

Birmingham City Council

Report to the Leader of the Council

16 February 2022



Subject: Birmingham International Dance Festival 2022

Report of: Rob James, Managing Director -City Operations

Relevant Cabinet Member: Councillor Ian Ward, Leader

Relevant O &S Chair(s): Cllr Mariam Khan - Commonwealth Games, Culture and Physical Activity

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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, add Forward Plan Reference:		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential:		

1 Executive Summary

- 1.1 To approve expenditure of £310,000 towards the promotion and delivery of Birmingham International Dance Festival in 2022 (BIDF 2022) as part of the Council's programme of support for major events across the city.

2 Recommendations

- 2.1 That the Cabinet Member and Managing Director Director of City Operations: -
- Authorise a grant to Dancexchange to support the promotion and delivery of Birmingham International Dance Festival 2022 (BIDF 2022), at a total cost

of £310,000 granted across 2021-22 and 2022-23, according to the conditions set out in Section 3.9 below.

- 2.2 Notes the contribution that this cultural investment has into helping deliver Council Priorities including the 'Be Bold Be Birmingham' Legacy plan for Commonwealth Games year 2022.

3 Background

- 3.1 The original International Dance Festival Birmingham (IDFB) was established in 2008 as a biennial event. In December 2013, Cabinet approved a Festivals Strategy which identified IDFB as one of the city's 'Signature Festivals' and a cornerstone of the Birmingham festivals calendar.
- 3.2 A Major Events Board was established in 2014 and agreed clear criteria by which future major cultural events were to be assessed and considered for support (relating to economic impact, reputation as a visitor destination and relationship to other strategic objectives including wellbeing and priority business sectors).
- 3.3 Since that time, Birmingham has become a nationally recognised centre for Dance including attracting increased investment for a Dance Hub in the city (based at the Hippodrome Theatre), dancer training and injury therapy and, the relocation from London of 'One Dance UK' - the national dance network agency.
- 3.4 Over the 7 editions, IDFB (now BIDF) has grown in profile and recognition. Whilst the planned festival in 2020 was interrupted by Covid (the Festival was eventually staged over two phases in June and September 2021), by 2018, total audiences had risen to 49,000 across 78 ticketed and 152 free performances (and 384 sessions for participation). There were over 730 overnight visitor stays in paid accommodation and visitors spend more than doubled from 2016 - the Festival having a direct Economic Impact of £277,000. 93% of people surveyed rated IDFB as excellent or good and the external post evaluation of the Festival estimated the worth of PR value generated was £1.5 million.
- 3.5 BIDF 2022 is scheduled to take place from 17 June to 3 July 2022 and will build upon previous iterations of the Festival. It will be created, curated and delivered by Dancexchange, the regional dance agency based in Birmingham. It is planned to be a high impact celebration of dance (and place) both for the communities of the city and as an invitation to the world to engage with the city. It will feature events, performances and activities for communities across all ages taking place in public spaces, the outdoors and major cultural venues. See draft programme schedule (Appendix 2)
- 3.6 BIDF 2022 plans to develop audience attendances from the Birmingham city region, the wider West Midlands as well as national and international visitors - the festival plays an important role in cementing the city's reputation for major cultural events. It is one of the key features of 'The Birmingham Festival 2022' in the build up to the Commonwealth Games.

3.7 BDF 2022 will aim to deliver upon the following headline performance outcomes:

- Improving and growing a high-quality Arts and Culture festivals' offer in Birmingham through the development of festivals' artistic programming including outdoor work.
- Supporting audience development in order to grow numbers and widen the range of attenders.
- Enhancing the image of Birmingham nationally and internationally.
- Increasing economic impact of the arts and cultural sector, particularly by attracting more visitors to the city and thereby adding value to the visitor economy including increasing visitor overnight stays.
- Offering employment opportunities to local artists and production staff.
- Providing opportunities for young people to develop their creativity, skills, knowledge through participation in events such as volunteering and internships.

3.8 BDF 2022 plans to attract 51,500 audiences – including free outdoor activities (over several sites), ticketed theatre shows and live stream audiences. The participants target is 5,000 generating 10,000 experiences. The target for Overnight Visitor stays is 760.

3.9 Arts Council England has contributed £360,000 funding as part of their NPO grant to DanceXchange to support the Festival. £168,000 has also been secured from other partners plus £14,000 from Birmingham Festival 2022 (a total sum of £542,000). In addition to complying with Birmingham City Council's standard Conditions of Grant Aid, funding conditions aligned to BDF 2022 payments would include:

- Confirmation of other sources of funding identified in the application including receipt of confirmation of other public sector and partnership funding,
- Receipt of Festival programme; performance and participatory including; details of co-production and programme elements with the city's diverse dance organisations; those elements and, confirmation of programme artists and venues
- Receipt of updated budget, updated Marketing Plan – by audience segment including attracting overnight visitors from outside Birmingham, staff recruitment numbers (and whether local)
- Receipt of confirmation of safeguarding practice for the festival itself including for freelance individuals employed, Events Plan including full risk assessment for activities, confirmation of event liability insurances in place, updated monitoring and evaluation plan including details of how visitors and overnight stays will be determined.

Funding is also dependent on DX's Engagement with the city council and cultural partners in the transition to, and development of, an annual Festival from 2023.

- 3.10 This investment in funding the Festival will help in the delivery of several of the aspirations/outcomes set out in the Councils 'Be Bold Be Birmingham' Strategy for the Commonwealth Games (see Section 7.1.4). BDF 2022 is particularly contributing towards the 'Birmingham Festival 2022' cultural programme working with cultural partners and artists to deliver engagement activity in communities across the city.

