

North Yorkshire Council

Assistant Director (Resources) in consultation with Executive Member

14 June 2023

Selby Place Partnership application

Report of the Corporate Director of Community Development

1.0 PURPOSE OF REPORT

- 1.1 To request approval from the Assistant Director - Resources following consultation with the Executive Member for Culture, Arts & Housing to authorise submission of an application of grant funding in the amount of £350,000.

2.0 SUMMARY

- 2.1 Selby District has been identified as both a 'Priority Place' by Arts Council England (ACE) and a 'Levelling Up for Culture' place' by the Government's Department of Digital, Culture, Media and Sport (DCMS).
- 2.2 The Place Partnership funding programme is one of the ways in which ACE is investing in Priority Places.
- 2.3 The Selby Place Partnership programme outlined in this report is supported by package of funding that comprises:
- £350,000 Place Partnership funding from Arts Council England
 - £300,000 from the UK Shared Prosperity Fund
 - £350,000 previously committed and carried forward from Selby District Council's Cultural Development budget
- 2.4 Selby District Council submitted an Expression of Interest to ACE for a Selby Place Partnership programme, which was successful. North Yorkshire Council have now been invited to submit a full application to ACE for £350,000. The deadline for submitting this application is 31st July 2023 (awaiting confirmation from ACE).
- 2.5 Following submission of an Expression of Interest by Selby District Council to the North Yorkshire UK Shared Prosperity Fund the Council has been invited to submit a full application for £300,000 towards the delivery of this project. Applications submitted to the UKSPF panel by 2 June are due to be appraised by the end of June.
- 2.6 The Selby Place Partnership programme will deliver a range of cultural and creative activities tailored to the local needs and aspirations of the communities of Selby, Tadcaster and Sherburn in Elmet. The intention is to bring about a step change in local cultural provision; engage people from a variety of social groups and backgrounds, especially children and young people; and build capacity in the cultural and creative sector.

3.0 BACKGROUND

- 3.1 ACE recognises that its level of investment in some areas of England has historically been too low. In 2021, ACE identified 54 Priority Places for 2021-2024 where it intends to work to enhance levels of investment, capacity and engagement. The methodology involved calculating scores for all areas of England based on their need (existing engagement and investment levels) and their opportunity (capacity and ambition to increase engagement). ACE determined Selby District to be a Priority Place. It is one of five Priority Places in Yorkshire & Humberside and the only Priority Place in North Yorkshire.
- 3.2 DCMS has identified 109 Local Authority Areas (outside of London) to become designated 'Levelling Up for Culture' places for 2022-2026. ACE has committed to supporting Levelling Up for Culture places wherever possible through £43.5 million of additional investment from government, subject to the receipt of strong funding applications. Each ACE Priority Place is also a Levelling Up for Culture place, meaning Selby District also enjoys 'Levelling Up for Culture' status.
- 3.3 The Place Partnership funding programme is a key opportunity for Selby to access greater investment from ACE. ACE's Place Partnership funding is for places seeking to bring about transformative change to their provision of cultural and/or creative activity. A Place Partnership project is defined as being a strategic place-based intervention that:
- Intends to make a long-term difference to the cultural and/or creative life of the local community;
 - Makes a clear step change in provision in that place;
 - Is informed by robust needs analysis;
 - Responds to relevant local strategies;
 - Is led by a consortium of partners who are relevant to delivering the project;
 - Has a value of over £100,000.
- 3.4 In January 2023, Selby District Council submitted an Expression of Interest (EOI) to ACE for a Place Partnership project for Selby District. The EOI outlined how activity would take place across the three towns of Selby, Tadcaster and Sherburn in Elmet, focusing on embedding practitioners in local communities, commissioning artwork to support cultural place-making ambitions and developing the local creative sector by inspiring and creating opportunities for children and young people. This EOI was successful. A more detailed overview of the proposed programme is provided below (4.1 - 4.6).
- 3.5 Given that the transition to the Unitary Authority has taken place since confirmation of the successful EOI, it is North Yorkshire Council who have been invited to submit a full application to ACE for £350,000 to deliver the Selby Place Partnership project. The deadline for submitting this application is likely to be around 31st July (currently awaiting confirmation from ACE that the application has formally transferred to NYC).
- 3.6 To expand the capacity of the Selby Place Partnership project, and to strengthen the application to ACE, funding is also being sought from the UK Shared Prosperity Fund (UKSPF). North Yorkshire has been allocated £16.9 million of UKSPF from 2022-2025. This funding is predominantly revenue funding and must be invested against the themes of 'Communities and Place', 'Supporting Local Business' and 'People and Skills'. Within North Yorkshire's UKSPF investment plan ([UK Shared prosperity fund \(northyorks.gov.uk\)](https://www.northyorks.gov.uk/uk-shared-prosperity-fund)), £3.3 million has been assigned to a programme that 'celebrates our distinctive and vibrant places'. Alongside other activities, this programme intends to provide grant funding to support local arts, cultural, heritage and creative projects.

