

# Cultural Development Service

## Symon Easton



*The place of culture in the process of urban regeneration  
- local cultural initiatives*

# Content

- Background / Context to Culture in Birmingham
- Strategy and Policy
- Previous and current case study examples
- Going forward

# The City Context

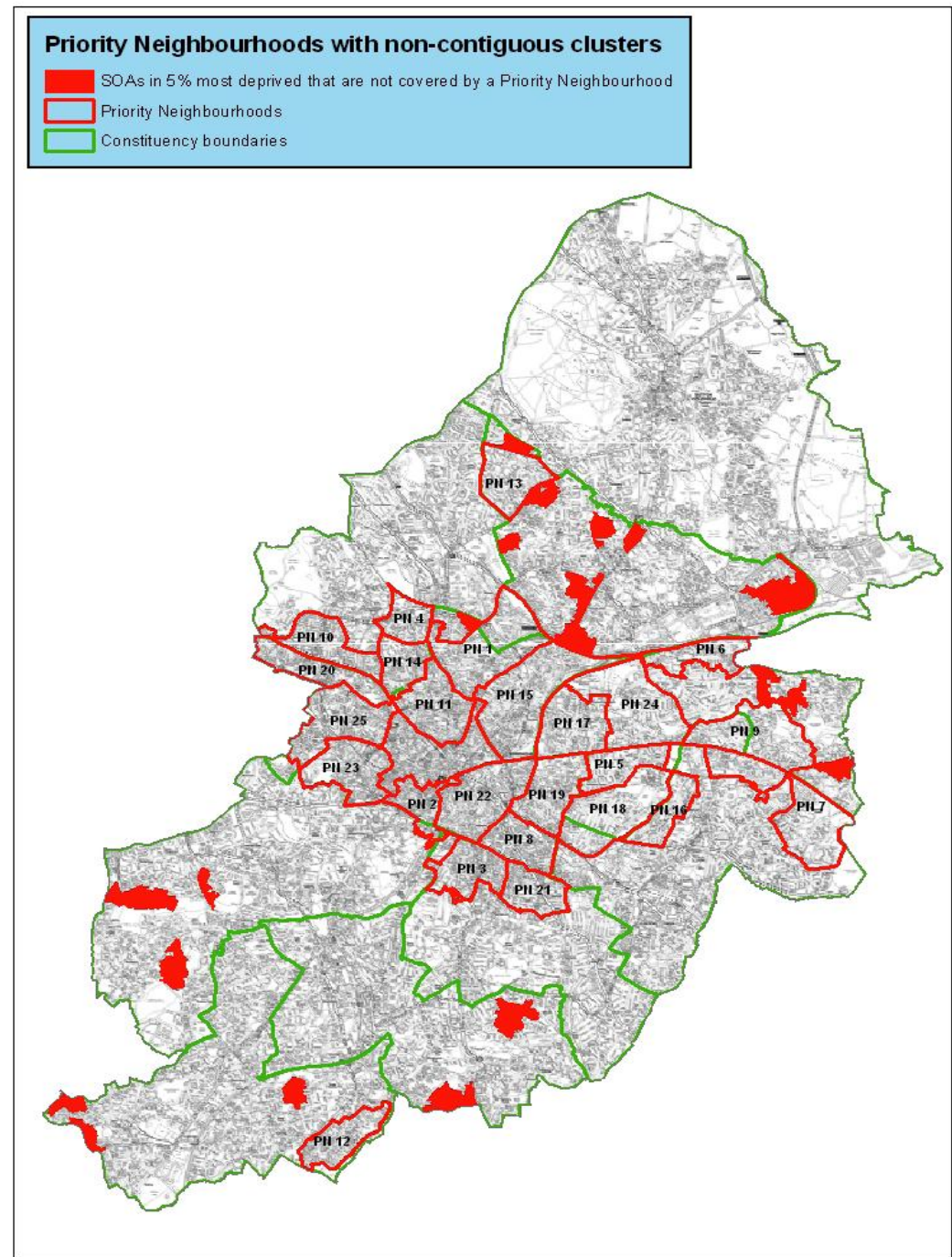
# 1.1 million resident population





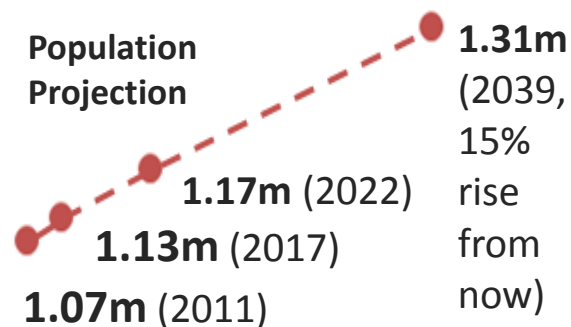
# Birmingham's 69 Wards

- **31 'Priority Neighbourhoods' and Clusters – now Areas of Multiple Deprivation**
- **Cultural venues mainly city centric**



# Examples of Social Challenges

## Population



41%

Population live in most deprived decile

50%

Children 0-17 years live in most deprived decile

**Over 1 in 3 children are in poverty**  
(after housing costs)

## Elderly, infirm & living alone



1 in 5  
31K households



21% of households with someone with a long term health problem/disability are **one person** households aged 65 and over.

These are vulnerable older people - more likely to require support from services such as Social Care/Health.

