

PERTH AND KINROSS COUNCIL

Lifelong Learning Committee - 29 May 2013

PLACE PARTNERSHIP PROJECT

Report by Executive Director (Education and Children's Services)

PURPOSE OF REPORT

This report informs Lifelong Learning Committee about the Place Partnership initiative funded by Creative Scotland which will be delivered in 2013/14 to support local young people to develop creative work which celebrates the unique identity of Perth and Kinross; develop employability pathways for young people into the cultural sector; and support local creative industry. The Committee is asked to note this new initiative and that evaluation and impact will be reported in early 2015.

1. BACKGROUND / MAIN ISSUES

- 1.1 In 2011 Creative Scotland launched the Creative Place Awards and subsequently the Place Programme which were established to 'celebrate and recognise the hard work and imagination that contribute to the rich cultural life of a community, as well as its social and economic well-being' (Creative Scotland 2013). Perth and Kinross was shortlisted in the 2011 Creative Place awards leading to an award of £120,000 in the 2012 Creative Place Programme to develop programmes which articulate and strengthen a sense of local identity and place across the area.

The Place Programme is about strategic collaboration between local authorities and their Cultural Partnerships to support creative activities which support the local arts sector and build a sense of local identity and Place through arts practice. Each year there are up to five Place Partnerships.

The other local authority areas in the 2012 programme are Fife, Dumfries and Galloway, Highland and Aberdeen City. Each is developing their Place programme in different ways. Councils are accountable for the funding and for coordinating programme delivery.

- 1.2 In Perth and Kinross the Place Programme will focus on:
- supporting talent in local young people to develop creative work
 - building employability pathways for young people into the cultural sector
 - supporting local creative industries which in turn strengthen the overall tourism offer in Perth and Kinross.
- 1.3 These priorities have been developed through extensive work by the Perth and Kinross Cultural Partnership as a sub-group of the Lifelong Learning Partnership and a key mechanism supporting the delivery of the Cultural Strategy. The Partnership includes representatives from Horsecross Arts,

Pitlochry Festival Theatre, the Royal Scottish Geographical Society Scottish Enterprise, Perth College UHI, and Visit Scotland as well as key Council services including Economic Development, Culture and Community Services.

- 1.4 These priorities also support the ambitions of the Perth and Kinross Cultural Strategy and in particular “*We will contribute to a growing and diverse local cultural economy by supporting creativity and tourism.*”

2. PROPOSALS

- 2.1 An Action Plan has been developed to take forward these priorities and is included as **Appendix 1**. Key activities which will be undertaken include:
- The commissioning of new works to be created by young people working in partnership with professional artists. Young people will work with artists to explore their sense of place, creating a response to this in a variety of media. Young people will learn new creative, influencing and negotiation skills, work to deadlines and within agreed budgets and artists will develop mentoring and partnership skills which will support their further in community based projects. The new works will form the basis of an exhibition which will tour Community Campus and other community venues.
 - New work experience opportunities in Horsecross venues and Pitlochry Festival Theatre with a view to increasing awareness of the breadth of employment opportunities available to young people.
 - The identification of new opportunities to promote and sell local artistic ‘product’, including pop up exhibitions and retail ventures which make use of empty or under capacity retail, cultural and heritage venues.
 - The development of a central ‘hub’ from which individuals and organisations involved in the creative industries locally can share information and collaborate with a view to increasing audiences and longer term sustainability. There will be virtual and physical elements of the ‘hub’ with an online presence being developed in addition to a hub location being identified.
- 2.2 External evaluation of the project will be commissioned to assess overall impact and identify how key strands of the programme can be mainstreamed longer term.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 The Place Partnership Project is an opportunity to engage the creative sector in Perth and Kinross in new ways of working which reflect the unique culture of the area. Through engagement with young people and by strengthening links and networks across the creative industries, the project will act as a spring board for further ongoing development beyond the life of the project. It is hoped that the project will be a catalyst for further collaborative working across the Cultural Partnership and with Creative Scotland which will support the achievement of the ambitious and creative vision for Perth and Kinross identified within the Cultural Strategy.

3.2 It is recommended that the Committee note this new initiative and that evaluation and impact will be reported in early 2015.