3.7 In line with the North Yorkshire UKSPF guidance and requirements ([UK shared prosperity fund | North Yorkshire Council](#)), an Expression of Interest was submitted by Selby District Council in March 2023 and a full application will now be submitted and appraised in June.

4.0 SELBY PLACE PARTNERSHIP PROGRAMME

4.1 The Selby Place Partnership programme will be delivered by North Yorkshire Council in collaboration with a consortium of local partners with an interest in improving cultural provision and expanding the cultural sector in Selby. The consortium contains both established and grassroots organisations, operating in the public, private and third sector, who will contribute to designing and delivering activities. Members of the consortium include Selby Abbey, the Heart of Yorkshire Education Group (Selby College), Mediale, Performing Arts etc, Arcade, Selby District Creative Drivers Group, Art is My Career, York & Scarborough NHS Foundation Trust, Tadcaster & Rural CIC, Sherburn in Elmet Community Trust, Selby Town Council and other local community and arts groups.

4.2 Selby's Place Partnership programme, "Now Then!", will have three pillars:

- **People:** as audiences, communities, and creatives. Key priorities are children and young people, older people, people with disabilities, people living in our most disadvantaged communities; as well as cultural sector support and development for creative businesses.
- **Place:** The programme focusses on three market towns – Selby, Tadcaster and Sherburn in Elmet. There are over-arching themes of place-making and towns revitalisation, but the activity planned for each town is bespoke, as each town is unique.
- **Pride:** the programme will use narratives of place, focusing on people's pride in and connection to their home. This will serve to challenge and change perceptions of the towns, encouraging people to view them as vibrant places of creativity.

4.3 The activity proposed in each of our town centres and high street areas includes:

- **Selby:** A curator embedded in Selby Abbey devising a programme of contemporary art in the Abbey and its environs (e.g. Selby Park, the Market Place, Micklegate) plus public realm commissions.
- **Tadcaster:** The implementation of a co-created, ambitious programme of new site-specific and deeply relevant work, predominantly in the town centre. This follows significant research and development undertaken by community arts organisation Arcade. There will be an emphasis on engaging and inspiring children and young people.
- **Sherburn in Elmet:** Practitioners with a strong track record will be embedded in accessible community spaces to work with communities to co-design cultural activities. Activities will promote storytelling in ways that are highly relevant to residents, responding to their needs and preferences.

4.4 Opportunities to develop the area's small but growing cultural and creative sector arise naturally from the town centre-based programme. The programme will focus on local infrastructure; building capacity and resilience; organisational review; skills development, and opportunities for practitioners; and audience development. To achieve this, the programme will utilise associateships, micro-commissions, internships, industry days, pilot programming and expertise around diversity, disability and environmental impact.

- 4.5 Young people will have enhanced opportunities to create artwork with practitioners and participate in creative activity in Selby, Tadcaster and Sherburn in Elmet. The potential outcomes of improved engagement amongst young people include the development of creative skills, the retention of young people and young businesses, and a greater number of students inspired to progress to Higher Education in creative subjects.
- 4.6 It is envisaged that the evaluation of the Selby Place Partnership will be beneficial for place-making projects being undertaken across North Yorkshire. For market towns experiencing low levels of cultural engagement, or with similar ambitions to grow the creative sector, Selby's Place Partnership provides a model which may be emulated or replicated in the future. North Yorkshire Council will closely monitor the programme to gain insight into expanding the creative sector in market towns, engaging younger and older people and people with disabilities, and using narratives of place and storytelling to foster pride and improve perceptions.

