



# Culture and Creative Industries

Growth & Regeneration Scrutiny Commission 7<sup>th</sup>

March 2024

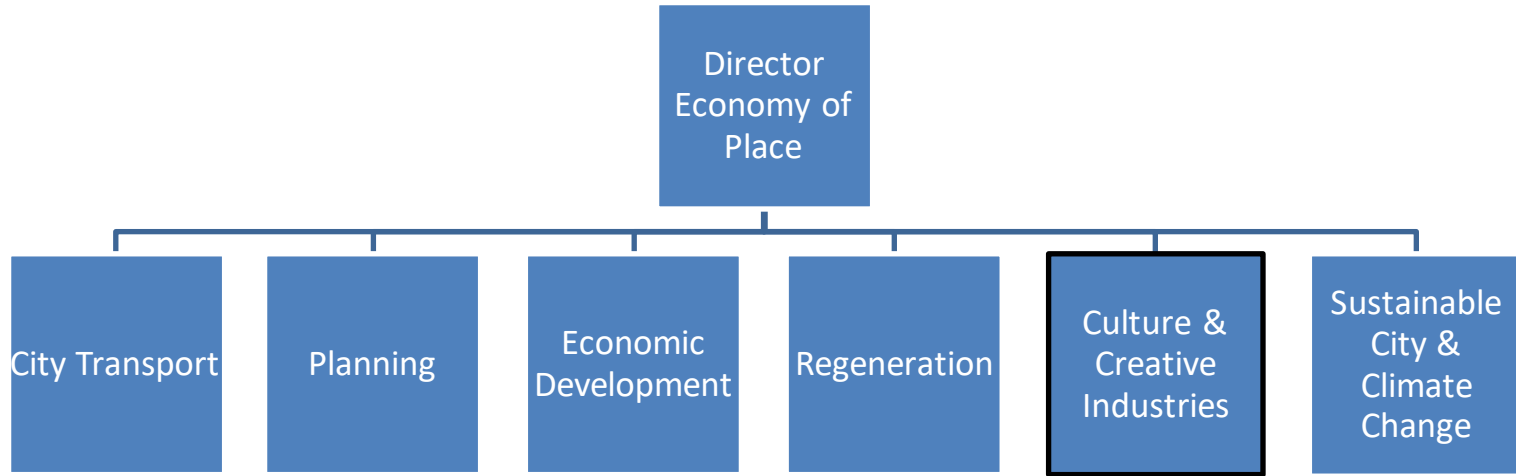
Alex Hearn

Director Economy of Place

Elise Hurcombe

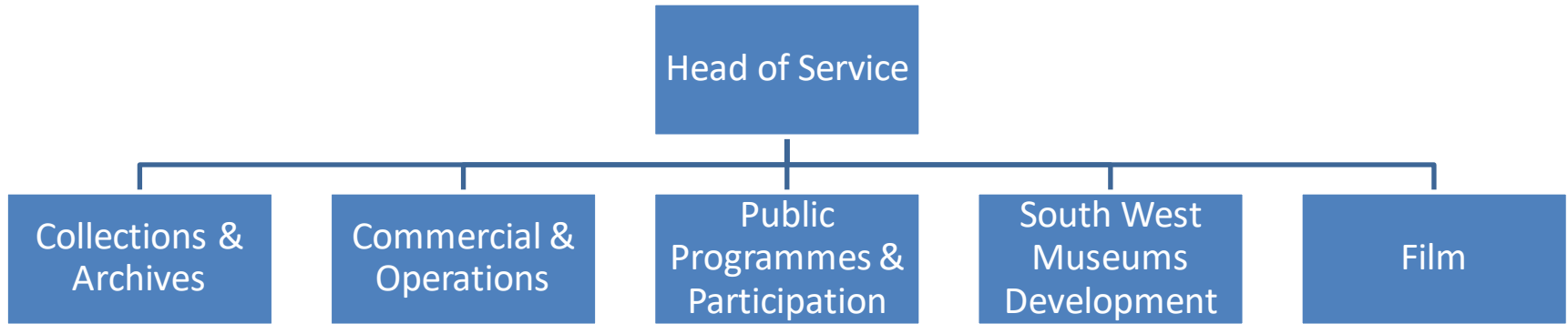
Arts Development Manager

# Background



- Culture and Creative Industries returning to Economy of Place division
  - Opportunity to strengthen synergies with services and partners engaged in the regeneration and decarbonisation of the city
  - Philip Walker starts as new Head of Service on the 18<sup>th</sup> March 2024
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# Service summary



- Circa 200 staff
  - Major assets: BMAG, Mshed, Bottle Yard Studios, Archives, Georgian House, Blaise Museum, The Red Lodge Museum
  - Circa 700k visitors per annum, tracking behind pre-pandemic years
  - Arts Council England National Portfolio Organisation
  - Significant partnerships with institutions and organisations
  - Cultural Investment Programme for arts and culture across the city
  - South West Museum Sector Support programme reaching 250+ organisations
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# Collections and Archives