4 Options considered and Recommended Proposal

- 4.1 The proposed Festival in 2022 had been included in the budget proposals for the Major Events in 2019-20. It is also featuring as a key cultural element of Birmingham Festival 2022 in the cultural programme build up to the Commonwealth Games.
- 4.2 Council could decide not to support the Festival or support different events or, allocate different levels of funding from those recommended. In developing the recommendation in this report, the assessment has reviewed the outputs provided, the level of support required and the added value for Birmingham across a range of benefits (including improving wellbeing, supporting the city's profile as a cultural capital and through the benefits associated with tourism) which would be lost or impaired.

5 Consultation

- 5.1 Representatives of Arts Council England (a major funding partner), have been consulted and are supportive of the proposal.
- 5.2 Partners including Birmingham Hippodrome, Birmingham Royal Ballet who have been referenced in the proposal and are directly involved in the event.
- 5.3 Directors of Culture Central, the West Midlands culture sector membership organisation, who are supportive of the Festival in 2022.
- 5.4 The CWG's Cultural Programme management team of 'Birmingham Festival 2022' who are directly supporting the Festival including funding a major participatory dance project (to be announced at the 28th February launch)

6 Risk Management

- 6.1 The council's financial risk is limited to the level of grant awarded. The council's funding levers in more than £540,000 in partnership funding from other sources including Arts Council England (who provide support for the Festival to Dancexchange via their National Portfolio Organisation status). The status and the delivery of the Festival itself would be in jeopardy if the city council is unable to match fund.
- 6.2 On a practical level, Dancexchange deliver a full risk assessment for delivery of the Festival itself including health and safety issues for participants, artists and audiences. This Council supports this approach.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's 2018-22 priorities, plans and strategies? The recommended decision is consistent with the Council priorities for;

7.1.1 Outcome 1: Birmingham is an entrepreneurial city to learn, work and invest in - *"We will create opportunities for local people to develop skills and make the best of economic growth"*

7.1.2 Outcome 4: Birmingham is a great city to live in - *"We will enhance our status as a city of culture, sports and events"*

7.1.3 Outcome 5: Birmingham residents gain the maximum benefit from hosting the Commonwealth Games – *"We will work with our diverse communities to ensure that we deliver a games for Birmingham that connects communities and fosters civic pride"*

7.1.4 Addressing the challenges outlined in the Council's 'Be Bold Be Birmingham' Legacy Strategy for the Commonwealth Games 2022 including;

- Employment, Skills and the Local Economy
- Opportunities for Children and Young People
- Health and Wellbeing
- Community Resilience and Cohesion

The extant Birmingham Festivals Strategy (agreed in 2014) promotes investment in Signature Festivals - established events that already have a national profile and visitors and, have potential to generate more overnight stays in the city.

7.2 Legal Implications

7.2.1 Section 145 of the Local Government Act 1972 gives the Council the power to arrange/stage and/or contribute to the provision of an entertainment of any nature or of facilities for dancing.

7.2.2 Under the general power of competence per Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report and they are within the boundaries and limits of the general power of competence Section 2 and 4 of the Localism Act 2011.

7.2.3 Organisations are required to sign and return the city council's standard Conditions of Grant Aid (COGA) which will include the particular conditions for the Festival (outlined in Section 3.9 above).

7.3 Financial Implications

7.3.1 The expected costs of this event is £0.865m and the contribution from Birmingham City Council will be £0.310m. This will be met from the Directorate's Major Events budget which has set aside funds for 2021/22

and 2022/23. The first payment of 50% will be paid in 2021/22 followed by three further payments made in 2022/23 once conditions of grant funding have been met by the event organisers.

7.4 Procurement Implications (if required)

7.4.1 Dancexchange were invited to apply for a grant as the (National Portfolio Organisation funded) Regional Dance Agency for the West Midlands and the recognised delivery organisation for the Festival since its inception in 2008.

7.5 Human Resources Implications (if required)

7.5.1 None.

7.6 Public Sector Equality Duty

7.6.1 There is no adverse impact identified. Under BCC's Grant Management System, all grant aided organisations must have in place key documents, policies and procedures as a condition of funding. These include an equal opportunities policy and safeguarding policy to protect children or vulnerable adults taking part in their activities as well as evidence of the appropriate governance and insurances being in place. The Equality Analysis EQUA845 is attached as Appendix 1.

8 Background Documents

- Dance Xchange Ltd grant application and associated documents
- The extant Birmingham Festivals Strategy
- Standard City Council Conditions of Grant Aid (COGA) Document

List of Appendices accompanying this report:

Appendix 1 – Equality Assessment EQUA845

Appendix 2 – Draft Programme Schedule

Equality Act 2010

The Executive must have due regard to the public sector equality duty when considering Council reports for decision.

The public sector equality duty is as follows:

1	<p>The Council must, in the exercise of its functions, have due regard to the need to:</p> <ul style="list-style-type: none"> (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by the Equality Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
2	<p>Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:</p> <ul style="list-style-type: none"> (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it; (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.
3	<p>The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.</p>
4	<p>Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:</p> <ul style="list-style-type: none"> (a) tackle prejudice, and (b) promote understanding.
5	<p>The relevant protected characteristics are:</p> <ul style="list-style-type: none"> (a) Marriage & civil partnership (b) Age (c) Disability (d) Gender reassignment (e) Pregnancy and maternity (f) Race (g) Religion or belief (h) Sex (i) Sexual orientation