



### **Overview of East Sussex Cultural Strategy (2013–2023) and Priorities**

Culture East Sussex (CES) oversees the delivery of the East Sussex Cultural Strategy. The purpose of the Strategy is to identify reasonable steps which can be taken to grow the cultural sector. The following report identifies some achievements from 2017.

#### **1 – PRIORITY 1: Create an environment where great cultural experiences are available to everyone to enhance their quality of life**

Cultural education plays a crucial role in shaping the future workforce, not only to respond to the needs of creative employers but to meet the creative and problem solving needs in traditional STEM industries. As creative industries are forecast to continue to grow, the provision of relevant courses and training will be increasingly important. This is particularly the case in SELEP where creative businesses are a significant part of the economy and are increasingly likely to be potential employers of the future.

### **PRIORITY ONE OUTPUTS**

#### **1.1 Cultural Education Partnerships**

- CES has become an Arts Council England (ACE) Cultural Education Partnership (CEP), one of approx.50 partnerships nationally. CEPs bring together cultural organisations, educational institutions, local authorities, businesses and other strategic partners to create a more coherent and visible delivery of cultural education. CES has approved the development of two subgroups to support Health and Wellbeing and Skills development.
- **Health and Wellbeing group** led by the Hastings and Rother Arts and Education Network (HRAEN), De La Warr Pavilion (DLWP) and other health and cultural partners. Report by Fulcrum Learning has identified health needs of young people. Cultural programming will respond to the findings of the report.
- **Reducing Health Inequalities Partnership Investment Programme with the Hastings and Rother CCG** launched May 2017. Part of a comprehensive programme to improve health through the transformative East Sussex Better Together scheme. The RHI Fund will help local voluntary and community groups tackle health imbalance by encouraging and supporting people to make healthier lifestyle choices, as well as improving access to local healthcare and other support services. Partnership Investment from Artsworld aims to demonstrate how high quality cultural engagement reduces health inequalities for children and young people and address the perceived barriers faced by arts and cultural providers in delivering activities which reduce health inequalities and ensure that more children and young people achieve Arts Awards and more settings, achieve Artsmark.

#### **1.2 Investment**

- The 2017 ACE National Portfolio announcements for the next 4 years (value circa £20m) for East Sussex included three new organisations securing National Portfolio Organisations (NPO) status: Jerwood Gallery, Applause Rural Touring and Home Live Art.
- Applause secured ACE Strategic Touring Award £450k for Inn Crowd which offers landlords a new way to attract customers and creates a unique performing environment for some of the UK's most talented spoken word artists. The project is intended to help re-establish pubs as central to rural community life by bringing exceptional cultural experiences to new audiences.
- ESCC Library Service's Advantage East Sussex is an ACE £130k Libraries Opportunities for Everyone Innovation Fund award to deliver coding clubs for children, rhymetimes and storytimes in dual languages, support for people with visual impairment using specialist equipment and software, wellbeing boxes to support mental health and an extension of the IT For You project, providing personalised IT training to improve skills and confidence.
- HBC's Match Funding Scheme, to support artists making external funding bids, supported 11 projects in 2016/17 helping to lever in over £300K to the town.

### 1.3 Strategic Initiatives

- HBC won a tender to develop and deliver a new national Coastal Culture Network. Working with partners around the coast, the network aims to facilitate better communication between cultural organisations, local authorities, coastal community teams and others, and to advocate for the value of cultural activity in coastal communities.
- HBC are partners in the Coasters Touring Network that is supporting outdoor arts programming from UK and international artists. In Hastings this is contributing to the Stade Saturdays offer. One of the aims is to attract regional visitors to the town. 1066 cycle festival 2017 attracted increased attendance from 2016. HBC and RDC working with Active Hastings and Active Rother to deliver, with Coasters providing creative input.
- Hastings and Rother has launched itself as a Music City and delivered its first Music Month.
- Eastbourne Borough Council Creative Innovation Strategy has been developed, launching two networks (Leadership group and a What Next Chapter).
- **East Sussex Music Hub** and the Electric Youth Orchestra: developed by youth music organisation AudioActive and supported by the East Sussex Music Education Hub. Partners in the Hub work collaboratively to engage a diverse range of children and young people in music activities. The Electric Youth Orchestra brings together digital and live instrumentalists to write and perform live music.

## **2 – PRIORITY 2: Create an environment which enables the cultural and creative economy to expand and enhances our ability to attract and retain other businesses**

The Creative Industries are central to the government's ambition to deliver private sector jobs growth. In 2015 Creative Industries in the UK contributed £84.1bn to the economy, equating to £9.6m per hour, driving productivity, wages and export growth. Their significance transcends and goes beyond a purely economic one and the headline economic impacts are large, growing and out-pacing traditional sectors.

