

ARTS AND CULTURE POLICY 2016-2021

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| Division | Strategy and Planning |
| Date created | June 2016 |
| Publication date | |
| Review period | November 2020 |
| Owner | |
| Approved by | |

| Version | Author | Date | Description |
|---------|-------------|------------|-------------------|
| V 1.0 | Wendy Moore | 02/11/2015 | Draft only |
| V 2.0 | Wendy Moore | 22/06/2016 | Council Approved. |
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1. ARTS AND CULTURE POLICY 2016-2021

1.1 ARTS AND CULTURE AND THE SUCCESS OF HUTT CITY

Council's vision for Hutt City is "a great place to live, work and play". The city has many strengths on which to build a great city. Among those key strengths are our arts and culture sector and our diverse and vibrant population.

Research shows that arts and culture are an essential part of any vibrant city that wants to develop and grow economically.¹ A strong arts and culture sector attracts talented people who in turn develop entrepreneurial and innovative projects that contribute to economic growth.

Through its Integrated Vision for Hutt City, and its Urban Growth and Leisure and Well Being Strategies, Council has signalled its commitment to growth and development in the city and to the well-being of the people who live here.

Council recognises the importance of the role of arts and culture play in enriching the lives of people who work and live in the city as well as visitors to the city. Arts and culture provides a sense of well-being and connectedness for our communities and plays a significant role in improving the community's quality of life and contributing to the city's social, cultural, economic and environmental wellbeing.

Hutt City is rediscovering its artistic and creative aspects – there is a rich variety of arts and culture activity across the city in theatre, music, dance, drama, visual, graphic arts, cultural performances and so on. We need to find ways of connecting with these local talents and laying the foundation for extending arts and cultural activities out into the various areas of Hutt City. In each of our communities, we must find ways to celebrate the people, families, culture and history of the areas. At the same time, there is a need to have a significant and quality presence of arts and culture in the city centre.

Hutt City has a nationally significant and internationally renowned contemporary art museum in The Dowse. The Dowse has forged a reputation for quality exhibitions and events, with a special focus on craft and design. The Dowse is in an ideal position to lead the development of a vibrant focal point within the cultural precinct of the city which includes the Little Theatre, Riddiford Gardens and the new Events Centre.

Community arts and culture has enjoyed a resurgence since the development of the community arts and culture policy in 2009, the establishment of the Community Arts and Culture Advisor position, the Community Arts and Culture Advisory Group, and Council's commitment in its 2015 Long Term Plan to ongoing funding for community arts and culture activities.

The city has a number of pieces of contemporary public art that add vibrancy and interest to the city. These pieces of public art are generally acquired through Council's partnership with E Tu Awakairangi Hutt Public Art Trust (E Tu). Council has funded E Tu \$50k per year for the last eight years with the latest funding being in the 2014-2015 financial year.

¹ Pricewaterhouse Coopers, Cities of the Future - Global Competition, Local Leadership, 2005, p 52; Martin Jenkins, Economy of the Arts – Final Report, 2011; <http://www.businessforthearts.org/wp-content/uploads/2012/02/BftA-business-case-for-funding-the-arts.pdf>; Social Return on Investment Dowse Art Museum 2011

This working relationship provides Council and E Tu with the ability to link the acquisition of art work for the city with other opportunities e.g. emergency water supply, water features and public art work in the Dowse Square. Works are erected on Council land to avoid issues with land ownership. The relationship with E Tu is a key one and gives the city access to public art works that it might otherwise not be able to afford.

1.1.1 Long Term Plan

Council's Long Term Plan 2015-2025 outlines Council's vision for the future of Hutt City. This future is one of sustainable growth and development, revitalisation and rejuvenation and the provision of best local government services.

Arts and culture play an important role in any vibrant city that wants to develop and grow economically.² A strong arts and culture sector attracts talented people who in turn develop entrepreneurial and innovative projects that contribute to economic growth.

The Arts and Culture Policy will provide a platform for a partnership between Council and the arts and culture Sector. The arts and culture Sector has much to offer the city and needs an overarching vision and consistent approach to guide how best the sector and Council can leverage the undoubted benefits on offer.

1.1.2 Where are we now?

Sense of community and cultural diversity

Quality of Life 2014 results in terms of community, culture and social networks shows that 75 per cent of people surveyed agree it is important to feel a sense of community with the people in their local neighbourhood. The most frequently mentioned reason for feeling a lack of sense of community is *people in the neighbourhood don't talk with each other* (49 per cent). This is followed by *there is a lack of events or things happening within my local neighbourhood* (44 per cent) and having a *busy life* (42 per cent).

Six in ten (59 per cent) respondents living in Hutt City feel that New Zealand becoming a home for an increasing number of people with different lifestyles and cultures from different countries makes their local area a better place to live, with 17 per cent saying it is *a much better place to live* and 42 per cent saying it is *a better place to live*. The most frequently mentioned reason for greater cultural diversity having a positive impact is *people from other countries and cultures make the city more vibrant and interesting, including bringing more interesting food and restaurants* (63 per cent). This is followed by *people from other countries and cultures add to the multi-cultural and diverse feel of the city* (49 per cent).

Culturally rich and diverse arts scene

Only four in ten (44per cent) respondents agree Hutt City has a culturally rich and diverse arts scene, with 6per cent who *strongly agree* and 38per cent who *agree*. People aged under 25 were less likely to think that Hutt City does have a culturally rich and diverse arts scene while people over 65 were more likely to agree with this statement. Those more likely to agree were also of Pacific ethnicity.