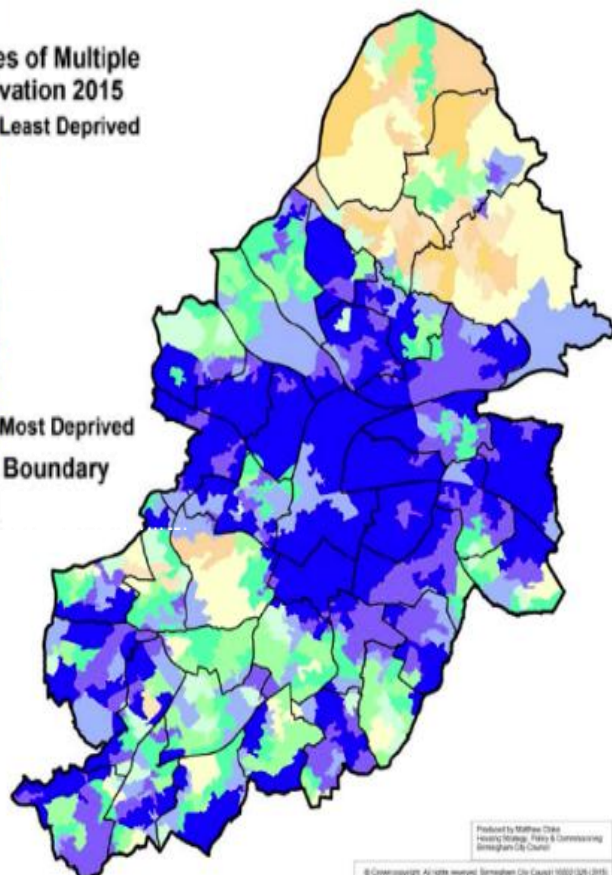
## Indices of Multiple Deprivation 2015

Least Deprived



Most Deprived

Ward Boundary



Produced by Matthew Clark  
Housing Strategy, Policy & Commissioning  
Birmingham City Council

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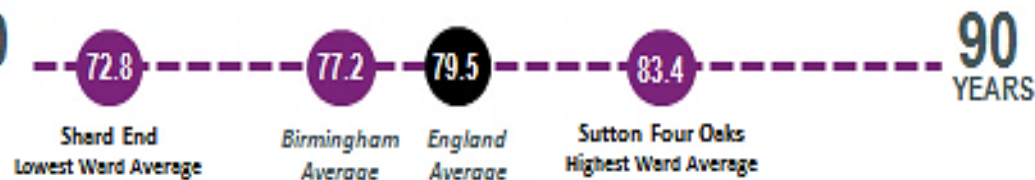
## Birmingham Life Expectancy 2013-2015

(source: ONS mortality)

**10.6 years**  
Male Life Expectancy Gap



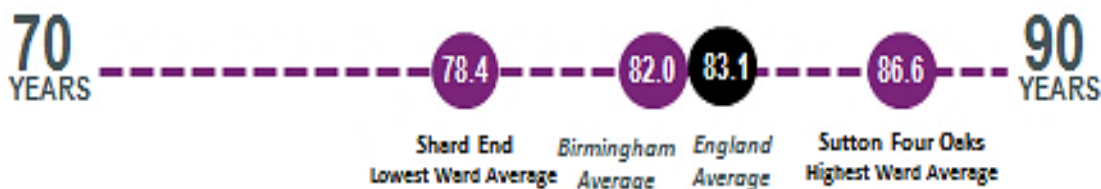
70



90  
YEARS



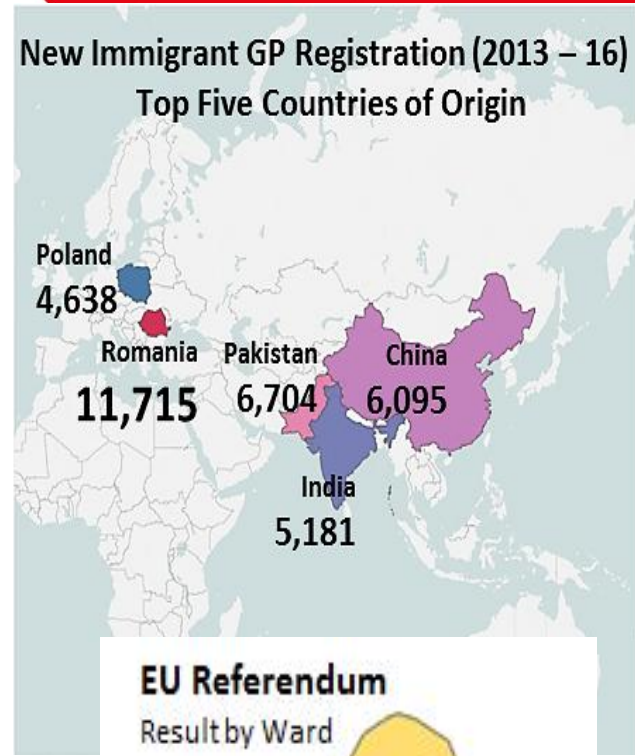
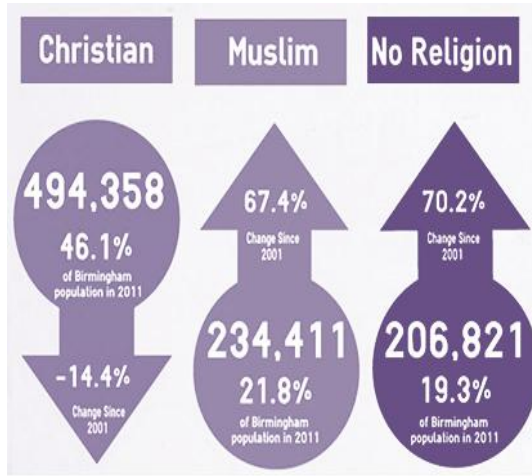
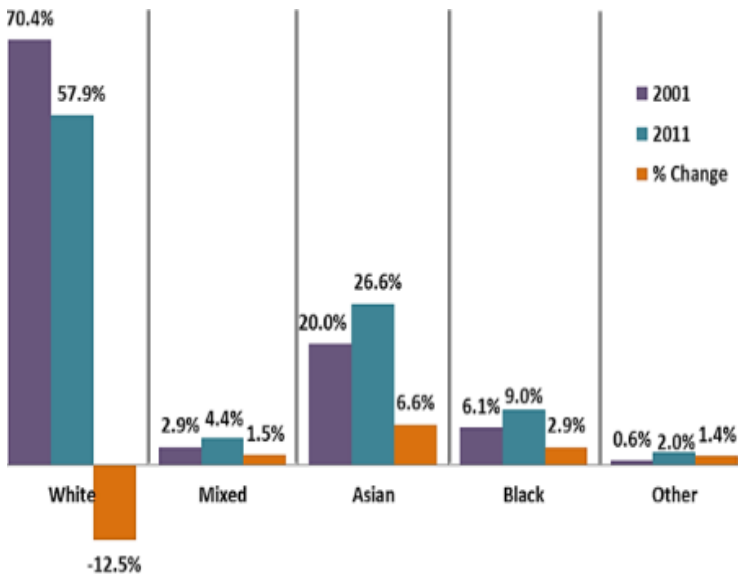
70



