

# Culture Combined

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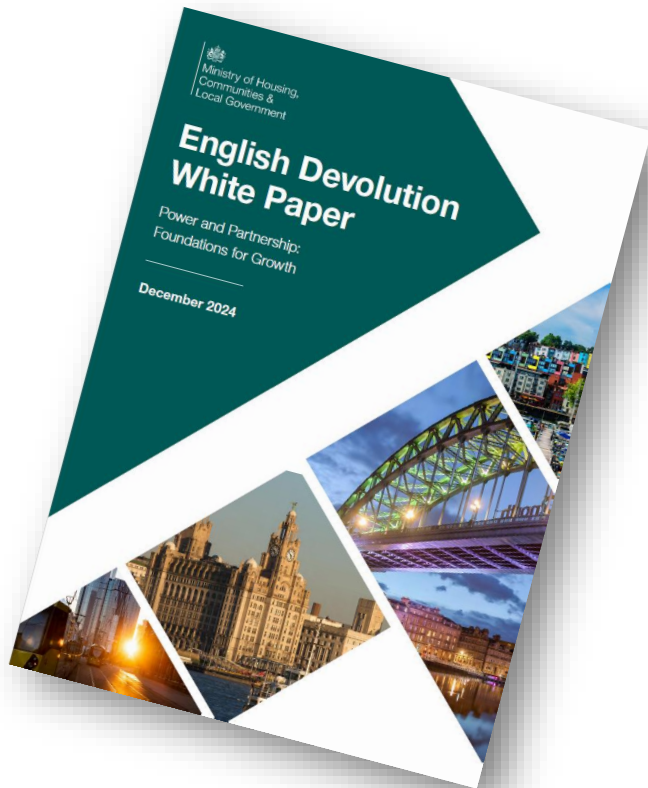
# Culture Combined

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## Agenda today

- Update on devolution for Cheshire & Warrington
- Context for culture
- Update on RISE research & potential outcomes
- Next steps
- Questions and feedback