- **Extensive collections** - approx. 4 million individual objects, with material relating to the history, environment and contemporary life of the city; also includes art and world culture collections.
- **Designated object collections** - Geology, Eastern Art and the Bristol collection are of national and international significance.
- **5 nationally accredited museums** - have collections managed by 4 curatorial teams: History, Archaeology & World Cultures, Visual Arts, Natural Sciences and an Historic Houses curator.
- **Archives** - 10 miles of archives include those from Bristol City Council, Avon County Council, the Diocese of Bristol, British Empire & Commonwealth collection and private 'unofficial' archives. Archives are acquired and held in accordance with a statutory framework.
- **Conservation and documentation** - look after the physical care and historic records relating to the city's collections and manage incoming loans of international importance, including The Hay Wain by John Constable from the National Gallery.
- **Bristol Regional Environmental Records Centre** - environmental records centre for the West of England collects, manages and shares environmental data.



Colston statue prepared for permanent display



Temnodontosaurus skull prior to conservation



The Hay Wain loan courtesy of the National Gallery

# Commercial and Operations

- **Digital** - Manage digital strategy for museums (development/infrastructure/social/e-commerce); ACE funded strands of audience research and digital development; Generate income through commercial integrations e.g. online shop, print on demand, digitisation of collections.
- **Retail** – Consists of 5 'bricks and mortar stores' open in line with museum operations and online shop open 24/7 serving our international audience generating approximately £550,000 per annum
- **Conferencing & Events** – Catering and Venue Hire across BMAG and M Shed offering Conferencing and Events hire as well as self-generated commercial activity. 2023/24 income target of £500,000 and £650k for 2024/25
- **Visitor Experience & Operations** – Core team of 28FTE (40 individuals) delivering Visitor Experience across 5 sites, including a volunteer co-ordinator to support other operations
- **Fundraising** - Approximately £550,000 per annum including Bristol Museums Development Trust, individual giving, major donors, gifts in wills, patron scheme and other trusts & foundations



# Public Engagement

## Programmes

- Temporary exhibitions, displays, interventions and commissions
- Public events
- Activities including Arts & Health
- Work with young people 16-25

Arts Council funding and other income

Audiences: 220,000+ pa

Big focus on Priority audiences:  
Young People, Global Majority,  
D/disabled and underrepresented people

Ambition: increase co-production  
and shared decision making



# Public Engagement

## Learning

- School museum visits and workshops
- Teacher CPD and learning resources
- Home Educating Families and SEND
- Informal and intergenerational learning for families

Arts Council funding and other income

Audiences: 41,000 visits

Schools, colleges, adult education, families with <16 children

Ambition: Improve permanent offer and increase interactivity across BMAG



Photography by Barbara Evrip

# Public Engagement: Arts Development

## **Arts Development Team - Connecting people through Culture**

We do this by investing in people, partnerships and place. Culture and creativity support our health and wellbeing, grow connected, inclusive neighbourhoods, help tell our city's diverse stories and identity and contribute significantly to our city's economy. To realise this vision our specialist team invest in, support, advocate and develop strategic policy and projects with internal and external partners, to enable cultural development across the city.

Core programme includes, **Highstreets recovery and renewal, Cultural and Events, Creative Health, Economic development plans, Bristol Legacy Foundation support including Memorialisation, One City Culture board and WECA Cultural Compact, West of England Visual Arts Alliance**

**Regeneration and Cultural Infrastructure** - We are part of the core delivery teams for the following regeneration schemes and support all aspects of cultural support through Strategies and frameworks, Planning and policy, Cultural investment and impact, Support and advocacy, Cultural research and asset mapping, Creative commissioning.

- **Temple Quarter – Filwood Leveling up – City Centre – Western Harbour – Harbour Placemaking**

## **Investment**

- Regional and international bids for collaborative city wide projects
  - Research into new investment sources and models
  - Cultural Investment programme see next slide
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# Public Engagement: Arts Development

## Cultural Investment Programme - £636k per annum

This is the way Bristol City Council distributes public money to support arts and culture. It is reviewed every 4 years, and the current programme runs from 2023 -2027. It's overarching vision is to **Make Arts and Culture Accessible for All**, It provides grants for Bristol-based organisations and individuals to deliver art and culture activities, events or festivals.

**Aim 1:** To advance diversity, equity and inclusion in arts and culture for all Bristol's citizens **Aim 2:** To support Bristol as a city of ideas, creativity and engagement **Aim 3:** Invest in people, places and partnerships to respond creatively to need and support social change

### To help Bristol address the threat of the global climate and ecological emergency.

All Cultural Investment Programme grantees will demonstrate a commitment to raising awareness of the climate and ecological emergencies and reducing/mitigating the environmental impact of their activities.

#### Originators

£500 - £5,000 – 1 year  
Small scale arts and culture projects/events/festivals  
Professional and organisational development

#### Imagination

£5,000 - £15,000 – 2 years  
Project funding for medium scale arts projects/events/festivals, or organisational development  
or Unrestricted funding

#### Openness

Up to £30,000 per year  
4 then 3 years  
Unrestricted funding for established arts and cultural organisations

On the 22 December 2021 Cabinet agreed the budget allocation of £2,543,840 for the Cultural Investment Programme 23-27. £1,406,576 of that allocation for Openness 24-27 and Imagination 23-25 funding have been allocated. The remainder of the budget (£749,514) will cover Originator's funding over the next four years and for the second round of Imagination funding 2025-27 and 4 years of evaluation.