90  
YEARS



# Diversity



Diversity? (Segregation)

47,005 known to be living in Birmingham unable to speak English

Indian

Pakistani

White and all other

EU Referendum Result by Ward

Remain (49.5%)  
Leave (50.4%)

Birmingham has 571 parks totalling  
over 3,500 hectares of public open space  
– more than any other European city





# CULTURAL & SPORTING EVENTS...





# CULTURE & HERITAGE ATTRACTIONS





# FAMILY ATTRACTIONS





# FOOD & DRINK OFFER





# RETAIL THERAPY



Attracted

**168**

**NEW FDI  
PROJECTS**  
in 2015/16



**£1.6** invested in  
**BILLION** Birmingham  
city centre  
in 2016



**13.5%**  
ECONOMIC GROWTH RATE  
in the last five years

**85,200**  
**ADDITIONAL  
PRIVATE SECTOR  
JOBS**

since 2010 - outperforming national growth rate

**Birmingham  
Airport had**  
11 million  
passengers  
in last 12 months



**£29bn**  
**REGIONAL  
EXPORT VALUE**  
in 2015

**TOP UK  
REGIONAL CITY**

Birmingham ranked top UK regional  
city for quality of life  
(Mercer Living Index)



**No.1**

regional city for  
Startups in the UK

**STARTUP  
BRITAIN**

**17,473**

New businesses  
born in 2016



In 2015, China was  
**2nd Largest  
EXPORT MARKET**

**£3.7bn**



**6,050**

people moved from London to  
Birmingham in 2015, the most  
popular destination of any UK city



Highest number of  
**BPFS  
BUSINESSES**  
outside of  
London



**No.1  
REGION**  
for job creation  
projects  
outside of London

**GREATER  
BIRMINGHAM**

# Council Plan / Priorities



# Birmingham City Council Plan: 2018-2022

## Challenges and opportunities

**BIRMINGHAM HAS**  
**1,141,000**  
**CITIZENS**  
**46%**  
**UNDER 30**



Our population is expected to rise to 1.31 million by 2039 (15% rise from now) and 24% predicted rise in adults aged 65+ by 2028.

**90**  
**A**  
**DIFFERENT**  
**LANGUAGES**  
**ARE SPOKEN**

Birmingham has a young and richly diverse population with 25% of the population under-18 and 42% from Black and Minority Ethnic communities.

**OUTSIDE OF LONDON**  
**OUR CITY IS THE**  
**MOST**  
**ETHNICALLY &**



**CULTURALLY**  
**DIVERSE**



**1,789**  
**CHILDREN**  
**IN CARE**  
**(UNDER 18)**

**1 in 3** children live in poverty and there is a gap in life expectancy between the wealthiest and poorest wards. **English** is not the first language for 42% of school children.

**1,836**  
**FAMILIES**  
**SUPPORTED BY**  
**FAMILY SERVICES\***

(THINK FAMILIES)



**Unemployment** is higher than the UK average – 6.4% in Birmingham compared to 2.6% in the UK. **Unequal employment** rates across Birmingham – e.g. Hodge Hill at 46% compared to 78% in Sutton Coldfield. **Air pollution** causes up to 900 premature deaths (deaths before the age of 75) per year.



**61,818**  
**COUNCIL HOUSES**

89,000 new homes are needed by 2023: street homelessness is on the rise and 1 in 88 people (12,785) are homeless.



**MOST RAPIDLY**  
**IMPROVING CITY**

to live and work in with exciting new developments in Birmingham city centre, delivering almost 13,000 new homes, over 40,000 jobs and adding £2 billion to the local economy.

**COMMONWEALTH**  
**GAMES**

will reposition Birmingham globally.

**GENERATING**  
**£526m**

for the regional economy and creating 1,000 new homes.



Wide ranging lively cultural offer, including world class theatres, Town Hall and Symphony Hall and a rich tapestry of festivals.

**CITIZENS'**  
**TOP PRIORITIES**

- #1** Clean Streets (57%)
- #2** Refuse Collection (55%)
- #3** Child Protection and Safeguarding (37%)
- #4** Road and Pavement Repairs (37%)
- #5** Care and Support for Older and Disabled People (36%)

**HOME TO OVER**  
**20**  
**MUSEUMS**

**571**  
**PARKS**

More than any other European city.



