

Agreement to host the post of Arts Engagement Officer.

EXECUTIVE MEMBER: Portfolio Holder Cllr Hugh Branney.

LEAD OFFICER: Cath Coombs, Acting Head of Leisure and Environmental Services.

REPORT AUTHOR: Peter Tyas, Acting Cultural Services Manager.

Summary and Recommendation:

To support the appointment of an Arts Engagement Officer subject to suitable funds being secured.

Further detail relating to hosting and work plan delegated to portfolio holder and Acting Head of Leisure and Environmental Services.

1. INTRODUCTION

- 1.1 In October 2008 the Cultural Services unit of Copeland Borough Council (hereafter CBC) submitted a proposal to the Arts Council for funding to employ an Arts Engagement Post in West Cumbria. CBC and Allerdale Borough Council (hereafter ABC) were required to locate 50% of the costs of the post as match funding and to work up a detailed proposal for what the post would achieve, and which partner organization it would work with. The proposal was successful and in January 2009 the Arts Council agreed in principle to give a grant of £50,300 to CBC to match local fundraising.
- 1.2 CBC and ABC's arts development services have agreed to invest £3,000 each over the next two years in the post. Both services will also dedicate officer time to develop further funding applications and to building partnerships within West Cumbria to get the most value from post. The following additional organizations have agreed to invest in the post:
 - South Whitehaven Neighbourhood Management
 - South Workington Neighbourhood Management
 - Cumbria County Council
 - NHS Cumbria
 - Home Housing
 - Derwent and Solway Housing Association
- 1.3 CBC has been working with the Director of Public Service Delivery to build a partnership around the financial inclusion agenda; this involved the use of the

arts as a tool to engage hard to reach communities and deprived wards. The Arts Council's market segmentation work has identified these same communities as those with a below average propensity to engage in the arts, thus a post which commissioned creative projects to engage deprived communities in the financial inclusion agenda will meet the needs of both the local partners interested in the financial inclusion agenda and the Arts Council.

2. ARGUMENT

- 2.1 Within Cumbria, the financial inclusion agenda has been the subject of considerable focus in recent years with the development of a series of sub-regional strategies and programmes of work: notably the Cumbria Anti-Poverty Strategy and the Debt Rescue and Money Advice (DRAMA) Strategy. The Arts Engagement Post has been created in line with these developments to ensure strategic fit and shared objectives. The post will work alongside the Financial Inclusion Champion and the DRAMA project team as well as the County Council's Arts Participation Officer.
- 2.2 CBC will submit a Grant for the Arts application of approximately £60,000 to the Arts Council to fund the delivery of the creative commissions. This money will be matched with a number of additional funding applications, which will be worked up over the next six months.
- 2.3 The Arts Council stipulated within their grant offer that the post must be contracted for a minimum period of two years and that the third year of funding must be sought by CBC and ABC during the first year of contract. The total match secured to date is £38,820 which is more than sufficient to draw down the Arts Council grant for the first two years of £33,700. (2/3 of the £50,300 grant allocation). The Arts Council has also offered a grant of up to £2,000 to cover recruitment. ABC have offered an additional £2,910 for support costs should the post require a desk at Allerdale House.

Income	Year One (£)	Year Two (£)	Two Year Total (£)
Allerdale Borough Council (cash)	1,500	1,500	3,000
Allerdale Borough Council (in kind support)	2,910	2,910	5,820
Copeland Borough Council (cash)	1,500	1,500	3,000
Cumbria County Council (cash)	2,000	3,000	5,000
Neighbourhood Management Board: South Whitehaven (cash)	5,000	0	5,000
Neighbourhood Management Board	5,000	0	5,000

South Workington (cash)			
Cumbria PCT (cash)	3,000	3,000	6,000
Home Housing (cash)	5,000	0	5,000
Derwent and Solway Housing (cash)	500	500	1,000
Total	26,410	12,410	38,820
ACE Match Grant	17,600	16,100	33,700
ACE Recruitment Grant	2,000	0	2,000
Grant Total	43,100	25,600	74,520

- 2.4 The costs associated with the post include the salary and on-costs, recruitment and office support costs. The on costs for the post have been calculated at 26%. Please see the table below.