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Date 13 May 2013		

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

The undernoted table should be completed for all reports. Where the answer is 'yes', the relevant section(s) should also be completed

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	None
Sustainability (community, economic, environmental)	Yes
Legal and Governance	None
Risk	Yes
Consultation	
Internal	Yes
External	Yes
Communication	
Communications Plan	In production

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The Place Partnership Project work will support the achievement of the following Community Plan Strategic Objective:
- Nurturing educated, informed and responsible citizens
Local Outcome: Young People reach their potential
Priority Action: We will develop wider achievement opportunities for all children and young people through cultural, sporting, volunteering and community programmes

Corporate Plan

- 1.2 The Perth and Kinross Community Plan 2013-2023 and Perth and Kinross Council Corporate Plan 2013/2018 set out five strategic objectives:
- (i) Giving every child the best start in life;
 - (ii) Developing educated, responsible and informed citizens;
 - (iii) Promoting a prosperous, inclusive and sustainable economy;
 - (iv) Supporting people to lead independent, healthy and active lives; and
 - (v) Creating a safe and sustainable place for future generations.

This report relates to objective no (iii).

- 1.3 The report also links to the Education & Children's Services Policy Framework in respect of the following key policy area:

- Learning: Realising Potential

2. Resource Implications

Financial

- 2.1 Creative Scotland have awarded Perth and Kinross Council £120,000 to implement the Place Partnership Project. This will be supported by in-kind resources from Cultural Partnership members with a total value of approx £55,000. The Action Plan attached as Appendix 1 details the breakdown of this funding in relation to each planned activity.

- 2.2 The Head of Finance has been consulted in the preparation of this report.

Workforce

- 2.2 There are no workforce implications attached to the Place Partnership Project.

Asset Management (land, property, IT)

- 2.3 There are no land or property implications attached to the Place Partnership Project.

- 2.4 There are no IT implications attached to the Place Partnership Project.

3. Assessments

Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.

Proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

- (i) Assessed as **relevant** and the following positive outcomes expected following implementation:
- i. Increased employability of individuals
 - ii. Increased engagement of young people
 - iii. Achievement of young people

Strategic Environmental Assessment

- 3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals.

No further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.3 The Place Partnership Project reflects the Perth and Kinross Council Principles & Aspirations for Sustainable Development and in particular:

CONFIDENT, ACTIVE AND INCLUSIVE COMMUNITIES

22) Creating a sense of place (e.g. a place with a positive 'feeling' for people, and local distinctiveness)

Legal and Governance

- 3.4 There are no legal implications to the Place Partnership Project

Risk

- 3.5 The following key risks for the Place Partnership project have been identified:

Risk	Risk Level	Mitigating Actions	Residual Risk Level
1. There is a risk that young people do not engage in the project	High	<ul style="list-style-type: none"> ➤ Early engagement with Schools, Youth Services and the Opportunities for All partnership ➤ Representation from Perth College UHI and Schools on the Cultural Partnership 	Medium
2. There is a risk that Cultural Partners fail to take forward agreed actions	Medium	<ul style="list-style-type: none"> ➤ Regular Cultural Partnership meetings to review and discuss progress ➤ Support and monitoring from Culture Services Staff 	Low
3. There is a risk that partners fail to meet their in-kind contributions to the Project	Medium	<ul style="list-style-type: none"> ➤ Support from ECS Finance colleagues in identifying in-kind identification methodologies ➤ Regular Cultural 	Low

Risk	Risk Level	Mitigating Actions	Residual Risk Level
		Partnership meetings to review and discuss progress	
4. There is a risk that the project fails to engage with local creative industries	Low	<ul style="list-style-type: none"> ➤ Representation from Creative Industries on the Cultural Partnership Communications Plan 	Low
5. There is a risk that the project generates expectations which cannot be met beyond the initial funding	Medium	<ul style="list-style-type: none"> ➤ Regular Cultural Partnership meetings to review and discuss priorities and outcomes ➤ Communications Plan 	Medium

4. Consultation

Internal

4.1 The Place Partnership Project has been discussed with the following, all of who have been supportive of the plans:

- Head of Service, Early Years and Primary
- Head of Service, Secondary
- Head of Service, Children and Families
- Conservation & Regeneration Manager
- Service Manager, Communities
- Service Manager, Sport and Active Recreation
- Service Manager, Culture
- Learning and Development Manager (Children and Young People)
- Learning and Development Manager (Communities)
- ECS Finance Accounting Technician

