

**Subject: Report for Making Waves Together Delivery – Update Report**

**Report to: Management Team 19<sup>th</sup> March 2018, Economic Development  
Committee 3<sup>rd</sup> April 2018**

**Report by: Kate Watts, Strategic Director**

**Content:**

This report updates the Economic Development Committee with progress so far in relation to the Making Waves Together project, which is a project that runs across Great Yarmouth and Lowestoft and is financed through Great Places funding.

**1. BACKGROUND**

- 1.1 The Great Places Scheme was detailed as one of the flagship measures from the Government's Culture White Paper, with the overarching aim of putting arts, culture and heritage at the heart of the local vision, making a step change in the contribution of culture in those areas, and embedding them in the places' plans for the future.
- 1.2 On 7<sup>th</sup> September 2016, Economic Development Committee resolved to support an application to the Great Places Fund, a programme for developing culture delivered in partnership by Arts Council England, the Heritage Lottery Fund and Historic England.
- 1.3 On 3<sup>rd</sup> April 2017, Economic Development Committee received an update and noted that Great Yarmouth, in partnership with Waveney District Council, had been successful in being selected as one of 16 areas in the country to receive funding.

## 2. INTRODUCTION

2.1 The Making Waves project was officially launched on 1<sup>st</sup> August 2017 and has a number of key objectives which are as follows;

- **Cultural Capacity Building** – Developing the skills and capabilities of the cultural sector, growing new relationships and new ideas.
- **Cultural Education** – Strengthening the role of culture in the local education offer through clear pathways for children, young people and Schools to engage in cultural education.
- **Cultural Animation** – Utilising public spaces for participatory culture in a number of forms.
- **Making and Producing Culture** – Making and producing things and permeating the local economy.
- **Learning and Sharing** – Learning from each other, others and sharing what we've learnt.

2.2 Progress with these objectives will be monitored at a midterm review and also as part of the project evaluation, once the project has finished.

## 3. PROGRESS SO FAR

3.1 The appointment of the Great Places Project and Cultural Capacity Coordinator to manage delivery across the partnership, manage performance, reporting and learning was undertaken in August last year. The Delivery Partners have met 3 times to discuss programme, processes and activity updates. Scheduled project activity is taking place, remaining activity is in development. Meetings are contributing to the wider objectives of Making Waves Together through creating stronger links, developing capacity, creativity and nurturing relationships. The Project Board who have oversight for the programme have met twice. The external evaluator bids to evaluate the success and impact of the programme and partnership are being assessed, with a start date in March 2018.

- 3.2 As part of the Funding Bid there was a requirement to procure a number of partners to support the delivery of this project prior to any award being made. This procurement initially commenced on the 16<sup>th</sup> November 2016, however at the end of this first process the number of responses was low so a decision to reopen and extend the procurement was made. The second procurement was launched on the 10<sup>th</sup> December 2016 and through direct contact with potential providers 18 responses were subsequently submitted.
- 3.3 These responses were then evaluated by 4 officers, 2 from GYBC, 1 from each of the East Suffolk Councils, assessing each tender submission against detailed criteria including cost, outcomes, and ability to work with partners and other stakeholders. As a result of this evaluation the following partners have subsequently been procured to work on this project;

| <b>Partner</b>  | <b>Area of Project Delivery</b>   | <b>Contract Value</b>                            |
|---|---|--|
| Cultural Education Partnerships (Managed by Norfolk County Council, Norfolk Museum Service) | (a) Enjoy Great Yarmouth and Lowestoft Rising's LCEP will work closely together to support the delivery of their individual Cultural Manifestos and strengthen their capacity to drive the local education offer.   | (a) £99,650                                      |
| Dance East  | (b) In and around Lowestoft town centre, Dance East will work with residents to interpret collections at Lowestoft Museum and the Maritime Museum through movement and dance. The project will specifically focus on the cultural traditions of the Scot Girls.   | (b) £54,600                                      |
| Flipside  | (c) Flipside is working with Lowestoft communities to explore flood protection technology through art and literature (Water Tight Words). The final art work will be an etching on a glass section of the new flood wall at South Pier, part of the Lowestoft Flood Risk Management Project.<br><br>(d) Flipside will work with school children in Great Yarmouth | (c) £42,066<br>(d) £31,294<br><br>Total: £73,360 |

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|                                   | (Windpower) to explore the story of the power of wind and the town's aspirations to be at the centre of renewable energy production. Flags will be exhibited at the Waterways and Boating Lake on Great Yarmouth seafront.   |   |
| Great Yarmouth Preservation Trust | (e) To undertake conservation work and community activity around the Rows and the Scores. At the heart of the project will be the community, through collecting memories and stories and being involved in designing art work inspired by these passageways.   | (e) £100,050  |
| Marina Theatre                    | <p>(f) Marina Theatre Trust will lead community engagement workshops and provide participatory performance and installations to transform our town centres and seafronts.</p> <p>(g) In Lowestoft, a drama facilitator project involving local schools will see children work with a storyteller and drama facilitator to help shape stories based on local histories.</p> <p>(h) The Marina Theatre will coordinate quarterly networks and workshops for emerging cultural enterprises and existing organisations to come together, share creative ideas and take part in learning opportunities.</p> <p>(i) Marina Theatre Trust will work with The Seagull Theatre around marketing and planning future activities.</p> | <p>(f) £33,000<br/>(g) £27,650<br/>(h) £18,180<br/>(i) £24,500</p> <p>Total: £103,330</p> |
| Norfolk Museums Service           | (j) Time and Tide part of Norfolk Museum Service will work with Lowestoft Museums' part of the Association of Suffolk Museums, to create a dedicated coastal heritage collection for the east coast and deliver museum pop-up exhibitions in and around Lowestoft and Great Yarmouth to reach and engage with  | (j) £77,944   |

