

Report of:	Head of Environment and Healthy Lifestyles
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Portfolio Leader:	Housing, Heritage & Leisure
Key Decision:	Yes
Report Track:	Cabinet: 11/11/21

Cabinet
11 November 2021
Supporting the 'Local Cultural Place Makers, Global Change Makers' Programme

1 Purpose of Report

- 1.1 To seek Cabinet's support for the Local Cultural Place Makers, Global Change Makers programme. The programme is designed to create opportunities through arts and cultural provision to contribute positively to mental health outcomes for young people across the district, particularly in areas of high deprivation and low cultural engagement.
- 1.2 To seek a contribution of £15k in match funding to the programme.

2 Recommendation(s)

- 2.1 Cabinet notes the contents of this report and the valuable contribution that Cannock Chase Local Cultural Education Partnership makes, and the 'Local Cultural Place Makers, Global Change Makers' programme can have for young people, in contributing positively to addressing arts and culture education and inequalities within the District.
- 2.2 Cabinet agrees a contribution of £15k funding to the Local Cultural Place Makers, Global Change Makers programme in line with this report, as set out at 6.1, as a matched funding element.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 The Covid pandemic and the associated lockdowns and restrictions have had an impact on the psychological wellbeing of everyone. There is also emerging evidence regarding the significant impact on the mental wellbeing of children and

young people. This can lead to disengagement from the school environment, social networks and increased isolation.

- 3.2 Arts Connect have already agreed to a £25,000 investment into the development of this programme, on the provision that it is match funded, meaning that every pound from investors (including the Council) is matched, like for like.
- 3.3 The £15k contribution made by the Council will be match funded with £15k from Arts Connect, giving a total programme value of £30k.
- 3.4 This programme offers local children and young people the opportunity to be part of shaping Cannock Chase, through arts and culture, for future generations, whilst addressing important global issues such as climate change and the environment and responding to the unique opportunity of hosting part of the Commonwealth Games within their district.

Reasons for Recommendations

- 3.5 To support the creation of opportunities for young people within the district to engage with arts and culture, which in turn can have a positive impact on their mental health and wellbeing.

4 Relationship to Corporate Priorities

- 4.1 This project contributes to the Council's Corporate Priorities of Supporting Health and Wellbeing and in particular the following objectives:
 - (i) Providing Opportunities for Healthy and Active Lifestyles.
 - (ii) Creating a Greener, Sustainable Community and Environment.

5 Report Detail

- 5.1 Cannock Chase Local Cultural Education Partnership was formed in July 2017. The Partnership is a formal network of like-minded people who are committed to creating sustainable opportunities to deliver arts and culture programmes for children and young people from 0-25 years within the area. It brings together different sectors such as, education (from early years to University), Local Authorities and cultural providers. It promotes the value of arts, culture and heritage for children and young people, their families, and other adults that support them.
- 5.2 Since forming, the Partnership has delivered a number of initiatives, including high-profile local festivals such as the EMERGE Youth led Festival and the Arts Award (a national qualification). It has also run events that bring sectors together, as well as providing CPD training for teachers and artists.
- 5.3 Local Cultural Education Partnerships (LCEPs) were formed as a response to the Cultural Education challenge set by Arts Council England in 2015, with over 100 LCEPs in the country, as key priority in responding to the localised challenges posed for young people in accessing a diverse arts and culture offer.