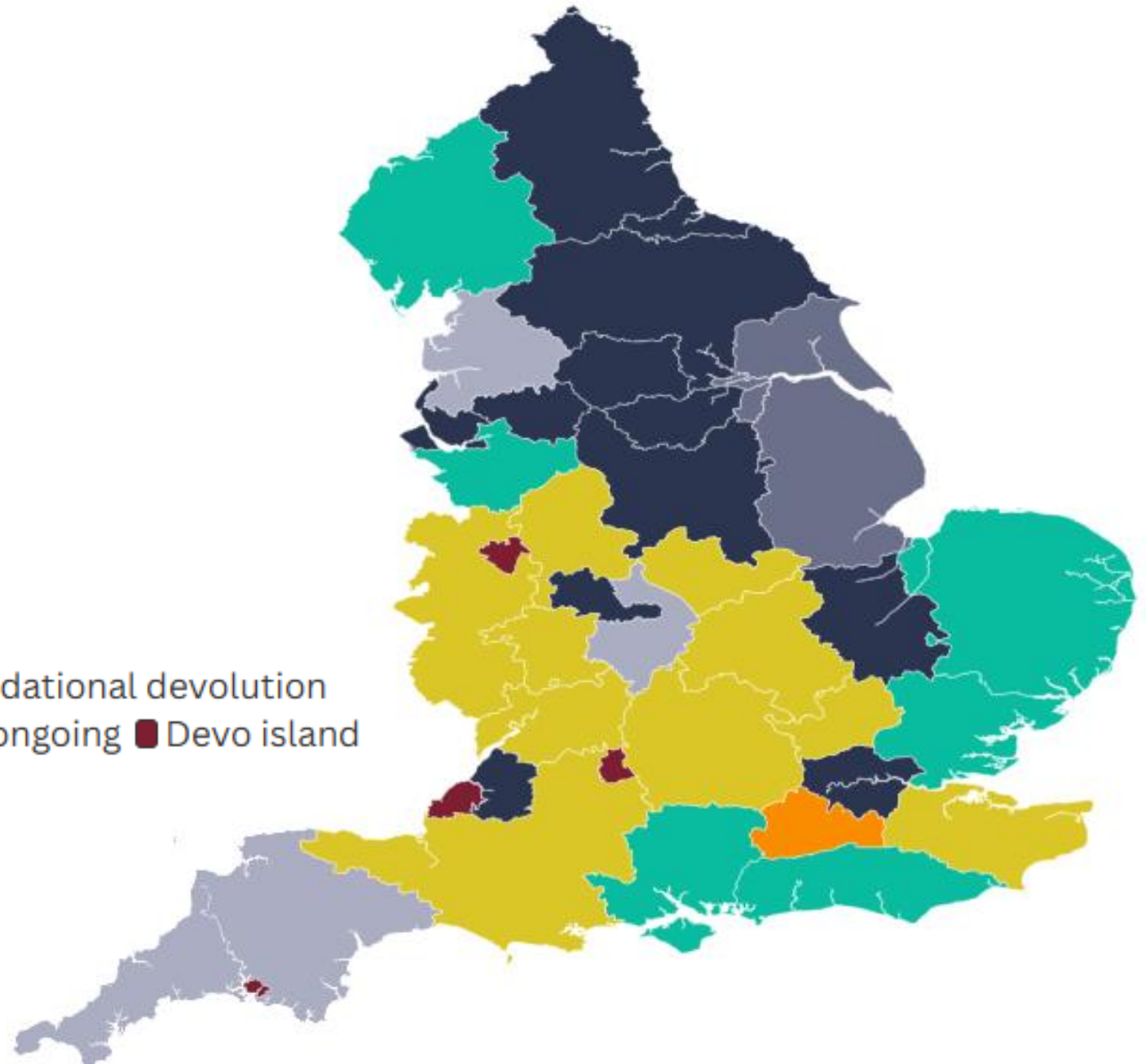
# English Devolution



- English Devolution White Paper
- English Devolution and Community Empowerment Bill
- Bringing decisions close to those they affect
- Premium for a directly elected mayor
- ‘Floor - not the ceiling’
- Devolution = Default Position
- Green light for Cheshire & Warrington Combined Authority – funding, shadow cabinet & mayoral elections 2027

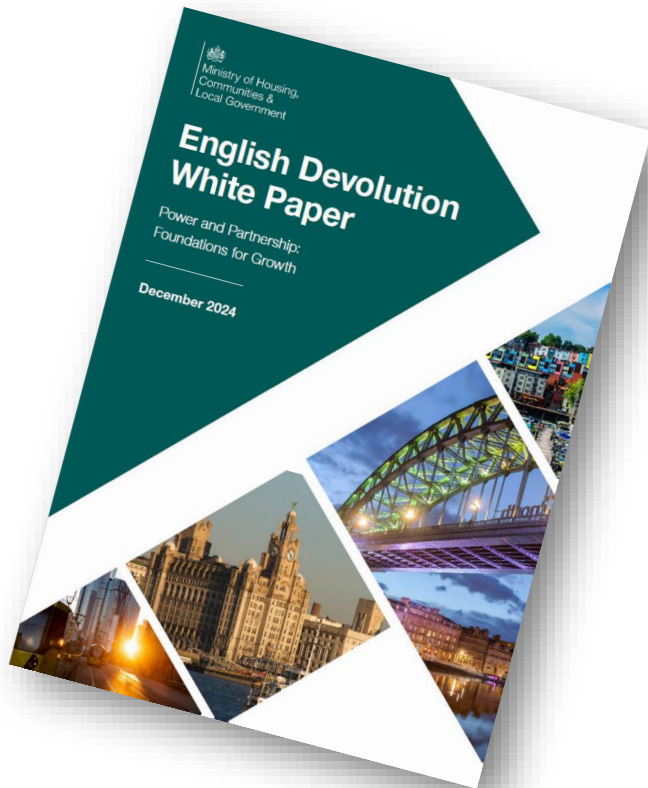
# Devolution in England 2025

- Strategic authority
- Priority programme
- Foundational devolution
- First mayoral elections May 2025
- Discussions ongoing
- Devo island
- Reorganisation fast track