### PRIORITY TWO OUTPUTS

#### **2.1 We seek to create clear lines of communication between the cultural sector and the higher education sector**

- **Creative, Media and Digital Curriculum Planning Group** CEP co-delivering with Skills East Sussex. This group is currently developing a countywide partnership of 10 schools across East Sussex to:
  - Extend dialogue around creative skills, creativity and creative education across the county at senior levels
  - Develop new strategic relationships between creative/cultural organisations and secondary schools
  - Encourage more Creative Industry Champions and Enterprise Advisers to build long-term relationships with education providers in East Sussex to provide professional development opportunities for teachers and cultural leaders
  - Enable young people, aged 11-13, to be conscious of their own creative thinking and how this skill relates to the way they learn
  - Promote delivery opportunities for Arts Award and Artsmark
- **Artwork CEP School Network Investment** will underpin the STEAM focused curriculum and Enterprise Adviser programme. All SES task groups are developing training for school career leads (teachers) to help them better understand careers in their sectors, running workshop sessions for schools as part of the Enterprise Adviser Network professional development sessions in Dec 2017 and Mar 2018.
- 'Adopt Charleston' is a 3 year programme in which Charleston partners with nine East Sussex schools and local art educators and tutors. Working together the team creates, pilots and evaluates both on site and outreach workshops to inform Charleston's future programming.
- Charleston participating in Open Doors programme.
- Speak Out, the young people's cultural consultation taken place at Robertsbridge Community College, a partnership between RDC, Audio Active and Youth Services.
- DLWP developing course modules with University of Brighton – Fine Art & Architecture (2016).
- Charleston has signed a Memorandum of Understanding with the University of Sussex to enable the Trust and University to develop joint research projects.

- Towner staff involved in presenting module in March 2016 for the University of Brighton Fine Art and Performance students; the gallery hosted talks with University of Sussex's History of Art department about AHRC research opportunities, student placements and digital opportunities.
- Jerwood Gallery participating in freshers' offers scheme at University of Brighton Hastings Campus.

**3 – PRIORITY 3: Develop and promote well packaged cultural tourism offers which celebrate the identity of East Sussex, raise its profile and attract more visitors and businesses to the County**

**PRIORITY THREE OUTPUTS**

**3.1 Marketing and training**

- Sussex Modern marketing campaign delivered by DLWP, Ditchling Museum, Charleston, Farley Farm and Lee Miller Archive, Jerwood and Towner in partnership with Brighton and Hove Museum, West Dean College and Pallant House (Chichester). This audience development programme complemented an exhibition at Two Temple Place (London) called Sussex Modernism in spring 2017 (exhibition footfall 52k – TTP's most successful exhibition to-date). Participating destinations reported peaks in visitor figures and merchandise sales over summer 2017 attributed to the exhibition and campaign.
- Culture Coasting: a funding package of £1m (£500k Arts Council England, £250k Visit England, £150k SELEP) has been secured to deliver a Geocaching trail linking cultural destinations on the South East coast with a wrap-around Colours and Flavours digital platform promoting bookable products.
- Project Art Works produced and distributed The Mask – a Random Acts commission through Screen South and Channel 4 featuring Sharif Persaud on a walk between Hastings and Bexhill shortlisted for the Discover Film Awards 2017.
- Culture East Sussex has been rolling out training to tourism businesses on the use of East Sussex Tourism Data Warehouse and other live data sets. Events at DLWP (Cultural Destinations Consortium) and Jerwood Gallery (1066 Country). Wealden event in planning.
- Wealden District Council Destination Management Plan research completed. Findings shared at Wealden Tourism Conference March 2017, Herstmonceux Castle.

**3.2 Capital works**

- The Depot Cinema, a privately funded venue, has opened in Lewes.
- Towner has opened a quality 84 seater cinema/auditorium on its ground floor.
- Charleston Centenary project: car park complete and work has started on the new suite of buildings. Programme includes structural and preservation works to two Grade II listed barns, a new Gallery, Collections Store & Research Studio, a new Auditorium, relocating and expanding the café, creation of two new courtyard areas and a Creative Learning Studio.
- The Devonshire Park redevelopment (to be branded the Devonshire Quarter): all tennis works completed, Lawn Tennis Association has commissioned a feasibility report on work to further develop the existing tennis facilities. The Congress strip out completed and internal scaffold has been erected to enable the replacement of heavy plant and services in the roof. Piling and foundations for the new Exhibition Halls are being developed. The Devonshire Park Theatre has continued to operate, often 7 days a week with live performances. The Winter Garden is due to close shortly so that it can be refurbished and the front exterior rebuilt.

*Report compiled by Sally Staples, Cultural Strategy Manager, East Sussex County Council, on behalf of Culture East Sussex.*