

Report of:	Meeting	Date	Item No.
Mark Broadhurst, Service Director Health and Wellbeing	Overview and Scrutiny Committee	12 September 2016	5

<b>LeftCoast – briefing paper</b>
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1. Background

- 1.1 LeftCoast is an innovative arts programme funded by Arts Council England (as part of the Creative People and Places programme) and is managed by a consortium of partners that include: Wyre Council, Blackpool Council, Blackpool Grand Theatre, Merlin Entertainments and Blackpool Coastal Housing.
- 1.2 After initial investment for 2013-16, the programme has been successful in securing additional funding for 2016-19 which will be delivered under the leadership of Artistic Director, Michael Trainor.
- 1.3 LeftCoast's activities come under three main strands - creative engagement (activities developed with local communities), talent development (supporting the artists, producers and creatives living in Blackpool and Wyre) and flagship commissions (presenting and developing a world class programme of activity).

2. In Wyre the following activity has been delivered:

2.1 Creative engagement

A programme of activity where local residents are invited to help co-create activity happening on their doorstep. To date this has included a programme of free family arts activities over two years utilising the previously closed Mount Pavilion (contributing to a Heritage Lottery Fund (HLF) bid), a neighbourhood commission at Rossall Beach (internationally recognised artists Invisible Flock are working with our Rossall residents), Future Popular mini commissions (local artists and residents being invited to develop their own creative projects), creative activity in Memorial Park and partnership work with Regenda on Westview. It is anticipated that Neighbourhood Commissions will continue for 2016-19 and that the Mount

Pavilion Arts Programme will become an independent Community Interest Company for arts and community use.

## 2.2 Talent development

The Wyre Artists Network was established by LeftCoast in partnership with our Wyre Arts and Events Team. Five residencies across Wyre were undertaken and plans are currently underway to explore the feasibility of additional artist studio spaces in Poulton-le-Fylde. It is anticipated that this becomes the focus of talent development in Wyre. Artists and creatives are also eligible to apply for artist bursaries from LeftCoast to develop their creative practice and networks across the UK and in Europe. In addition two full time two year apprenticeships at the Marine Hall/Arts Team have been supported.

## 2.3 Flagship commissions

The focus for Flagship Commissions in Wyre for 2016-19 has been the development of the SpareParts Festival in partnership with Fleetwood Festival of Transport. After three years investment, LeftCoast is positioning Fleetwood Festival of Transport to develop Spareparts independently with a strong artistic lead and a funding strategy for the next three years. The flagship commission focus for LeftCoast and Wyre for 16-19 will be inclusion into the key annual commissions which in 2017 will be Kong and possibly Circa (an Australian Circus company).

The financial investment by Wyre to date has been £60k for the first three years with an estimated return of in excess of £300,000 investment. The commitment from Wyre Council for 2016-19 has been confirmed at the same level of £20k per annum.

A short film has been made about LeftCoast's programme to date and can be viewed at <https://www.youtube.com/watch?v=9k2GaEXnpTw>.

## 3. Evaluation

3.1 In line with funder requirements Left Coast activities have been (and continue to be) subject to comprehensive evaluation processes. These processes assess the programme for excellence and in relation to their ability to deliver against the programme themes and priorities, including:-

- Artistic excellence
- Place identity, heritage and local living traditions
- Innovation, imagination and adventure
- Engagement of people with little or no experience of the arts
- Community-led decision-making
- Local arts sector capacity-building
- Wider strategic impact
- Financial cost and sustainability
- Legacy

- 3.2 Positive evaluation of the LeftCoast programme 2013-16 is evidenced by the award of a further three year funding award from the Arts Council of £1 million starting in November 2016
- 3.3 More information on the LeftCoast and Creative People & Places programmes can be accessed via the following links:

[www.leftcoast.org.uk](http://www.leftcoast.org.uk)

[www.creativepeopleplaces.org.uk](http://www.creativepeopleplaces.org.uk)

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