Expenditure	Year One (£)	Year Two (£)	Two Year Total (£)
Salary Costs	25,220	26,016	51,236
On costs	6,557	6,764	13,321
Support Cost	2,910	2,910	5,820
Recruitment	2,000	0	2,000
Travel	1,070	1,073	2,143
Total	36,024	34,979	74,520

- 2.5 The post will be responsible for submitted grant applications to various organizations and grant giving bodies. The post will be expected to attract over £150,000 of grant support to deliver projects that engage the community in the financial inclusion agenda. The expected outcomes include; increased numbers of people from deprived wards access financial advice services; increased numbers of people opening accounts with the credit unions; increased numbers of people taking part in learning opportunities. The baseline against which the agreed measures will be assessed will be set once the detail of the projects has been developed.
- 2.6 Financial pressure is recognized as being a causal factor in a wide range of social problems for example domestic abuse, drug and alcohol addiction as well as theft and robbery. The lack of basic financial knowledge and understanding of the services available within deprived communities has been identified as a factor which exacerbates the effect of financial pressure. This project will assist

existing organizations to deliver their messages more effectively within target communities.

3. OPTIONS TO BE CONSIDERED

- 3.1 The funding for the post has been offered to CBC and so the post will be recruited and managed by CBC. The project has been developed with an initial period of consultation and planning. The location of the post is not conditional within the grant offers. The Cultural Services unit has experience of line-managing many 'hosted posts' and is able to effectively manage a post through Steering Group meetings.

4. CONCLUSIONS

- 4.1 The post-holder will be required to work between the two agendas of arts engagement and financial inclusion. The post-holder will have to deploy different skills within each agenda and build partnerships to bridge the gap between them.
- 4.2 The successful applicant for the post will have a well developed understanding of the arts and will have experience of working in hard to reach communities. It is unlikely that the candidate will have similar knowledge and experience of the financial inclusion agenda or the structures that are in place to support communities in accessing financial services. It is, therefore, essential that the post-holder is supported by partners who can provide this knowledge and experience.

5. RECOMMENDATION

- 5.1 The post will be recruited and managed by CBC. A steering group will be recruited to monitor the development of the action plan and to support fundraising activities. To enable the recruitment to progress delegated powers should be given to the Portfolio Holder and Acting Head of Leisure and Environmental Services to identify the location of the office for the post-holder.

6. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

- 6.1 The Cultural Service unit has identified £1,500 to invest within project from existing revenue budgets. The post will be line managed by the Cultural Services Manager for the duration of the Arts Council Grant (i.e. 3 years). The post is to be supported by a range of match funding; including a grant of £50,300 from the Arts Council and £48,820 from various other sources.

7. PROJECT AND RISK MANAGEMENT

- 7.1 The grant from the Arts Council is contingent upon the match funding being identified locally. The Arts Council have agreed that sufficient local match has

been identified for the first two years of the post and are willing to proceed with a phased grant. The final payment, for the third year, will be made once the remainder of the match funding has been located.

8. IMPACT ON CORPORATE PLAN

8.1 This project will deliver actions that meet all three of the Strategic Objectives within the Corporate Plan.

- 1.1 The Council is recognised as an excellent community leader
- 1.4 We are involved in strong working partnerships to deliver out public priorities
- 2.2 Copeland's communities are healthier
- 2.3 The borough has a range of leisure and cultural activities that meet the needs of residents and visitors
- 2.6 Reducing crime and disorder so that more people feel safe
- 3.1 To ensure the area offers sufficient, diverse job opportunities
- 3.2 Improve skills and educational attainment within Copeland

List of Appendices

None.

List of Consultees

Cllr. Hugh Branney.
Len Gleed, Human Resources Manager.
Corporate Team.

CHECKLIST FOR DEALING WITH KEY ISSUES

Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	Supports
Impact on Sustainability	Supports
Impact on Rural Proofing	Supports
Health and Safety Implications	None
Impact on Equality and Diversity Issues	Supports
Children and Young Persons Implications	Supports

Human Rights Act Implications	None
Section 151 Officer Comments	Funding has been secured draw down the Arts Council funding for the first two years. Funding in respect of Year 3 would be required to be secured before expenditure in respect of Year 3 can be committed.
Monitoring Officer Comments	Suitable arrangements will also need to be made with West Cumbria partners.

Please say if this report will require the making of a Key Decision No