**4 MILLION VISITORS TO**  
**CITY'S 37**  
**LIBRARIES**  
**ANNUALLY**



**12,373**  
**ADULTS (18+)**  
**RECEIVING**  
**LONG-TERM SUPPORT**

**35 MILES**  
**OF WATERWAYS**  
**MORE CANALS**  
**THAN VENICE**



**HOME TO**  
**5**  
**UNIVERSITIES**  
with 87,400 students (aged 16-64).

**Making a positive difference** everyday to people's lives

# Birmingham City Council Plan 2018-2022

*A city of growth where every child, citizen and place matters*

## Priority Outcomes

1. Birmingham is an entrepreneurial city to learn, work and invest in
2. Birmingham is an aspirational city to grow up in
3. Birmingham is a fulfilling city to age well in
4. Birmingham is a great city to live in
5. Birmingham residents gain the maximum benefit from hosting the Commonwealth Games

# Birmingham Council Plan 2018-2022

## Outcome 2

Birmingham is an aspirational city to grow up in

*We want to respond to our unique profile as the youngest city in Europe to give all children from every background and community the best start in life with a clear pathway to achieve success and realise their full potential*

# Birmingham Council Plan 2018-2022

## Outcome 4

### Birmingham is a great city to live in

*We want Birmingham to be a city of vibrant culture and flourishing neighbourhoods. We want our citizens to have pride in where they live, have a strong sense of belonging and a voice in how Birmingham is run*

# Birmingham Council Plan 2018-2022

## Outcome 5

Birmingham residents gain the maximum benefit from hosting the Commonwealth Games

We will work with our diverse communities to ensure that we deliver a Games for Birmingham that connects our citizens and fosters civic pride.



# The financial challenge

# Government austerity agenda since 2009

Local example - Support to the Arts budget  
68% reduction since 2009-10

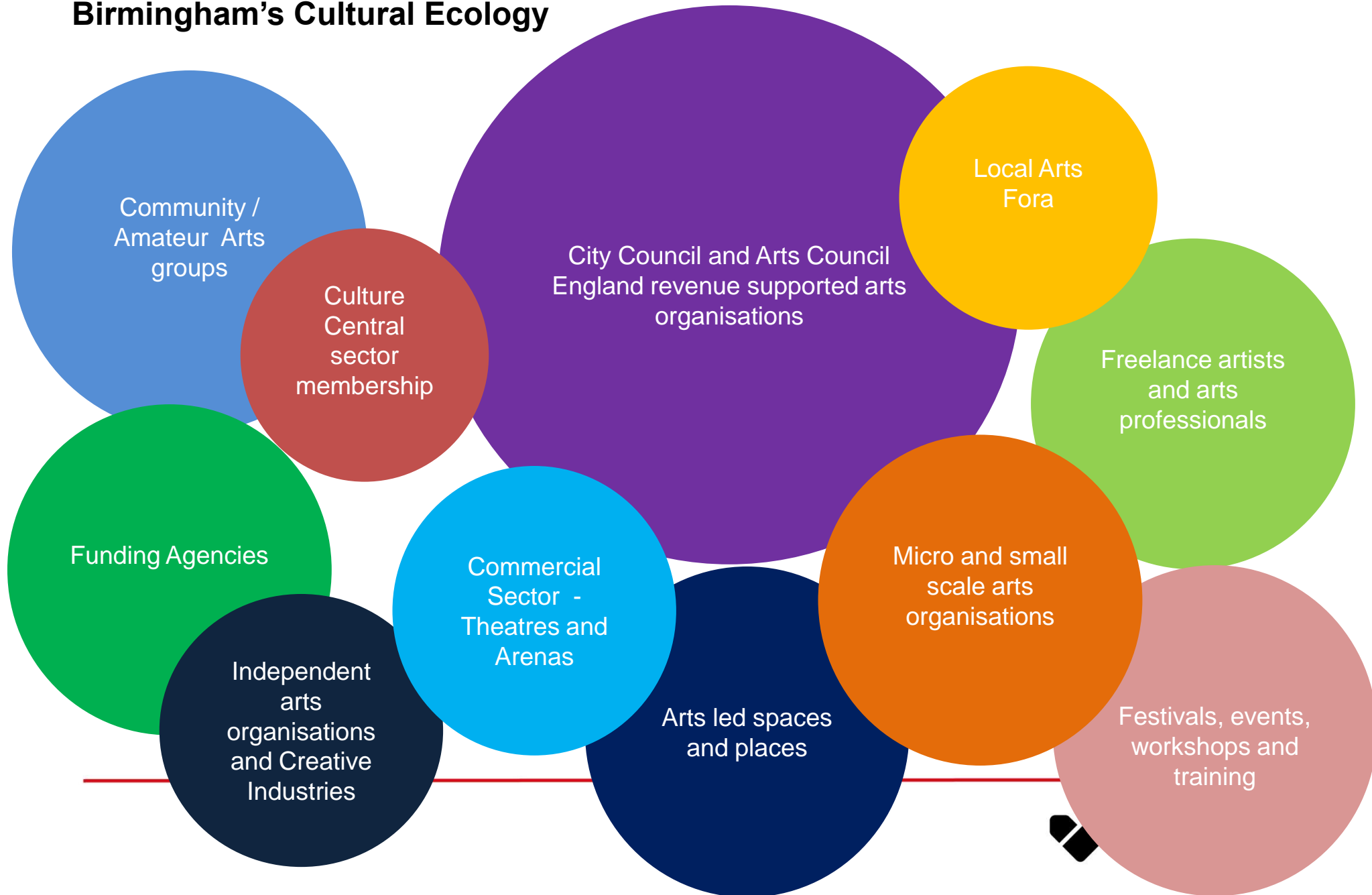
<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>	<u>2017-18</u>
9.915	9.099	7.477	7.352	7.352	5.952	5.952	4.645	3.177
	-8	-18	-2	0	-19	0	-22	-32