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- 5.4 LCEPs are supported by Bridge Organisations, one in each region, who facilitate networks, leverage support, and manage a Partnership Investment Fund to underpin long-term programmes to enable LCEPs to deliver activity for the benefit of their children and young people.
- 5.5 As the Bridge Organisation for the West Midlands, Arts Connect aims to improve the quality of the arts and cultural engagement for children and young people across the region. Its aim is to ensure that every child and young person can access and enjoy the arts and culture that the region has to offer. As part of this work, Arts Connect supports 14 LCEPs in the West Midlands.
- 5.6 Arts Connect works with a range of partners to ensure increased and sustainable investment is brought into the West Midlands for the LCEPs to deliver on each of their aims and objectives. This partnership investment is vital to the work of LCEPs and involves strategic support from organisations such as Local Authorities, NHS, Academy Trusts, Colleges, Local Authorities, Private Donors and Trusts amongst others.
- 5.7 This year and next (2021/22) will be pivotal years for Cannock Chase. There is significant development in the area, and Cannock Chase, as a site for the Commonwealth Games, will be in the national and indeed international spotlight. Cannock Chase is a place of strong local heritage and has vibrant communities, as well as one of England's finest landscapes, with a high proportion of the District designated as Green Belt.
- 5.8 There are challenges though, with a recently declared poverty emergency and Cannock Chase, Staffordshire County and other neighbouring Councils, declaring climate change emergencies. It is considered it is essential that the area is preserved for future generations, and that children and young people grow up recognising the value and heritage of what is on their doorstep and developing the aspirations to match.
- 5.9 Local Cultural Place Makers, Global Change Makers, is Cannock Chase CEP's long-term programme supporting young people to take ownership of their environment and contribute to their sense of place. In light of the Covid-19 pandemic, there has been an increased focus on families. This programme offers local children and young people the opportunity to be part of shaping Cannock Chase, through arts and culture, for future generations, whilst addressing important global issues such as climate change and the environment and responding to the unique opportunity of hosting part of the Commonwealth Games within their district.
- 5.10 The programme will be delivered in the first instance over two years, and is made up of three distinct areas:
 - (i) A group of active young people leading the design and delivery of creative responses to local challenges:

A team of young people will be recruited to support the programme as a steering group of cultural place-makers. The group will meet regularly and respond to real briefs from investment partners and will take part in activity themselves, as well

as commissioning artists and creatives to work with other groups of young people and their families.

The steering group will be supported by Cannock Chase CEP to act as co-producers, co-programmers and facilitators for all activities. This co-agency model will empower the group and grow children and young people's sense of citizenship and aspiration.

(ii) Regular activity animating local areas

Through commissions instigated by the steering group, the programme will develop activity that animates local areas. This may be supported by investment partners, or through showcasing work at other local events, such as Rugeley Charter Fayre and the Brereton Carnival.

Festival and event activity will be shaped around key themes, largely focused on environmental sustainability, using the arts as a medium through which to grow awareness of issues and actions with audiences. Investment partners will be encouraged to support the young people's steering group through inputting into briefs and agendas for these events.

(iii) Skills and qualification building

Young people engaging within either the steering group or more broadly with activity will be able to participate in Arts Awards, a nationally recognised qualification which at its highest level contributes UCAS points.

Arts Connect is the primary Arts Award delivery body in the West Midlands and will support Cannock Chase CEP to deliver this.

Investing in the programme

- 5.11 Arts Connect have already agreed to a £25,000 investment into the development of this programme, on the provision that it is match funded, meaning that every pound from investors (including the Council) is matched, like for like.

Cannock Chase CEP is currently seeking investors to support this programme and activate the £25,000 match funding from Arts Connect/Arts Council England, as well as the opportunity to draw down a further investment of £50,000, that has been ringfenced for the district.

As part of investing, funders will sit on the steering group for the programme and play a role in shaping the activity that the young people's steering group responds to.

The Partnership Investment Steering Group will be made up of partner organisations who have invested funding into the work. They will report into the central Cannock Chase CEP Management Group.

6 Implications

6.1 Financial

Funds to support the £15k investment in the Local Cultural Place Makers, Global Change Makers match funding bid exist in the MG61 Leisure reserve fund.

6.2 Legal

None

6.3 Human Resources

None

6.4 Risk Management

None

6.5 Equality & Diversity

Through engagement with the Local Cultural Place Makers, Global Change Makers programme young people will have the opportunity to engage with purposeful activities designed to provide young people to experience wider cultural perspectives, which in turn will promote equality and diversity.