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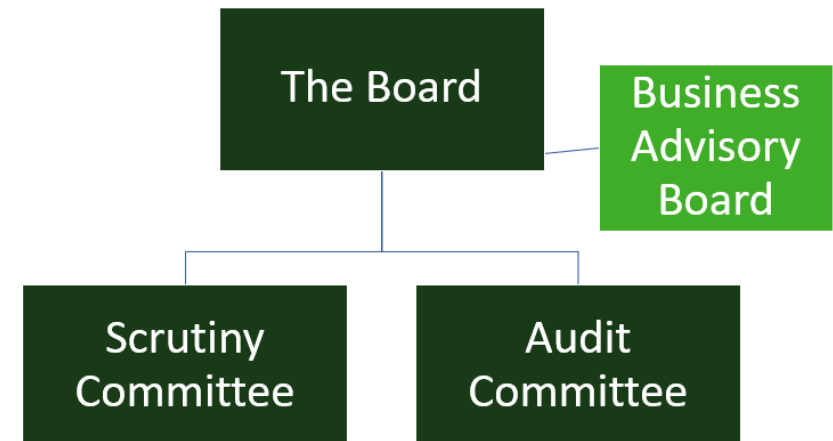
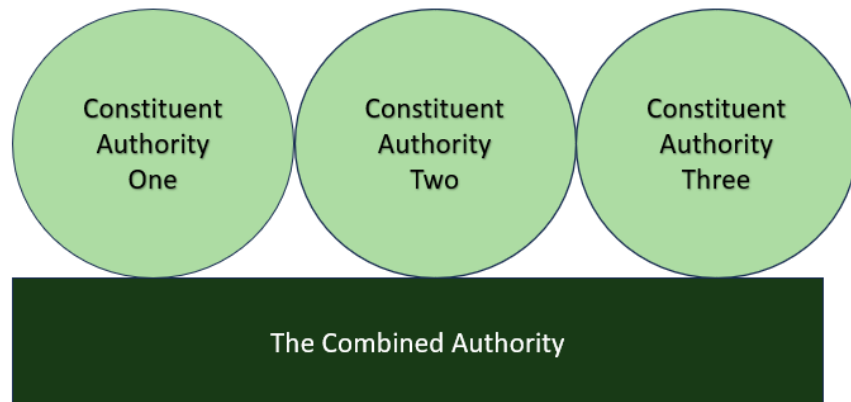
# English Devolution



- Each council in Cheshire and Warrington will still be a Unitary Authority – this isn't about merger
- Individual councils will continue to deliver services for their residents/boroughs
- The new Combined Authority will focus on regional strategies and policies, and be responsible for setting a Transport Plan and a Local Growth Plan for the whole area

# The Combined Authority

- An organisation led by a directly-elected mayor and a board made up of representatives of the constituent authorities.
- It is a strategic authority focused on economic growth responsibilities and delivers for the whole area it covers in partnership with the constituent authorities and others







# Culture Devolution Workstream

## **Culture Working Group**

Carole Hyde – CEC Head of Rural and Cultural Economy

Helen Paton – CEC Cultural Economy Manager

Rachel Foster – CWC Head of Communities, Culture & Libraries

Carmel Clapson - CWC Cultural Strategy Development Officer

Eleanor Blackburn - WBC Head of Inclusive Economy, Leisure & Culture

Lynn Radcliffe - WBC Cultural Partnerships Development Manager

# Context



- The Government's Devolution White Paper states:  
"the UK's **culture**, heritage, sport, and **tourism** are vital anchors in regional economies and among the fastest growing industries with huge potential to drive local economic growth and create opportunities for people in every part of the UK" and the Government will work with Mayors and LA's to "devolve the levers of growth" in these sectors.
- The Government wants "to ensure that all of the **Department for Culture, Media and Sport's Arm's Length Bodies (ALBs)**— including **arts**, sports, and heritage organisations – do their bit in supporting local areas to grow and **develop their culture**, sports, heritage, and **tourism** offer, partnering with Strategic Authorities to help deliver their Local Growth Plans."
- "The Department and its ALB's will also explore the potential for deeper, collaborative partnerships with Strategic Authorities to share expertise across **culture**, heritage, sport, communities, and the **visitor economy**, opening up opportunities for joint working and alignment between organisations."



# Context



- The Creative Industries have been identified as one of eight growth driving sectors that will shape the Government's Industrial Strategy to deliver long-term economic growth across the UK.
- The Creative Industries Sector Plan, a central part of the Industrial Strategy, will increase annual investment in the Creative Industries from £17 billion to £31 billion by 2035.
- C&W vision to be the healthiest, most sustainable, inclusive and growing economy in the UK.

