

Report for:
ACTION

Item Number:

Contains Confidential or Exempt Information	NO
Title	Ealing Cultural Manifesto 2023-2028
Responsible Officer(s)	Sandra Fryer, Interim Strategic Director for Economy and Sustainability
Author(s)	Jan De Schynkel, Arts & Culture Manager
Portfolio(s)	Cllr Jasbir Anand, Cabinet Member for Thriving Communities
For Consideration By	Cabinet
Date to be Considered	29 March 2023
Implementation Date if Not Called In	(Day after Call-In expiration date, or most appropriate date after Call-In expiration date) 31 March as agreed.
Affected Wards	All
Keywords/Index	Culture, Manifesto, Art, Strategy, Action Plan

Purpose of Report:

This report seeks Cabinet approval of the Ealing Cultural Manifesto 2023 – 2028 and the associated action plan. The manifesto has been co-developed with the Ealing cultural sector, following a rigorous methodology incorporating creative consultation and a process of co-authoring; to ensure input of a wide range and diversity of people.

1. Recommendations for DECISION

1.1 It is recommended that Cabinet:

Agrees to adopt Ealing’s Cultural Manifesto 2023-2028 as provided in Appendix 1 and the associated action plan as provided in Appendix 2.

2. Recommendations for noting

None

3. Reason for Decision and Options Considered

3.1. In 2021, Ealing Council recognised the need for the Arts & Culture Service (ACS) to engage with communities, the sector, and internal working groups to co-develop

a 'cultural manifesto' and 'action plan', following key principles of Thriving Communities, such as establishing collaborative processes and empowering/supporting communities to make local decisions.

3.2. In consultation with Ealing's creative sector, it was agreed that a cultural manifesto and action plan was developed.

3.3. Why the need for a Cultural Manifesto?

This Council's previous Ealing Arts & Cultural Strategy 2013-18 needed updating. (See background information). In the 10 years since the previous strategy was developed, there have been significant changes in the cultural landscape in London that this new Cultural Manifesto will reflect.

Scrutiny Review Panel 4 – 2019/2020: Leisure, recommended (R 11): 'Ealing Council should proactively work with the local arts and culture organisations including young people in devising the new Culture Strategy for the borough.'

The results of the Council's 2022 Arts & Culture Survey evidenced opportunities, gaps, needs and barriers for our communities and for the creative sector that would be best served by setting out in a strategic framework.

As culture cuts across many areas and priorities of the council (for example, around regeneration, economic recovery, health & wellbeing, bringing diverse communities together), such a framework will also aid collaborative working across departments and provide a focus for the council, the creative sector, whilst sending a strong signal of the council's ambitions to key agencies such as Arts Council England and the GLA.

The development of a Culture Manifesto and Action Plan, will support the growth of our borough's cultural sector in a more joined-up and strategic way, realising long term benefits, addressing inequalities, and better evidencing the significant impact of arts & culture on people and places.

The adoption of a Cultural Manifesto for Ealing will ensure Ealing Council is in a much stronger position to apply for London Borough of Culture (LBOC) for 2025 or 2027, as set out in the Council Plan. (In 2017, Ealing council unsuccessfully applied to become a LBOC. LBOC puts culture at the heart of local communities, illuminating the character and diversity of London's boroughs and showing culture is for everyone. Previous awards went to Waltham Forest, Brent, Lewisham and Croydon. The scheme is likely to be opened up for applications again this year, 2023.)

3.4. Aims

The manifesto will provide a vision and action plan for Ealing that achieves a step-change in the growth, resilience and sustainability of our creative economy and skills sectors; to promote excellence and accessibility in our arts, culture and heritage offer and to ensure creativity permeates our sense of place and identity.

As the manifesto is co-created with and co-owned by the cultural sector, the aim is that all creatives and cultural organisations recognise themselves in the cultural manifesto, that it relates to them and their practice, and that they can identify actions they can enact. It should also support their 'businesses', for example giving greater visibility, showing funders the wider strategic vision and ambitions their work forms part of, helping to connect with new partners and using the cultural manifesto logo.

3.5. Principles

The principles set out in the manifesto are:

- Recognising cultural democracy/democracy of cultures: reflecting all cultures of Ealing/protected characteristics/geographic equity.
- Co-authored and co-owned by the culture sector.
- The inclusion of Youth Voice to inform the Cultural Manifesto.
- To encourage localism, local decision making and empower grassroots.