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|                   | new audiences.   |  |
| Original Projects | (k) A series of community workshops led by original projects; will engage with residents to nominate aspects that make Gt. Yarmouth 'Great' and identify new cultural assets. These will be produced in collaboration with community members and will be displayed in redundant shops and vacant spaces.   | (k) £43,659.60   |
| Reprezent Project | (l) Reprezent will profile Great Yarmouth artists through film, exploring key cultural assets and spaces along the way. This emerging community-led group will also animate underpasses transform them into a public outdoors gallery, adding more colour and energy to the town.  | (l) £9,792   |
| SeaChange Trust   | <p>(m) Sea Change Arts will lead community engagement workshops and provide participatory performance and installations to transform our town centres and seafronts.</p> <p>(n) Sea Change Arts will coordinate quarterly networks, workshops and monthly gatherings for emerging cultural enterprises and existing organisations to come together, share creative ideas and take part in learning opportunities.</p> <p>(o) To bring landmark performance venues across both towns together and provide training opportunities.</p> <p>(p) An online directory for creative and cultural organisations to access and share information across the sector.</p> | <p>(m) £51,400<br/>(n) £15,840<br/>(o) £4,000<br/>(p) £4,800</p> <p>Total: £76,040</p> |

#### 4. PARTNERS PROGRESS

- 4.1 The inaugural meeting of the Creative Forums have taken place and the Marina Theatre marketing lead is working half a day a week at The Seagull

Theatre. The Cultural Capacity Officer to bring Great Yarmouth and Lowestoft LCEP more closely together started on 20/01/2018. The two LCEP managers have met with the new officer to review the project plan and agree initial priorities. Time and Tide have been developing the Seaside Collection project and are currently recruiting the Project Officer who should start in April 2018.

- 4.2 Reperzent are in negotiations with Norfolk Highways about the underpasses near Asda for the Underground Gallery Project, contractors have been engaged in preparation. The group are also registering to become a CIC, which will provide benefits for the group and show a level of good governance.
- 4.3 The Marina Theatre is making good progress with Untold Tales, including holding storytelling workshops across Great Yarmouth and Lowestoft schools. The Lowestoft Dance Map, led by Dance East is moving forward, including the recruitment of a freelance Project Coordinator and dance artists.
- 4.4 Flipside is working with Waterways and Boating Lake Project Coordinator to discuss synergies between the two projects specifically with reference to an artist in residence, kinetic sculpture and an installation to coincide with the Launch. Flipside have also been working with the Coastal Manager for the Sea Defence and Balfour Beatty in Lowestoft to explore build methods for the final art work on a glass section of the new flood wall at South Pier.
- 4.5 Great Yarmouth Preservation Trust has undertaken architectural analysis and survey of the Rows and collected living memories as part of a Neighbourhood Lunch. A meeting with the East Suffolk Preservation Trust has been held to establish their involvement in the project.
- 4.6 SeaChange Arts activity-to-date has centred on community engagement and participation opportunities at the Out There International Festival of Circus and Street Arts 2017. Great Places funded a number of participatory activities for both members of the public and local emerging artists.

- 4.7 Original projects; has been relationship building and planning, initiating several potential projects and collaborations. The group are working with Smith Turner, local marketing company, to produce a series of leaflets extolling The Eight Greats of Great Yarmouth. Original projects; are leading on a workplace submit to take place at St Georges Theatre on 20/04/2018. The event will be an opportunity to promote Great Yarmouth as a destination for creative industries and will explore the importance of creativity in making great places.

## **5. NEXT STEPS**

- 5.1 Making Waves Together is a 3 year ambitious programme and will run until July 2020. During the delivery phase the funded activities and partnership relationships will become even more embedded into Great Yarmouth and Lowestoft cultural offer and help meet the vision of the programme. Managing programme process, capacity and network support for the wider partnership will continue. At the end of the delivery phase the partnership will be supported to identify areas of success that could be developed further, with success and best practice celebrated.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 The funding for this project totals £819,850 which funds this project over a 3 year period. Match funding totalling £43,950 was previously agreed by the Council's Economic Development Committee, alongside further match funding from Waveney District Council, Norfolk County Council, Suffolk County Council, Great Yarmouth BID, Lowestoft BID, Broads National Parks and the East Suffolk Partnership.
- 6.2 Currently this project remains on budget.

## **7.0 RISK IMPLICATIONS**

- 7.1 A full risk log was developed as part of the application. The key risk to the Council is in non-delivery of activities agreed as part of the funding process which could result in the potential for claw back. This log is regularly reviewed and updated.

## 8.0 RECOMMENDATION

- 8.1 That Economic Development Committee resolves to note the content of this report

| Area for consideration                       | Comment                            |
|--|------------------------------------|
| Monitoring Officer Consultation:             | N/A                                |
| Section 151 Officer Consultation:            | N/A                                |
| Existing Council Policies:                   | N/A                                |
| Financial Implications:                      | In report                          |
| Legal Implications (including human rights): | N/A                                |
| Risk Implications:                           | Set out in Project Risk Assessment |
| Equality Issues/EQIA assessment:             | N/A                                |
| Crime & Disorder:                            | N/A                                |
| Every Child Matters:                         | N/A                                |