tourism opportunities for visitors, and to support the economic development opportunities available to the County's creative industries.
- 11 The programme meets the four Cornerstones of the “Building a Future” Strategic Plan, 2001-05, by:
  - Encouraging the sustainability of creative industries, local communities, and the environment through imaginative creative projects, developing local skills and capacity building.
  - The projects take place in some of the more disadvantaged areas of the County, and are created with disadvantaged sections of the community, as the appendix illustrates.
  - Involvement in the creation of these projects by local people supports the Citizenship agenda and improves local pride in the area.
  - All projects have a range of partnerships involved and meet the agendas of neighbourhood, local and sub-regional priorities.

- 12 The programme also meets all the objectives of the Cultural Strategy for Nottinghamshire 2001, specifically: economic regeneration, lifelong learning, social regeneration, environmental sustainability and the development of healthy communities.
- 13 The programme adds to the County's visitor attractions and Nottinghamshire's range of cultural opportunities, supporting the objectives of the County's Tourism Strategy.

#### **Equal Opportunities Implications**

- 14 The programme provides new opportunities for supporting specific groups and individuals who may otherwise be underrepresented in arts activities. The programme has been targeted on groups who may be excluded from mainstream activities through rural isolation or perceived ability.

#### **Training and Development Implications**

- 15 All training and development implications arising from the recruitment of staff as outlined in the report, have been completed.

#### **Personnel Implications**

- 16 The only personnel implication arising from the report is that a number of current staff in the Culture and Community department are underwritten by EU funds, and are therefore on time limited contracts. These have been extended following the confirmation of funding to March 2004, and will be extended further if an extension to 2006 is confirmed. In addition, under those circumstances, new administrative staff will be recruited to support the programme.

#### **Financial Implications**

- 17 The financial implications are contained in the report.

#### **Crime and Disorder Implications**

- 18 The activities generated by this initiative have involved a number of disaffected young people who, in other circumstances, would have been involved in crime and disorder issues.

#### **Director of Resources' Financial Comments (CC/RWK)**

- 19 None.

#### **RECOMMENDED:**

That the report be noted and support given to the continuation of the programme, in line with community and NCC aspirations.

**Tim Challans, Assistant Director Culture and Community  
(Leisure & Culture)**

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