6.6 Climate Change

Festival and event activity will be shaped around key themes, largely focused on environmental sustainability, using the arts as a medium through which to grow awareness of issues and actions with audiences. This will contribute to raising awareness of climate change in the district. Raising awareness of climate change for young people is instrumental in shaping our response as a society to the challenges ahead.

7 Appendices to the Report

Appendix 1: Cannock Chase Cultural Education Partnership (CCCEP) Cabinet Presentation.

Previous Consideration

Note: the previous administration had given an in-principle endorsement for the recommended investment of £15k to this programme.

Background Papers

None

CCCEP

Cannock Chase
Cultural Education Partnership

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What is a Cultural Education Partnership? National Context

- 2015 Arts Council England & DFE – improving cultural education for children and young people (0-25 years old)
- Identify areas of low cultural engagement/ high deprivation
- Place-based model
- Arts Council England Delivery Plan 2021 – 2024:
Support levelling up
Place Partnership Fund - £7 million





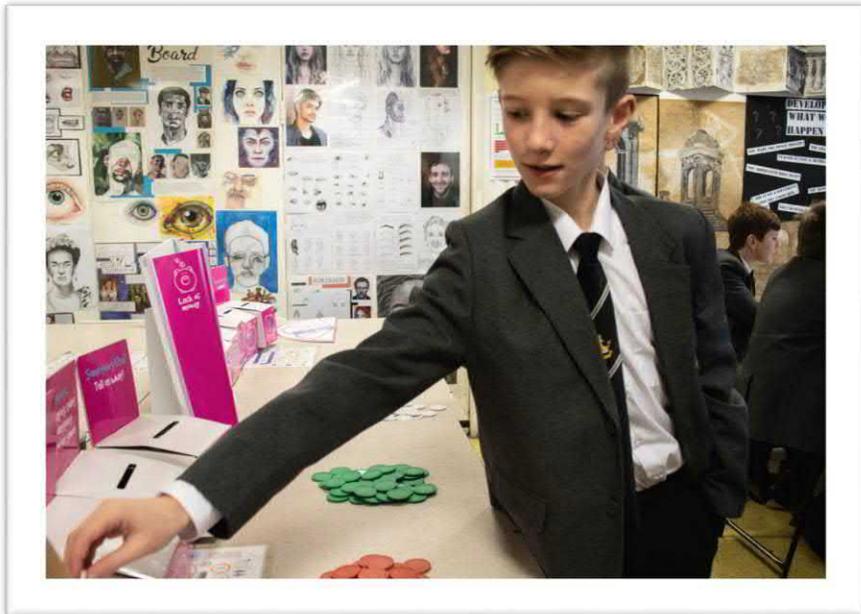
What is a Cultural Education Partnership? Local Context

- 2017 Cannock Chase CEP formed.
- Bridge organisation Arts Connect WM
- IHL, Staffordshire Libraries, Children's Centres, Schools, South Staffs College, Princes Trust, Rugeley Den, Looked After Children, PRU, Hednesford Valley
- Funding - Cultural Recovery Fund/ GBSLEP
- Youth Voice – Shout Out Consultation Report



Shout Out! Consultation Report

- Consultation to look at barriers/ need – 503 participants
- 98% would like to participate more in creative opportunities
- Recommendations:
 - Creative pathways – access to local arts groups/ clubs
 - Your arts space – connecting with local arts venues
 - Virtual Creative Clubs
 - Creative champions – in each school/ setting
 - Outdoor creative offers