# Birmingham Cultural Investment Enquiry 2016



# The Cultural Context

# Birmingham's Cultural Ecology



# Cultural Networks

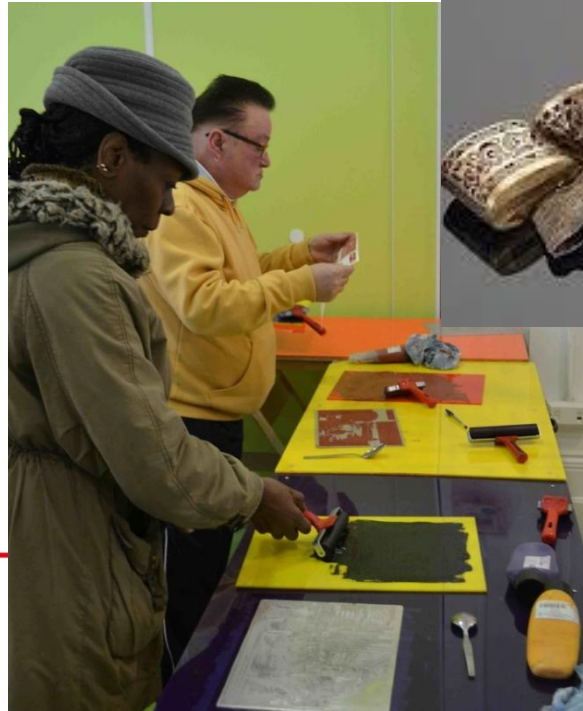
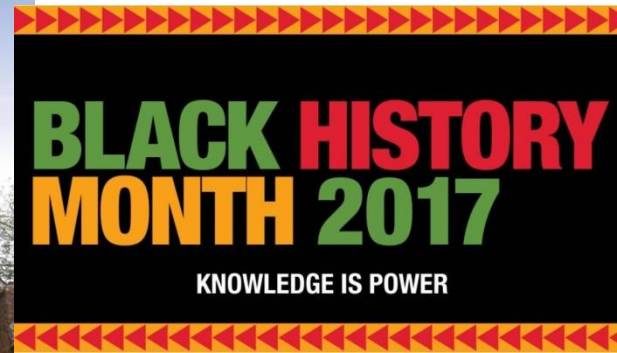
- International – Eurocities Cultural Forum
- National – Core Cities Culture Group (X 10), Chief Culture Officers group (cCLOA)
- Regional - West Midlands Combined Authority (Cultural Advisory Group)
- Local – City Partnerships incl. Greater Birmingham & Solihull LEP, new City Compact



# Birmingham's Cultural Strategies



# Heritage Strategy





# Heritage Strategy Themes

## ***Protecting the Past, Informing the Present;***

- Preservation - protecting and managing what we value
- Prioritisation - a coordinated approach through Heritage Strategy Group
- People - improving participation and engagement
- Promotion - telling the Birmingham story, past, present and future

**Collaborations in  
place-based  
creative practice:  
Birmingham  
Public Art Strategy  
2015–2019**





# Collaborations in Place-Based Practice

## Birmingham's Public Art Strategy



# IMAGINATION, CREATIVITY AND ENTERPRISE

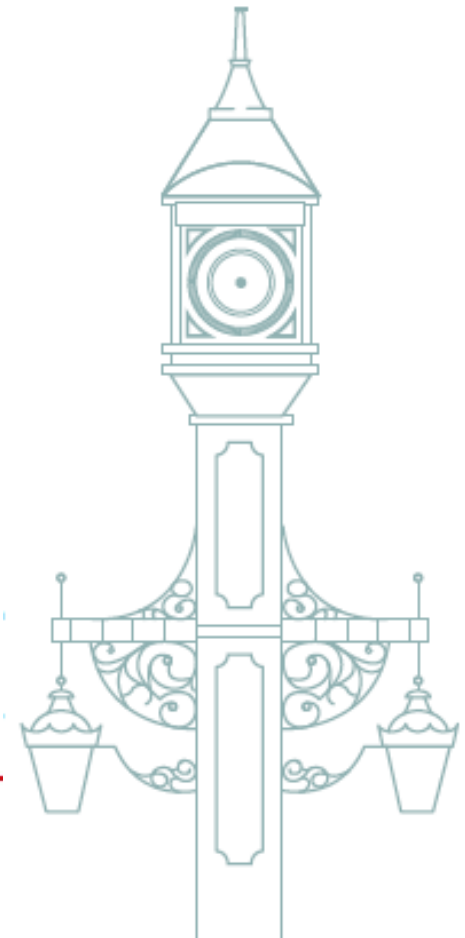


Birmingham Cultural  
Strategy 2016-19



- Culture on Our Doorstep
- Next Generation
- A Creative City
- Our Cultural Capital
- Our Cultural Future

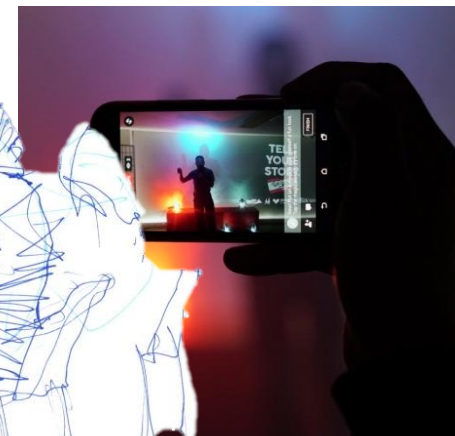
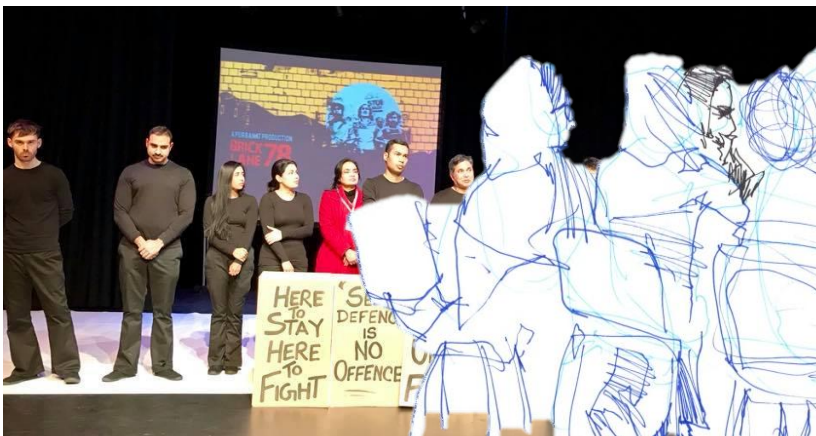
This strategy was developed by a wide group of stakeholders from across the city