5.0 CONSULTATION UNDERTAKEN AND RESPONSES

- 5.1 The programme has been developed in response to a range of consultation activities including:
- With all Place Partnership Consortium organisations and practitioners
 - R&D carried out with communities by consortium members
 - As part of the development of the Selby District Cultural Development Framework 2021 – 2025 (now part of the NYC Interim Cultural Delivery Plan) and events and conversations which took place as part of the development of the Public Art Plan and the Heritage Interpretation Masterplan
 - Interviews and audience surveys during the development of the Selby District Audience Development Plan "Culture as Catalyst", which used learning from the Selby 950 programme evaluation and enabled us to identify our priority audiences.
- 5.2 The responses from the consultations informed the understanding of audience needs as well as identifying priority audiences and participants for this programme. People told us that they wanted:
- Free or low-cost activity which takes place locally
 - Arts programming which tells the rich heritage stories of the area
 - Arts activity taking place outside, in town centres and in the public realm
 - Opportunities for children and young people to participate, develop creative skills and feel inspired
 - Cultural programming which increases pride and the sense of community

6.0 CONTRIBUTION TO COUNCIL PRIORITIES

- 6.1 As well as achieving local cultural development objectives for Selby District, completion of the Selby Place Partnership project will deliver on Council priorities. The new Council Plan recognises that "culture, heritage, arts and sustainable tourism all play their part in the economic growth of the county". Activities within the Selby Place Partnership programme will build capacity in the local creative and cultural sector and be designed to drive town centre regeneration and revitalisation.
- 6.2 Additionally, the Devolution Deal ([York and North Yorkshire devolution deal - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/york-and-north-yorkshire-devolution-deal)) entails a commitment from government to working with the York and North

Yorkshire Combined Authority to “maximise the contribution of culture, heritage, sport and leisure to place-making in the region’s towns and cities”. Within this commitment, more specifically, “the York and North Yorkshire Combined Authority will work with Arts Council England and other local partners to identify how it can support an increase in cultural opportunity in the Selby District Area, which is a ‘Levelling Up for Culture’ place.”

7.0 ALTERNATIVE OPTIONS CONSIDERED

7.1 Submitting a North Yorkshire-wide application to ACE for a Place Partnership grant was considered. This alternative was discussed with ACE, but not pursued because:

- Selby district is an Arts Council Priority Place.
- A county-wide application would require a much larger grant in order to achieve the required step-change and the Place Partnership Fund is limited and likely to be over-subscribed. The ask for Selby is relatively modest in comparison.
- The focus on such an ambitious programme across the whole County was considered likely to be difficult to deliver at a time when NYC’s culture service was newly formed and the structure not yet confirmed.
- Some areas of North Yorkshire do not have the needs analysis and evidence base to enable such an application to be successful currently.
- It will be possible to use the learning and evidence-base created by the Selby Place Partnership to replicate appropriate elements of the process/programming across other North Yorkshire market towns using funding through ACE’s Project Grants scheme and other opportunities such as UKSPF.

8.0 IMPACT ON OTHER SERVICES/ORGANISATIONS

8.1 The Place Partnership programme is complementary to, and interdependent with, schemes delivered by the Economic & Regeneration service, such as town master-planning (e.g. Selby Abbey Quarter) and town revitalisation work. It is also complementary to the work of the Visitor Economy team, especially with regards to cultural product for visitors and enhancing the profile of the market towns.

8.2 Delivery of the programme will need some support from colleagues in Finance, Legal and Procurement. This has worked well with delivery of previous cultural programmes such as Selby Stories (the Cultural Programme for the Selby High Street Heritage Action Zone) and Selby 950.

9.0 FINANCIAL IMPLICATIONS

9.1 Provided that approval is granted to submit the funding applications, and if the applications are successful, the total combined budget for the Selby Place Partnership programme will be £1,000,000. This budget is composed of:

- £350,000 Place Partnership funding from Arts Council England
- £300,000 from the UK Shared Prosperity Fund
- £350,000 previously committed and carried forward from Selby District Council’s Cultural Development Fund

9.2 £350k has previously been committed by Selby District Council. This is from Programme for Growth funding awarded in 2021 to deliver the 5 year Cultural Development Framework. The Place Partnership programme delivers on the actions defined in this Framework using the same priorities.

- 9.3 The spending profile for the programme will be defined before submission of the full application. ACE require a detailed financial plan and cashflow forecast to be included in the bid. This will be developed with the support and collaboration of the finance team.

10.0 LEGAL IMPLICATIONS

- 10.1 The grant terms with ACE have been reviewed by the Council's Legal Team. Any expenditure of the Grant must comply with the Council's Procurement and Contract Procedure Rules and where relevant the Public Contracts Regulations 2015.

11.0 EQUALITIES IMPLICATIONS

- 11.1 ACE expect organisations seeking investment to detail how they are planning to demonstrate and apply each of their four Investment Principles. One of the four Investment Principles is "Inclusivity and Relevance". Therefore, considerations of inclusivity, equality and representation have been embedded in the design of the Selby Place Partnership programme from the outset.
- 11.2 The delivery of activities will not discriminate or adversely impact people with protected characteristics. Measures will be taken to include people from diverse and disadvantaged social and economic backgrounds. For example, the Council will work with partners to engage people with disabilities in cultural activities, activities will be designed to be appealing and accessible to people in Selby's most disadvantaged wards, and free events will take places in public spaces to minimise barriers to participation.
- 11.3 The programme will commission animateurs with subject matter expertise. This will include a freelancer with specialism in disability arts and/or a practice focussing on diversity.