External

4.2 The Cultural Partnership have been instrumental in drafting and consulting on the Place Partnership Project. This includes representatives from:

- Horsecross Arts Ltd
- Pitlochry Festival Theatre
- Gannochy trust
- Perth and Kinross heritage Trust
- Perth College UHI
- NHS Tayside
- PKAVS
- Royal Scottish Geographical Society
- Visit Scotland

5. Communication

- 5.1 An official launch of the Place Partnership is being planned for June 2013 at which it is hoped that the Cabinet Secretary for Culture and External Affairs Ms Fiona Hyslop MSP will attend. Plans for this event are at an early stage. A communications plan for the project is in development.

2. BACKGROUND PAPERS

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

3. APPENDICES

Appendix 1 Place Partnership Project Action Plan

Cultural Partnership

Place Partnership Project Action Plan May 2013 – June 2014

Following a meeting of Cultural Partnership members to discuss the key priorities for Place Partnership investment held in September, this draft Action Plan identifies possible actions which will progress the priorities agreed with Creative Scotland which are:

- *Building talent and employability pathways for young people through the Place investment*
- *Strengthening the overall cultural 'offer' in Perth and Kinross by supporting local creative industries which are unique and particular to Perth and Kinross*

Key Priority	<i>Building talent and employability pathways for young people through the Place investment</i>			
Outcome	Young People in Perth and Kinross have an increased understanding of the opportunities for employment, training and development in local Creative Industries			
Outputs	Key Activities	Lead Partner	Resources Place Partnership	Timescales
4 new art commission opportunities for young people in Perth and Kinross which articulate their sense of place and provide practical experience working within creative industries or alongside experienced creative practitioners	Up to 10 new commission or specified projects to develop further their interests in the creative industries and establish new collaborations to support similar future opportunities.	PKC Culture Services and commissioning partners including Perth and Kinross Countryside Trust RSGS, PMAG	£45,000	May 2013 – July 2014
100 young people have attended work experience days.	Enterprise Arts project delivered by Horsecross Arts and Pitlochry Festival Theatre which offers work experience days for young people covering various technical, performance, marketing and administrative specialism's.	Horsecross Arts Pitlochry Festival Theatre	£20,000	September
General awareness of opportunities within Creative Industries is raised among young people	Young people in the S3-S6 cohort have information on employment and training opportunities and pathways in Creative Industries	Perth College UHI/PKC	£7,500	
TOTAL			£78,500	

Key Priority	<i>Strengthening the overall cultural 'offer' in Perth and Kinross by supporting local creative industries which are unique and particular to Perth and Kinross</i>			
Outcome	The creative industries sector in Perth and Kinross is recognised across Scotland as a vibrant, innovative and supportive environment within which new business and talent are nurtured and which attracts customers and visitors to the area.			
Outputs	Key Activities	Lead Partner	Resources Place Partnership	Timescales
New audiences and markets for local creative industries developed.	Develop new exhibition/retail opportunities to showcase and promote local talent to include pop-up shop, digital and online exhibitions linked to key cultural events locally such as Perth Festival of the Arts, Perthshire Amber and Perth Winter Festival	Perth and Kinross Council Perthshire Chamber of Commerce Scottish Enterprise Perth College UHI Event Scotland	£22,500	November 2013 – Jan 2014 April – May 2014 September 2014
Expanded creative industries networks and collaborations in place.	Establish a Creative Industries Hub from which Place Partnership Activity will be developed and which will serve as a base point from which to develop new collaborations and networks to support and strengthen capacity within the sector. Explore further opportunities for the development of innovate enterprise and talent development activities with a view to sustaining Place Partnership ethos and collaborations beyond the initial project phase.	Perth and Kinross Council Perth and Kinross Cultural Partnership Scottish Enterprise Perth College UHI Event Scotland Employability Partnership	£13,000	July 2013 – July 2014

Communications, monitoring and evaluation plans in place.	Communications plan to include launch events and social media strategy developed. Formal systems for the monitoring and external evaluation of the Place Partnership project are established.	Perth and Kinross Cultural Partnership	£7,000 £5,000	May 2013 – December 2014
TOTAL			£41,500	