# Culture On Our Doorstep

Developing and supporting a localised cultural ecology  
focused on a co-design approach and Arts Activities  
Commissioning



# Local Arts Infrastructure Support

CAFÉ Arts  
(Erdington)

Ladywood  
Arts Forum

Hodge Hill Arts

Made in  
Sutton  
(Sutton  
Coldfield)

Artscoop  
Central  
(Edgbaston)

Perry Barr  
Arts Forum

NAF  
(Northfield)

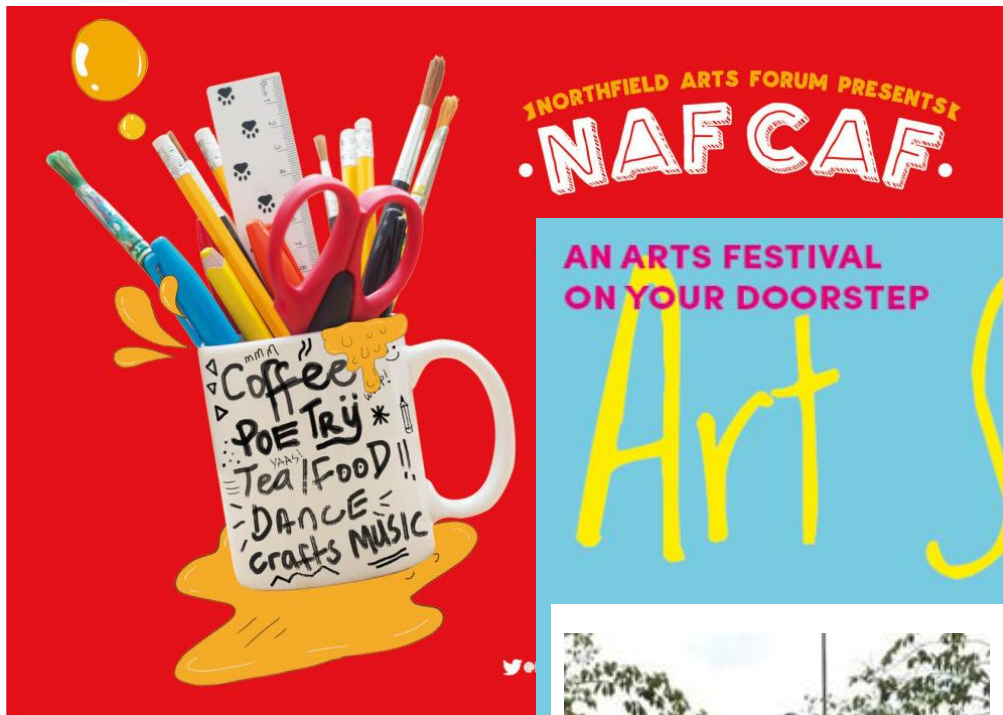
Number 11 Arts  
umbrella  
organisation  
incorporated in  
2016 to support,  
enrich and  
advocate for the  
city-wide  
network of  
neighbourhood  
arts forums

Art Works  
(Hall Green)

Arts in the  
Yard  
(Yardley)

Arts Forum  
Selly Oak



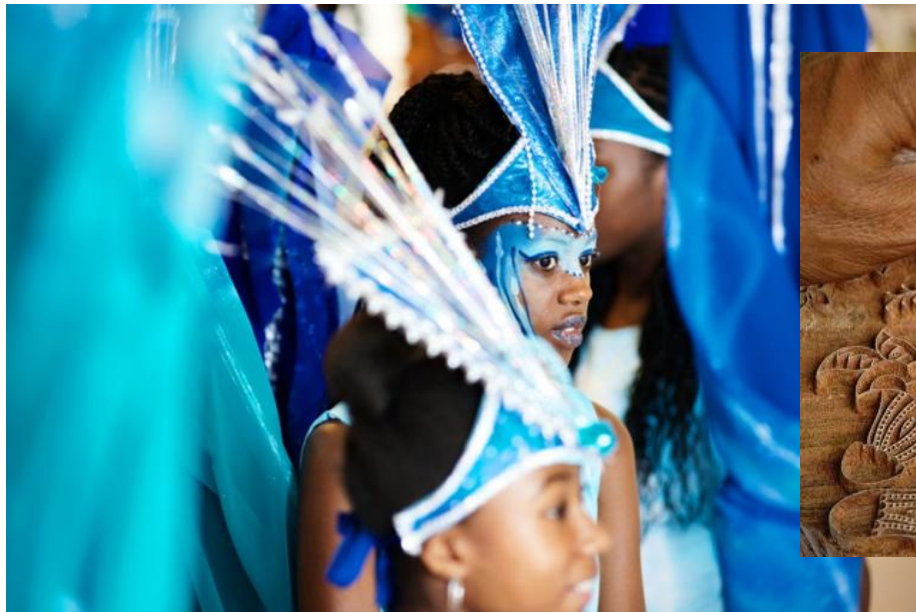


# Arts Development

**Ensuring the profile of artists, audiences, participants and cultural leaders in the city better reflects our population**

- Arts activities to increase local participation and develop audiences
- Activities to support development of skills and capacity of local BAME leaders

**Co-ordination of Black History Month programme**





# Campaign Coordinators



- YAY16: Year of Arts and Young People
- UTSAV 2017: Year of South Asian Arts
- #BYOM2018: Year of Movement
- 2019: James Watt bi-centenary

Year – of –  
Movement



#YAYBRUM

HOME YAY16 PROJECTS ACTIVITY TYPE CALENDAR ACTIVITY BY MONTH ACTIVITY BY AGE  
ART FORM CONTACT US

# Capacity Building: Aston and Newtown programme

## Astonish Leadership Programme



### WE ARE WORKING WITH THE NEXT CULTURAL AND CREATIVE LEADERS IN ASTON AND NEWTOWN

ASTONish is dedicated to developing a diverse group of cultural, creative leaders and entrepreneurs who want to create high quality art within their community. We share skills, knowledge and information that helps shapes the dynamic cultural leader who can support the development of the arts in Aston and Newtown.