12.0 CLIMATE CHANGE IMPLICATIONS

- 12.1 ACE expect organisations seeking investment to detail how they are planning to demonstrate and apply each of their four Investment Principles. One of the four Investment Principles is "Environmental Responsibility". Accordingly, throughout design and delivery, action will be taken to encourage climate-friendly practices and minimise any adverse impacts on the climate.
- 12.2 The programme will commission a number of animateurs with subject matter expertise. This will include a freelancer with specialism in greening the arts and/or a practice focussing on environmental issues.
- 12.3 Any activities which threaten to have adverse environmental impacts (in terms of the production of waste, pollution, harm to the natural landscape, etc.) will not be included in the programme.
- 12.4 The programme will follow sustainability-oriented design, including through a number of pragmatic actions such as ensuring programming is aligned with public transport timetables.

13.0 CONCLUSIONS

- 13.1 Selby district is an Arts Council Priority Place and has Levelling Up for Culture status because it has historically been under-invested by ACE. The Place Partnership programme, delivered through a joint funding approach, will enable a step-change in cultural provision to take place, delivering on what communities have told us is important to them. It will also support the creative and cultural sector to develop and increase the creative ambitions of young people and children.

14.0 REASONS FOR RECOMMENDATIONS

- 14.1 If successful, the applications for funding will enable the delivery of an ambitious cultural programme over a three-year period. This will deliver a step-change in cultural provision whilst offering a model for similar work to be developed for other market towns in North Yorkshire. External funding will increase the value of the existing commitment and enable a more sustained approach to delivery.

15.0 RECOMMENDATION

- 15.1 To request approval from the Assistant Director – Resources, following consultation with the Executive Member for Culture, Arts & Housing, to authorise the submission of an application for grant funding in the amount of £350,000.

APPENDIX

EQUALITY IMPACT ASSESSMENT SCREENING

Initial equality impact assessment screening form This form records an equality screening process to determine the relevance of equality to a proposal, and a decision whether or not a full EIA would be appropriate or proportionate.			
Directorate	Community Development		
Service area	Culture		
Proposal being screened	To submit funding application to the value of £350k to deliver a three year Place Partnership cultural programme in Selby district.		
Officer(s) carrying out screening	Yvette Turnbull		
What are you proposing to do?	Submit funding application to deliver a programme of cultural activity in Selby, Sherburn and Tadcaster. The activity will be managed and delivered by a consortium, with members including Selby Abbey, Tadcaster & Rural CIC, Selby College, Mediale etc. The focus is on priority audiences: children and young people, older people, people with disabilities and people who live in our most disadvantaged wards.		
Why are you proposing this? What are the desired outcomes?	<ul style="list-style-type: none"> • Step-change in cultural provision in Selby, Tadcaster & Sherburn • Opportunities for children and young people to participate in high-quality arts activity locally • Contribute to revitalisation of market towns • Cultural and creative sector development • Delivery of NYC interim cultural delivery plan 		
Does the proposal involve a significant commitment or removal of resources? Please give details.	The budget includes a commitment of £350k from the previous Selby District Council.		
Impact on people with any of the following protected characteristics as defined by the Equality Act 2010, or NYC's additional agreed characteristics As part of this assessment, please consider the following questions: <ul style="list-style-type: none"> • To what extent is this service used by particular groups of people with protected characteristics? • Does the proposal relate to functions that previous consultation has identified as important? • Do different groups have different needs or experiences in the area the proposal relates to? <p>If for any characteristic it is considered that there is likely to be an adverse impact or you have ticked 'Don't know/no info available', then a full EIA should be carried out where this is proportionate. You are advised to speak to your Equality rep for advice if you are in any doubt.</p>			
Protected characteristic	Potential for adverse impact		Don't know/No info available
	Yes	No	
Age		X	
Disability		X	
Sex		X	