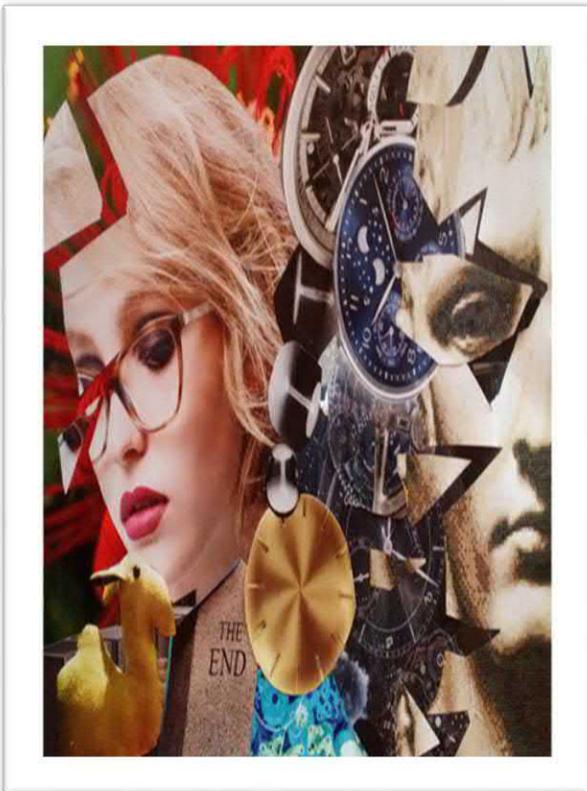


The Need – Impact of Covid

Covid-19 lockdowns long-lasting psychological effects- most at risk inc. young people

Psychological studies show **Creativity** improves wellbeing:

- Resilience
 - Sense of purpose
 - Anxiety/ depression
 - Shared experiences
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- SCVYS – drop in engagement
 - Local experiences - Layla





Local Place Makers, Global Change Makers

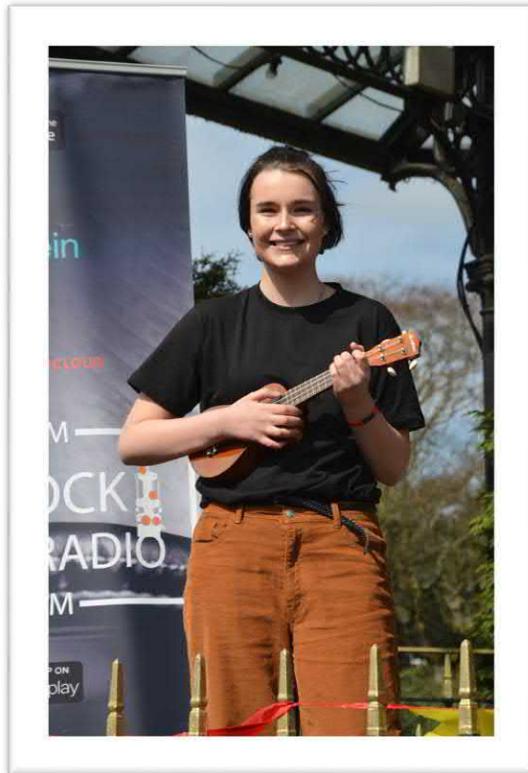
- Funded programme until March 2023
- £100k investment available - £1: £1 match
- Environment/ Sense of Place
- Current Investment Partners: AONB, IHL
- Young people lead
- Artist commissions
- Regular activity animating local areas
- Skills and qualification building
- Birmingham 2022
- Eco Festival





Benefits of the Programme

- Increasing Cannock Chase's sense of place
- Improved relationships with environmental partners
- Better employment prospects for young people
- Raising young people's aspirations
- Improved sense of community /citizenship among young people
- Improved levels of education
- Improved mental health of young people
- Young people less isolated and can use creativity to recover from the isolation and loneliness inflicted by Covid-19 lockdowns and restrictions
- Legacy – Young Peoples CEP





Next Steps:

- Agreement in Principle by former Cabinet - £15k
- Other investment partners to reach £100k?
- Cannock Chase Council Priorities
- Outcomes & Evaluation