# Cultural & Visitor Economy Industries

- Creative Industries in the UK are defined by the DCMS into nine creative sub-sectors:
- Advertising and Marketing; Architecture; Crafts; Design (product & graphic); Film, TV, Video, Radio and Photography; IT, Software and Computer Services; Publishing; Museums, Galleries and Libraries; Music, Performing and Visual arts
- Visitor Economy encompasses accommodation providers, visitor attractions, arts and cultural attractions, historic houses, gardens, sports entertainment, events, places, shopping, cafes, restaurant, pubs, active outdoors, business tourism etc

**‘Publicly funded culture at a local level underpins a much wider cultural ecosystem, including supporting growth in the commercial creative industries and underpinning visitor economies as we explore in the inclusive economic recovery section.’ LGA – Cornerstones of Culture**



# Cultural Economy potential

The Creative Industries in UK is worth £124.6 billion (2022)\*

5.7% of UK GVA

Employs more than 2 million people

Sector has grown more than 50% since 2010

Sector growth is faster than other sectors

50.3% growth in CI sector compared to 21.5% in other sectors (2010 – 2022)

At least £860 million additional spend by overseas visitors attributable to cultural sector

Local Authorities are largest public sector funders of culture; £2.4 billion in 2022

**‘Public investment in arts and culture is a winner. The sector grows each year yet costs us less and is more productive. Among its products are those most precious to all of us; entertainment, inspiration, happiness and wellbeing.’**

**Director for Policy and Research**

**Centre for Economics and Business Research**

# Vision for Cultural & Visitor Economy

- Creative Industries are one of the core sectors of the governments Industrial Strategy – high growth potential & crucial for UK's economic future
- Culture & Visitor Economies are vital drivers for the growth and health of the region
- They have the power to improve lives, opportunities, skills, enterprise, health & well-being.
- They contribute towards inward investment, talent attraction and retention.
- They drive place shaping, community pride in place and inspire the next generation.
- **Culture, art, heritage, tourism and hospitality are not luxuries. They are tangible cornerstones of the region's economy that require support**





# Potential benefits of devolved Culture & Visitor Economies



- Regeneration of key areas of deprivation
- Greater levels & diversity of participation & community engagement
- Building social capital
- Improved physical & mental health & well-being
- Increased education opportunities & improved learning outcomes
- Supporting skills development & the creation of good jobs
- Retention & attraction of businesses
- Audience and visitor growth
- Nurturing pride in place & developing sub-regional identities
- Increased economic impact

# Sub-regional conversations



- During initial sub-regional meetings for Cultural & Visitor Economy, linkages and differences in sub-regional development were identified.
- Whilst the Cultural Economy in each LA had well-developed infrastructure, priorities & achievements, working at a sub-regional level was less well-developed than other policy areas, including the Visitor Economy.
- A priority for intelligence gathering, benchmarking, analysis & understanding of the sub-regional **cultural landscape & growth opportunities** to help inform direction for a future devolution agreement.
- Development funding approved by Growth Directors & ECW to commission external support to help deliver this work.
- ACE engagement (collaborative Govt ALB partner) & investment grant match funding.
- Competitive procurement process through ECW. RISE Associates appointed 2025.



# Culture Combined Research



- Literature Review – over 60 culture & policy documents
- Data Analysis – Business Register of Employment Survey (BRES), Indices of Multiple Deprivation (IMD), Arts Council grants and health indicators e.g. Small Area Mental health Index (SAMHI)
- Grant Funding – how C&W compares to other CA areas
- Financing approaches
- Governance Structures
- Recommendations for potential next steps

# Culture Combined Engagement

- Roundtable event at Lions Salt Works. with cultural sector leaders e.g. Storyhouse, Wild Rumpus, Culture Warrington.
- Workshops at Tatton Park & online with cultural businesses & organisations, voluntary & community groups e.g. Chester University, Macclesfield Amateur Dramatic Society, Warrington & Crewe BIDs & Business Advisory Board.
- Individual online engagement sessions with Joint Committee leads, Council leads & relevant officers.
- Focus groups and one-to-one interviews with relevant Councillor leads, Executive officers, key cultural stakeholders e.g. Arts Council England, NPO's & cultural leaders.
- Engagement with other Combined Authorities to understand their experience of devolution and any learnings i.e. North East, Greater Manchester, West Yorkshire, Tees Valley, Liverpool City Region.