Race		X	
Sexual orientation		X	
Gender reassignment		X	
Religion or belief		X	
Pregnancy or maternity		X	
Marriage or civil partnership		X	
People in rural areas		X	
People on a low income		X	
Carer (unpaid family or friend)		X	
Does the proposal relate to an area where there are known inequalities/probable impacts (e.g. disabled people's access to public transport)? Please give details.	Yes. Activity will be delivered so that it is accessible to priority audiences, which include people with disabilities, older people and people who live in two areas of multiple disadvantage in Selby town.		
Will the proposal have a significant effect on how other organisations operate? (e.g. partners, funding criteria, etc.). Do any of these organisations support people with protected characteristics? Please explain why you have reached this conclusion.	The programme will be delivered by a consortium which includes organisations which support people with protected characteristics (e.g. Brighter Futures). The funding will enable all member organisations to deliver parts of the programme, but it isn't considered that this will change how any of the member organisations operate.		
Decision (Please tick one option)	EIA not relevant or proportionate :	✓	Continue to full EIA:
Reason for decision	<p>To be considered for the Arts Council England Place Partnership funding, organisations seeking investment must demonstrate how they will and apply each of the four Investment Principles. One of the four Investment Principles is "Inclusivity and Relevance". Therefore, considerations of inclusivity, equality and representation have been embedded in the design of the Selby Place Partnership programme from the outset.</p> <p>Delivery of the programme will be via a wide spectrum of partner organisations including those that work to support people with protected characteristics. This in addition to the embedded design of the programme will ensure that outcomes will benefit all members of the community.</p>		
Signed (Assistant Director or equivalent)			
Date			

INITIAL CLIMATE CHANGE IMPACT ASSESSMENT:

Title of proposal	To submit funding application to the value of £350k to deliver a 3 year Place Partnership cultural programme in Selby district.		
Brief description of proposal	Submit funding application to deliver a programme of cultural activity in Selby, Sherburn and Tadcaster. The activity will be managed and delivered by a consortium, with members including Selby Abbey, Tadcaster & Rural CIC, Selby College, Mediale etc. The focus is on priority audiences: children and young people, older people, people with disabilities and people who live in our most disadvantaged wards.		
Directorate	Community Development		
Service area	Culture		
Lead officer	Yvette Turnbull		
Names and roles of other people involved in carrying out the impact assessment	N/A		
Environmental factor to consider	For the council	For the county	Overall
Greenhouse gas emissions	No effect on emissions	No Effect on emissions	No effect on emissions
Waste	No effect on waste	No effect on waste	No effect on waste
Water use	No effect on water usage	No effect on water usage	No effect on water usage
Pollution (air, land, water, noise, light)	No effect on pollution	No effect on pollution	No effect on pollution
Resilience to adverse weather/climate events (flooding, drought etc)	No effect on resilience	No effect on resilience	No effect on resilience
Ecological effects (biodiversity, loss of habitat etc)	No effect on ecology	No effect on ecology	No effect on ecology
Heritage and landscape	No effect on heritage and landscape	No effect on heritage and landscape	No effect on heritage and landscape
Decision (Please tick one option)	Full CCIA not relevant or proportionate:	<input checked="" type="checkbox"/>	Continue to full CCIA:
Reason for decision	<p>The development of the Selby Place Partnership Programme is considered to have neither a positive nor negative effect.</p> <p>Environmental Responsibility is one of the Arts Council's Investment Principles. We will appoint several animateurs across the programme, one of which will have expertise around environmental impact/greening arts practice e.g. Julie's Bicycle Welcome to Julie's Bicycle Homepage Culture & Climate Non-Profit (juliesbicycle.com)</p>		

Signed (Assistant Director or equivalent)	
Date	

BACKGROUND DOCUMENTS:

- Place Partnership projects Information Sheet ([NLPG Place Partnership projects Information Sheet.pdf](#))
- Arts Council England information on Priority Places and Levelling up for Culture Places [Priority Places and Levelling Up for Culture Places | Arts Council England](#)
- North Yorkshire Council UK Shared Prosperity Fund PF Webpage ([UK shared prosperity fund | North Yorkshire Council](#))
- North Yorkshire Council UK Shared Prosperity Fund Prospectus ([UK Shared prosperity fund \(northyorks.gov.uk\)](#))
- North Yorkshire Council – Council Plan ([Council plan | North Yorkshire Council](#))
- York and North Yorkshire Devolution Deal ([York and North Yorkshire devolution deal - GOV.UK \(www.gov.uk\)](#))
- Arts Council England – Investment Principles ([Investment Principles | Arts Council England](#))
- Arts Council England standard grant terms & conditions ([Standard conditions for grants | Arts Council England](#))

Nic Harne
 Corporate Director – Community Development
 County Hall
 Northallerton
 1 June 2023

Report Author – Yvette Turnbull, Culture, Visitor & Creative Economy Manager

Presenter of Report – Yvette Turnbull, Culture, Visitor & Creative Economy Manager

Note: Members are invited to contact the author in advance of the meeting with any detailed queries or questions.