PRODUCED BY BIRMINGHAM HIPPODROME AND LARA RATNARAJA



# Outcomes

- Improved governance and skills of individuals and independent arts organisations – more are ‘commissioning ready’
- Developed a city wide co-design model (adapted from the C2 Positively Local model)
- Increased engagement and volunteering at local level
- More local arts festivals and annual events developed e.g. Heritage Week, Art Soak; Arts March (Northfield); ArtSmile (Edgbaston).
- Increased cultural engagement with people from a non-white diaspora and also with ‘disengaged’ communities
- Increased consultation with, advocacy for and representation of cultural sector at local Ward level



# Creative\*Future

Birmingham's Strategy for Children,  
Young People and Culture



# Creative\*Future

## Birmingham's Strategy for Children, Young People and Culture

Birmingham has the highest proportion of children and young people of any major city in Europe.

Our strategy, "A Creative Future" describes our vision for what cultural provision for children and young people in our city should be.

A Creative Future considers young people's cultural needs with respect to:

- universal provision – ensuring resources are accessible to all
  - targeted activity – providing opportunities for those with additional needs and specialist provision to support young people with identified talent.
-



# Next Generation Arts Activities Commissioning



## FOR THE LOVE OF...

**'For the love of...'** is a drama and creative arts project designed by Mooville Theatre Company to bring together young adults who are made to feel invisible in today's society.

Hear the voices of young adults through **Drama, Photography, Animation and Poetry** as they create and produce a performance piece just for the love of!

If you are a young person aged between 11-25 and would like to get involved please contact Mooville on:

Tel: **0121 679 4516**  
or email: **Info@mantheatre.co.uk**



**MOOVILLE**  
THEATRE COMPANY



A new street dance and music collaboration for 14 to 25 year olds. Come along to free workshops and get creative at an intensive two week summer camp, perform at our community events and leave with a Bronze Arts Award. Rev up your CV, make new connections and gain new skills...

Sign up now to attend first meet



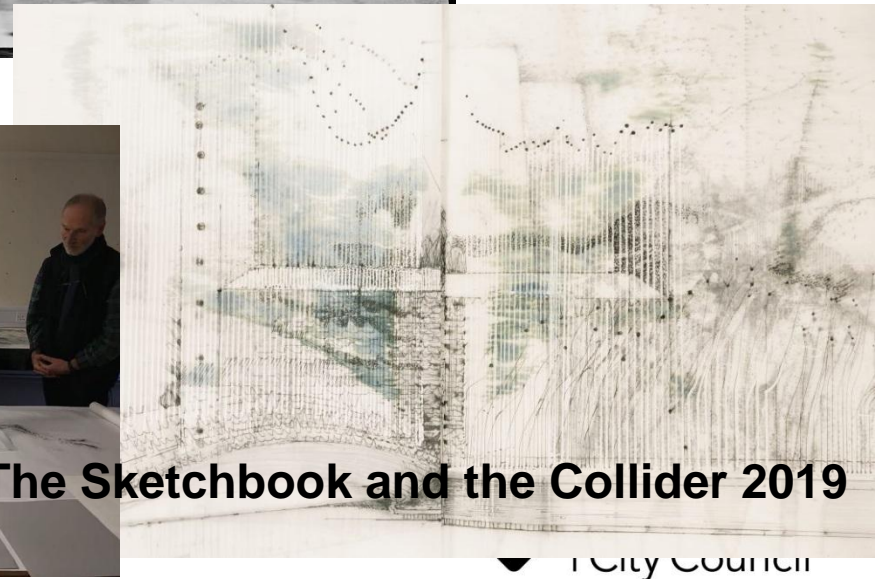
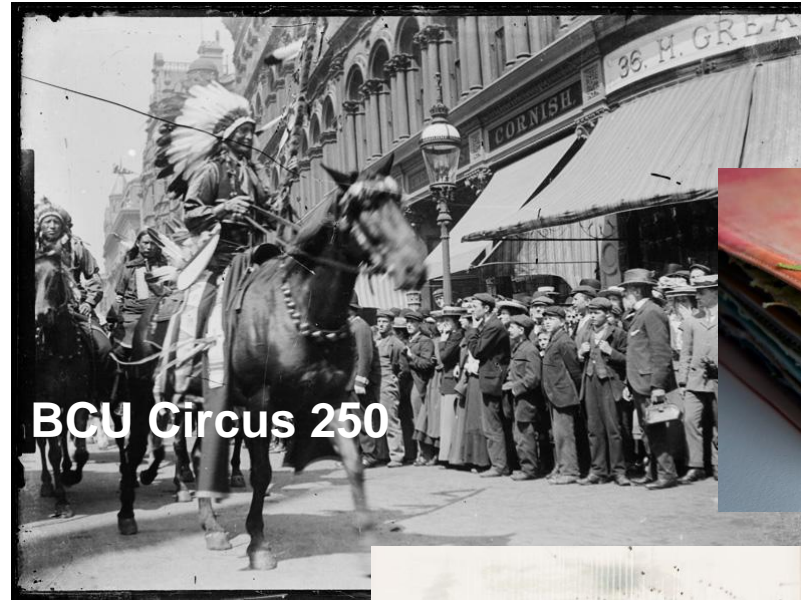
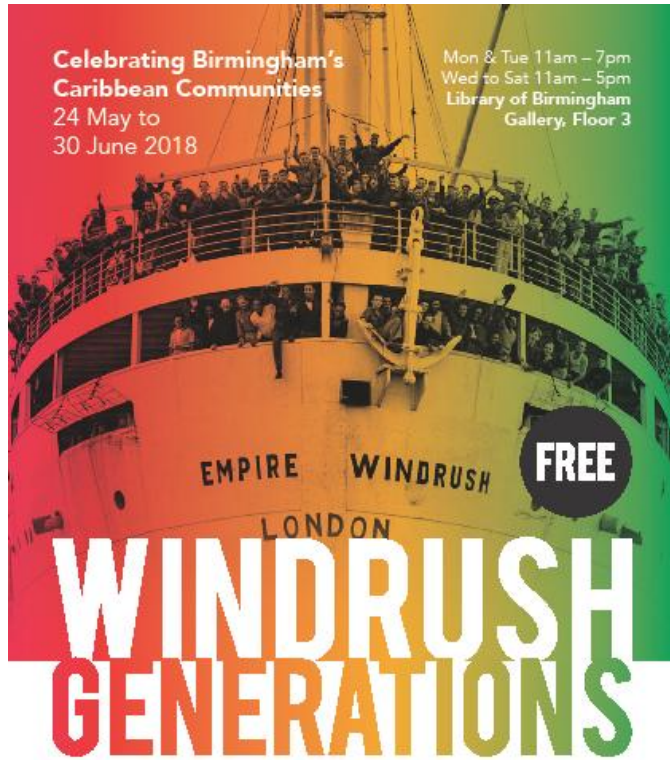