‘Local cultural services seldom draw the same levels of national media and political attention as national cultural institutions and industries, but they are of vital importance to local communities and provide the foundation on which our national culture is built.’

LGA – Cornerstones of Culture 2022

**RISE**  
WWW.RISEASSOCIATES.CO.UK

# Potential outcomes of Culture Combined



- Mechanism to create a dedicated central cultural funding pot (multi year) to support cultural investment e.g. Liverpool City Region 2% for culture model.
- A C&W Cultural Strategy which underpins CA's overall strategy.
- Establish a Cultural Leadership board to coordinate & oversee strategy development & cross region collaboration to steer strategy development, funding & cultural advocacy to secure buy-in at every level.
- Dedicated resource to work with CA, LA culture teams & C&W cultural ecosystem to coordinate & oversee development, cross-region collaboration, best practice & delivery.
- Ensure culture is cross-cutting across all programmes e.g. creative health strategy developed with ICB, early years cultural education, creative crime reduction initiatives.

# Potential Outcomes of Culture Combined



- Embed culture within skills & employment strategies to develop clear employment pathways/pipelines and qualifications for creative industries, linking education with industry needs
- Offer business development support for emerging creatives, creative micro-enterprises and organisations (weaned off public sector grants)
- Alignment with & recognition of creative industries role in delivering economic growth e.g. in regeneration, housing, planning & transport policies to avoid soulless development and poor access

# Potential Outcomes of Culture Combined



## **Widening cultural access, participation & community engagement through:**

### Creative Communities

- Working with communities to shape & develop projects –ownership & sense of place

### Creative Health

- Develop, deliver & support creative programmes that have positive impacts on health & well-being – identifying the need & gaps

### Creative People

- Developing opportunities for skills development & supporting growth of the local cultural ecology



# Potential Outcomes of Culture Combined



- Focus on private sector investment & philanthropic contributions
- Use heritage & place-based identity for cultural strategies investment & regeneration e.g. public art, community led cultural spaces.
- Creative industries & digital innovation as economic growth area e.g. film, TV, gaming industries
- Strengthen links between creative industries and heritage e.g. digital story telling & immersive tech
- Further development of university academic partnerships to drive innovation, audience engagement & economic growth.
- Cultural Compact model: align interest of LA's, cultural organisations & private sector partners



# Potential Outcomes of Culture Combined



- Recognise Cheshire's unique geographic & cultural position e.g. establish a 'Community of Culture' programme adaptable to different settlement sizes (towns, villages & cities), expand rural touring network & create cultural action zones for priority support.
- Balanced approach between regional and local cultural priorities e.g. CA wide cultural strategy whilst each LA retains its own cultural identity & strategic priorities within this.
- Partnerships with tech/science sectors to develop innovative cultural/tourism concepts
- Creative clustering opportunities – share skills, build on strengths

# Potential Outcomes of Culture Combined



- Develop an integrated sub-regional Strategic Events & Festivals Strategy to deliver a shared ambition, economies of scale, leadership & deliverability
- Data collection and intelligence gathering
- Initiatives to retain and support local talent
- Support regional ambition by prioritising high-quality, locally rooted cultural production
- A dedicated C&W Film Office
- Coherent Place brand & narrative
- Place Marketing, Business Tourism & Travel Trade

# Potential Outcomes of Culture Combined



- Development of Marketing Cheshire to a Destination Development Partnership (DDP).
- Increased international direct investment into C&W via tourism & visitor spend
- Wider engagement with international travel trade to promote to key markets (US, Europe, GCC)

# Culture Combined next steps

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- Online briefings to cultural stakeholders 4<sup>th</sup> & 24<sup>th</sup> September
- One Creative North – part of 'The Great North' partnership. 14<sup>th</sup> July & 5<sup>th</sup> September meetings. Focus on supporting Northern Creative industries especially music, film & screen, games, writing & publishing through access to finance, skills development & telling the story of the North's creativity
- Continue cultural workstream collaboration & development work with C&W cultural ecosystem



- Positive Devolution decision by all 3 LA's
- Terms of Reference for Cultural Leadership Board

Culture  
Combined

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Questions?

Feedback on potential proposed  
outcomes?

# Visitor Economy potential

Cheshire & Warrington's Visitor Economy is set to deliver:

- £4.4bn economic impact
- 77m visitors
- 54,000 jobs by 2028.