Delivery of the manifesto will require ongoing activism. We will commission and enable activations, installations and artistic expressions around the manifesto across each of the seven towns after the approval of the Cultural Manifesto. The action plan will be a rolling action plan that is continuously updated and when new sources of funding are obtained.

3.6. The role of engagement in establishing the Cultural Manifesto

The following outlines the eight steps of the engagement and consultation approach that were implemented in the forming of the Cultural Manifesto.

Step 1: Mapping through updating the GLA Cultural Infrastructure Plan

Step 2: Consultation and engagement through our arts and culture survey 2022, an online survey that was widely publicised through various council channels and networks.

Step 3: To democratically inform the manifesto and in order to ensure that we don't just reach 'the usual suspects' with a council consultation, we also reached out through:

- 3 pilot Youth Collectives in Acton, Greenford and Northolt. To reach a more diverse range of youth voice and young people that the council would otherwise not reach.

- a creative installation that travelled to all seven Towns and Park Royal, acting as an icebreaker, a conversation starter, an innovative intervention to reach people that would otherwise not engage.

Step 4: To ensure that the cultural manifesto is informed by a wide range of voices, we set up a Culture Task Group, a diverse group of external stakeholders who act as a steering group to co-develop the manifesto. The group consists of large and

small organisations as well as individual artists and creative practitioners from across all Ealing towns.

The purpose of the Culture Task Group was to co-decide on processes and to steer the content of the Cultural Manifesto. The group is a task-and-finish group, i.e., set up solely to support and steer the development of the Cultural Manifesto.

Step 5: A cross Council group was set up to feedback and input in the drafting, in particular to ensure that the action plan is owned across service areas and directorates, not just the ACS. (Please see named individuals in 'consultation' section.)

Step 6: Further feedback and consultation: During the drafting stages, further feedback was sought from external specialists, including a panel of academics at University of West London and external specialist/consultant Adriana Marques, Head of Cultural Strategy for Thamesmead at Peabody. They were unanimously impressed with the quality and creativity of the document.

Step 7: During drafting, five further focus groups were set up in January 2023, with the South Asian, Somali and Arab community in Southall; African Caribbean group in Acton; Syrian and Afghan groups in North Acton and West Ealing; young people group in Northolt/Greenford; Polish community group.

Step 8: A schools' video competition was launched in January 2023 around the relevance of the Cultural Manifesto for young people. 1 minute video submissions invited on 'how does the manifesto relate to me, my generation, my school'. This is delivered through our Cultural Education Partnership.

4. Key Implications

4.1. The Cultural Manifesto sets out how to address geographic inequity across our seven towns, and how to turbocharge the multiple impacts of culture through the creation of seven Culture Hubs across our towns. This will address inequality, address barriers and bring communities together. Culture Hubs will create and support a local community of practice and change-makers to drive decisions around arts and culture in their locality, informed by local need and relevance. At least one fit-for-purpose space will be identified in each town where creatives can meet, make and show. (This could be anything from one room to a whole building, depending on local context.)

It is important that in the creation of the Culture Hubs, they link or are integrated with Community Enterprise Hubs, Town Forums, 20-minute neighbourhoods, Community Charter, Community Access Guarantee, Community Champions, Family Hub model, Love Ealing Love Local, the learning zones in each of the four libraries.

4.2. Applying to become a London Borough of Culture will require time, capacity and match funding. The aim of this manifesto is to show a strong contribution to three key criteria:

- Support for diverse grassroots organisations and young talent
 - Strong support for arts and culture at Member and Executive level at the council
 - Evidence that arts and culture are included in Council planning and policies.
- Therefore, ensuring requirements for culture are embedded in CIL will be essential to having a strong chance of success with a London Borough of Culture bid.

4.3. Ealing is the third largest London borough in population, yet we have limited traditional cultural infrastructure such as arts centres or music venues. The Cultural Manifesto calls for creating and protecting affordable creative workspaces and arts venues.

4.4. Officers recommend that Cabinet notes the request to support the principle of securing future CIL contributions towards delivery of this cultural manifesto, in accordance with the development of the Councils CIL Charging Schedule.