# Outcomes

- A 'Young People on Arts Boards' scheme was created with 20 young people being trained every two years since 2010
- The delivery and number of Bronze, Silver and Gold arts awards has significantly increased
- A young persons Producers Forum has been created
- The number of arts apprenticeships has increased
- Birmingham coordinated the 'Year of Arts & Young People' in 2016 and hosted the 'World Festival of Theatre for Young Audiences'
- A BAME 'cultural entrepreneur / young producer' scheme was created in 2016/17 with a cohort of 30

# Other providers

# Libraries Cultural Offer



# City Council funded arts & heritage organisations

Delivering Local Arts Development projects



Culture Central incorporated 2016 to promote arts, culture and heritage

# Arts Champions Scheme

- Established in 2006
- matched the major arts organisations to each of the ten districts
- three year residency
- Variety of venues – parks, libraries, shopping centres, community centres
- Leave a legacy / relationship
- Programme ceased in 2015 due to funding cuts





A group of people, mostly older adults, are participating in a group exercise or dance in a park. They are standing on a paved path, and many have their arms raised in the air. The background is filled with large trees with vibrant autumn foliage in shades of orange, yellow, and brown. The scene is bright and sunny, suggesting a pleasant day outdoors.

# Partnerships The Active Wellbeing Society (TAWS)

*Happy, healthy people living active and  
connected lives.*



TAWS



**RunBirmingham**  
Off The Couch And Into Your City





# Who TAWS reach

BAME %

61%

42%

Population

Deprivation

Bands 1 & 2 %

82%

77%

Population

Children

U16 %

21%

23%

Population

Female %

52%

51%

Population

70+ %

13%

5%

Population

November 2018



Distributive Leadership

Crowd based followership

## Crowd based followership

# Learning



Skills

TAKE WHAT YOU NEED GIVE WHAT YOU CAN

# Looking Ahead

# A new 'Cultural Compact'

- A partnership of cross-sector agencies working together on the cultural agenda for their area
- Strategic and visible leadership for Culture
- Expected to involve key stakeholders across the city incl. – Local Authority, Cultural Sector, Business, Universities, Health Sector, Voluntary Sector etc.
- No fixed model – different examples exist in other cities



# Cultural Compact priorities

- Finance – Identifying investment for Culture
- Write new Cultural Policy and Strategy for the city
- Developing diversity and accessibility of sector
- Cultural Infrastructure Planning
- Addressing city social challenges e.g. Homeless?
- Wider Creative Industries development
- Signature Events / Festivals e.g. CWG's 2022
- Inward Investment / Tourism relationship

# Culture Infrastructure planning - Improve integration via City Design Strategies and master-planning





# Opportunity – New High Speed Rail Link (HS2)







# **BIRMINGHAM 2022**

**XXII COMMONWEALTH GAMES**



# Birmingham 2022 Culture offer



Time



Experience  
d people

Financially  
scaled

Our aims:

*Our Games will showcase the rich and diverse culture of Birmingham and the West Midlands, our proud heritage and look ahead to a bright future*

Our objectives

To develop a Cultural Programme Partnership to support and coordinate a Commonwealth Games Cultural Programme , Live Sites/ Events and an Urban Games .

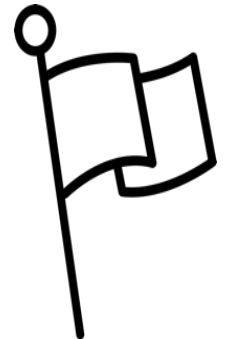
To showcase education, jobs and skills initiatives for the Creative Industries and contribute to the city wide community engagement programme



Coherent  
complimentary  
event



Sense of  
place



Commitment  
to our vision  
and values

# Thank you for listening

Any questions?

Symon Easton

Head of Cultural Development

Birmingham City Council

E: [symon.easton@birmingham.gov.uk](mailto:symon.easton@birmingham.gov.uk)