The BCC Arts Development team has worked closely with Mayors Office since January cabinet to review and redesign the new process in order that it can be as independent as possible. For decisions on Imagination and Openness funds, this has been achieved by agreeing a robust and transparent process undertaken by a panel drawn from the One City Culture Board which has been overseen by an external consultant who specialises in grant-giving practice and philanthropy.

Link: [Cultural Investment Programme Overview](#) or [Easy read version](#)

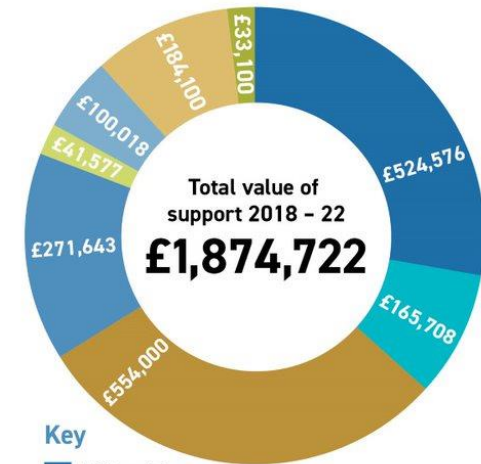
# South West Museums Development

Museum Development South West is a team of museum and heritage development specialists working with the museum and heritage sector in the south west of England to effect positive, lasting change and deliver public value for communities.



- Is an Arts Council England Sector Support Organisation funded **£1.27m over two years 2024-26**
- Established as an Arts Council's National Portfolio Organisation (NPO) for sector support since 2018
- 1 of 5 Museum Development providers across England supporting the development of 300+ south west museums
- **Key Services and development opportunities**
- Network of eight **local-placed-based Museum Development Officers** (MDOs) located across the south west
- Expertise via Specialist Officers in Conservation and Collection Care and Volunteering
- Is the leading training provider for the sector in the south west **reaching 500+ delegates** each year to develop skills and build capacity in the, predominately volunteer, museum and heritage workforce
- Distributes **£300K+ of small grants** to the sector to support resilience, engagement and innovation
- Provides Technical Accreditation Advisory Service – the national standard for museums
- Develops and delivers projects and programmes with cohorts of museums **securing additional funds of £135K+** from National Lottery Heritage Fund, Art Fund and Headly Trust
- Secures **investment of £150K each year** from eighteen Local Authorities across the south west
- Operates in partnership with five support organisations across the south west

South West



## Key

- MDO provision
- Specialist Development services
- Local Authority investment
- Awarded in grants
- Small Scale Capital investment
- Museum Skills (delegate places)
- External project (Accredited sites)
- External project (Non-Accredited/Formally Working Towards Accreditation sites)



# Film



- 11 film studios over 2 sites
- Largest film studio facility in South West
- One of 7 UK production hubs
- £20.1m economic investment to City in 22/23

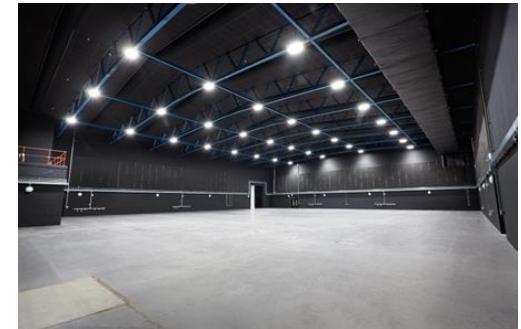


Expanded to new  
premium site in  
2022



## Recent Productions:

- Rivals (Disney+)
- Alex Rider 3 (Amazon)
- Raindogs (BBC/HBO)
- Outlaws Series 1, 2 & 3 (BBC)
- The Road Trip (Paramount+)



# Film

## Bristol UNESCO City of Film

- Bristol UNESCO City of Film is the sector development and international engagement arm of the Film team.
- Strategic work delivered under the UNESCO designation is underpinned by UNESCO Creative Cities Network objectives and the UN Sustainable Development Goals.
- It puts social value at the heart of local film and TV sector development aims and actively engages with partner cities across the global UNESCO Creative Cities Network to promote best practice.
- Bristol's 2021-25 UNESCO City of Film Action Plan has 4 key priorities for sustainable sector development and proactive inter-city collaboration: **Skills, Stories, Environment & International Engagement**.

In 2023, Bristol UNESCO City of Film delivered [Bristol's Summer Film Takeover](#), a programme of 9 film-based events between June & September, funded through the High Streets Renewal & Recovery Fund.



Bristol UNESCO City of Film plays a leading role in developing local skills and talent pipelines. Key programmes of work have embedded [film education](#) into primary school literacy resources, secured a [Channel 4 Writer's Scheme](#) to the city region, and supported a dedicated Skills Agenda and outreach post with The Bottle Yard Studios.