5. Financial

Financial impact on the budget

An announcement on whether the Mayor's London Borough of Culture scheme will continue is expected in March 2023. If continuing, guidelines may be expected in April 2023. It is for noting, at this point in time, that following the work to develop the Cultural Manifesto, it is understood that the Council should apply to become a London Borough of Culture in 2025, where the Council would need to commit to match funding. For past schemes, the main funding award was £1.0m and match funding requirement was 30%. Therefore, the Council would need to commit to £0.300m match funding, if the guidelines are in line with previous awards.

There are no other financial implications as projects identified in the Action Plan (Appendix 2) will only be delivered with either existing funding or when external sources of funding have been obtained and match funding is approved.

6. Legal

6.1 The council is not legally required to produce an Arts and Cultural Strategy or Cultural Manifesto, although it is good practice to do so. Any proposals implemented pursuant to the Cultural Manifesto will require separate consideration and approval; approval will not be implied solely by reason that a proposal complies with the Cultural Manifesto.

7. Value For Money

7.1. Central to Ealing's role in cultural provision is promoting access to a wide range of opportunities for all sections of the community, especially those for whom cost is a barrier. This Cultural Manifesto will help deliver value for money by forging stronger links with arts and cross-sector partners and developing a more ambitious framework that will help external funding bids.

Value for Money principles are key to ACS delivery and procurement arrangements. Robust contract monitoring ensures that there is an on-going review of costs and service delivery in line with contract specifications

Projects will only be delivered when funding is in place.

8. Sustainability Impact Appraisal

N/A

9. Risk Management

N/A

10. Community Safety

N/A

11. Links to the 3 Key Priorities for the Borough

11.1. The council's administration has three key priorities for Ealing. They are:

- fighting inequality
- tackling the climate crisis
- creating good jobs.

The Cultural Manifesto and action plan will strongly contribute to 'fighting inequality' and 'creating good jobs'.

Fighting inequality: by increasing the diversity of the art that is made and seen, the diversity of the creators and the diversity of the decision-makers. The local Culture Hubs in each of the seven towns will increase community empowerment, activism, and cohesion by responding to local need and talent. The action plan has specific projects around breaking down barriers and inequity.

Creating good jobs: Our Cultural Education Partnership has structures in place with Ealing schools, skills providers and employers to create flexible entry and progression routes into the Creative Industries. Our New Gen Youth festival is providing employment opportunities in the Creative Industries, through upskilling workshops with high-calibre industry professionals. The action plan has several career and business start-up support programmes in collaboration with different services. **Tackling the Climate Crisis:** The action plan includes place-making projects that consider biodiversity. We are providing guidance for our festivals and events on environmental sustainability.

12. Equalities, Human Rights and Community Cohesion

12.1. The methodology and the various consultation strands (see 3.6) are examples of best practice to try and reach a wide a range and diversity of communities as possible.

Community cohesion and equality are integral to the Cultural Manifesto. Culture develops social capital by strengthening local networks, and personal capital by developing people’s skills, health, and confidence. The ACS engages the whole community, bringing people together and breaking down barriers. The Cultural Manifesto will help services tackle social divisions by making facilities available to all, where necessary by targeting specific provision at hard-to-reach and/or under-represented groups.

13. Staffing/Workforce and Accommodation implications:

13.1. As per 5a) Financial Impact on the Budget, it is recommended that a 1 year Fixed Term post is recruited to the Arts and Culture team, with option to extend if impact has been achieved (fundraising target will be set for the post holder.)

14. Property and Assets

N/A

15. Any other implications:

15.1 Measuring success and evaluation:

This Cultural Manifesto has been produced to enable the development of cultural infrastructure, capacity and skills within the borough; to be provided for by the council and the cultural sector in a planned and coordinated way that meets the needs of Ealing’s population and satisfies areas of greatest demand.

It is proposed that the Culture Task Group, that was set up to co-develop the Cultural Manifesto, is asked to review the Cultural Strategy Action Plan on an annual basis. The findings of this review will be reported to the wider Ealing Arts & Culture Network and to the Council. Each review will compare achievements against priorities, taking account of changes in circumstances and potential new opportunities. An annual review will allow any slippage to be recognised and priorities re-timetabled accordingly.

A comprehensive review of the Cultural Manifesto and Action Plan will also need to be undertaken in 2027 to allow sufficient time for a subsequent strategy/manifesto to be produced.

16. Consultation

16.1. Please see 3.6 The role of engagement in establishing the Cultural Manifesto

17. Timetable for Implementation

Start	Deliverable	measure
January 2023	Recruitment of new FT post	March 2023, post in place
March 2023	Adoption and launch of Cultural Manifesto	Adoption and launch completed
March 2023	Recruitment of Festivals & Events Administrator and Festivals & Events Development Manager	September 2023: Current external Park Hires service delivered by external contractor, replaced by 2 internal posts

March 2023	Procurement process for Ealing Summer Festivals delivery	Summer 2024: New contractor procured for Ealing Summer Festivals
April 2023	Cultural Infrastructure Plan commissioned	April 2024: Based on recommendations, a type, model and location for a state-of-the-art arts centre is identified
May 2023	Steering groups set up to decide on format and delivery mechanisms for Culture Hubs	December 2023: format, structures, locations, and delivery mechanisms of Culture Hubs confirmed
April 2023	Ensure culture is one of the requirements on the Charging Schedule for CIL	2024: CIL implemented and requirements/contributions for culture detailed in planning.
May 2023	Ealing creative sector signs up to the manifesto; granular conversations with key stakeholders re. how they can contribute; ongoing manifesto activations	December 2023: a minimum of 40 sign ups to the Cultural Manifesto. A table showing how sector partners will contribute. A minimum of one activation in each of the seven towns around the Cultural Manifesto
Autumn 2023	Ambassadors and steering groups for London Borough of Culture (LBOC) application	December 2023: steering group for co-authoring the LBOC application formed
December 2023	Arts Council funding applied for	April 2024: outcome of Arts Council funding confirmed
January 2024	Action plan updated	April 2024: updated action plan implemented
2023/2024	If LBOC scheme is announced, develop an application for Ealing	2024: Ealing application for LBOC 2025 or 2027 submitted

18. Appendices

Appendix 1: Cultural Manifesto

Appendix 2: Action Plan

Appendix 3: Arts and Culture Survey 2022 results summary

19. Background Information

https://www.ealing.gov.uk/downloads/download/237/cultural_strategy

Consultation (Mandatory)

Name of consultee	Post held	Date sent to consultee	Date response received	Comments appear in paragraph:
Internal				
Cllr Jasbir Anand	Cabinet Member for Thriving Communities			Throughout
Sandra Fryer	Executive Director for Economy & Sustainability			Throughout
Helen Harris	Director, Legal and Democratic Services			5. Legal
Yalini Gunarajah	Chief Finance Officer			4. Financial
Chris Bunting	Assistant Director Leisure			Throughout
Internal cross-council group (Anurag Munshi, Bryony Henson, Carol Sam, Catherine Howe, Chris Bunting, Connor McDonagh, Cristi Gonzalez, Diana Skwarczowska, Evelyn Gloyn, Fiona Crehan, Francis Moss, Isabel Elder, Joanne Mortensen, Kitty Eyre, Maddy Gupta-Wright, Manny Manoharan, Naseem Kauser, Robin Das, Sophie Beagles, Yogesh Dattani)				Action Plan
External				

Culture Task Group (Alan Granley, Annemarie Flanagan, Andrea Bath, Clare Gough, David Bowler, Doug King, Ellie Lewis-Nunes, Fiona Hawthorne, Harpreet Nandha, Howard Shepherdson, Jane Arnold-Forster, Mandie Wilde, Peter Gould, Philippa Norman, Priya Jethwa, Rachel Pepper, Rajinder Kalsi, Rebecca weeks, Shani Crawford, Sulaiman Othman, Tajinder Singh, Tejinder Padam, William Rees)				Throughout
University of West London (Krishna Maroo, John Charlton, Prof. Robert Sholl, Prof. Justin Paterson, Prof. Dennis Olsen, Marc Owen, Alka Sharma, Maia Leilani Dutoit)				Throughout
Adriana Marques	consultant			Throughout

Report History

Decision type:	Urgency item? No
EITHER: Key decision OR Non-key decision OR For information (delete as applicable)	Yes [
Report no.:	Jan De Schynkel, Arts & Culture Manager