Pride in look and feel of Hutt City

Almost half (49 per cent) of Hutt City respondents agree that they have a sense of pride in the look and feel of their city with 7 per cent who *strongly agree* and 42 per cent who *agree*. The most

² Pricewaterhouse Coopers, Cities of the Future - Global Competition, Local Leadership, 2005, p 52; Martin Jenkins, Economy of the Arts – Final Report, 2011; <http://www.businessforthearts.org/wp-content/uploads/2012/02/BftA-business-case-for-funding-the-arts.pdf>

frequently mentioned reasons given by those who have a sense of pride in their local area are that *there are plenty of parks, green or open spaces / gardens* (57 per cent) and *provides a good overall lifestyle* (56 per cent). These are followed by *the natural environment is beautiful* (42 per cent).

The two most frequently mentioned reasons for not having a sense of pride in the look and feel of Hutt City are issues with *poor urban design* (65 per cent) and feeling that it is *rundown or needs better maintenance* (35 per cent).

What shape is the arts and culture sector in?

At a workshop held to discuss the shape of the Arts and Culture Policy participants identified several things that are positive for Hutt City in terms of its existing arts and culture offering. These include having The Dowse, E Tu Awakairangi Hutt Public Art Trust, a variety of community based arts organisations (Hutt Valley Community Arts) and music organisations (Hutt Valley Orchestra and Hutt City Brass), events such as Shapeshifter, carnivals, theatre (Little Theatre, Butterfly Creek Theatre Troupe, Hutt Repertory Theatre, and Wainuiomata Little Theatre), music events (Big Day Dowse), music and art schools. Participants felt that the city has a strong visual art tradition.

Participants also identified the libraries and Petone Settlers Museum for their strong focus on local heritage and literature and acknowledged the work of the Community Arts and Culture Advisor and CBD Manager – in particular the About Space programme and Common Ground. Having Avalon Studio in the city was identified as a particular strength that could be better utilised.

On the less positive side participants felt that there was a general lack of appreciation and valuing of the arts and the contribution it can make to a successful city. Some felt that The Dowse was disconnected from its community and not taking a leadership role for the whole sector. They identified lack of longer term funding and the lack of space to practice art in local communities. They singled out unused community halls and parks with no facilities in them so that performance art can be practiced in local communities as key examples of this as well as the separateness of suburbs and spaces.

Participants identified the poor urban form of the city as a key issue (this is confirmed by the 2014 QoL results) and their view was that this is one of the main reasons that the city lacks vibrancy and attraction to people living outside it. The general view was that there could be a lot more interaction between artists, urban designers and Council officers responsible for capital works projects.

Overall participants felt that local people go to Wellington for their arts and culture experiences because of a lack of focus on and support for arts and culture in the Hutt City – from urban form to funding and support - and that this was partially because there was far too much of a focus on sports in the city.

Currently the arts and culture sector is struggling to be able to make the contribution it could be making to the city's rejuvenation and in so doing contributing to the overall wellbeing and economic success of the city.

Hutt City Council has adopted four key strategies over the last three years—Urban Growth, Leisure and Well Being, Environmental Sustainability and Infrastructure Strategy. Each of these strategies outlines how Council will achieve its Integrated Vision for Hutt City and create a city that is a great place to live, work and play. Making Places is the other key Council plan to transform the Lower Hutt CBD by 2030 by creating the foundations for a sustainable, vibrant, and buoyant future in our city.

Arts and culture can contribute to the achievement of all these strategies and Making Places in particular by contributing to a strong, diverse economy; healthy and connected communities; and a high quality of life now and in the future. Currently issues such as a lack of funding and places in which to practice the arts are constraining the sector's ability to develop and deliver to its full potential.

What is the economic contribution of the arts and culture sector to the city?

In 2011, Council undertook a Social Return on Investment (SROI)³ for the museums provision in Lower Hutt. This looked at both the economic impact and economic value of that provision and found that both the economic impact and economic value had a combined value of \$3.54m. This helps contribute 29 jobs to the local economy. The assessment erred on the conservative side as it excluded:

- the money the museums channel into the local economy via external funding, such as Ministry of Education grants; and
- the spin off impacts of expenditure by locals visiting the museums that would otherwise have been spent elsewhere in the region.

In addition to the economic value, impact and significance of The Dowse Art Museum and Petone Settlers Museum, the study identified key aspects attributed to the cultural value of the museums, which was first and foremost the museum's contribution to great city living.

Users and non-users were asked to identify the cultural value associated with The Dowse and Petone Settlers Museum evaluating the intellectual, spiritual, emotional and social contribution to the city. This evaluation showed that the highest value was placed on the museums contribution to *great city living*, followed by the *educational and spiritual/cultural* value of museums. The *social value* of museums was placed last suggesting that as an area for future development.

Respondents were also asked to identify leisure and culture activities that they consider to be as valuable as a visit to the museums. From 11 leisure and cultural activities (ranging in cost from \$4 - \$70 to attend), results showed that visitors on average valued their past visits and/or cultural experiences at The Dowse and Petone Settlers Museum at \$ 40.45 per visit.

SROI methodology is a useful tool for evaluating Council services because it provides a robust tool for economic evaluation whilst providing a holistic approach that quantifies the social and economic benefits of public investment in the arts.

While no study has been undertaken to assess the economic impact of arts and culture per se in the city this 2011 study does show that arts and culture provides the city with an economic benefit as well as an intellectual, spiritual, emotional and social contribution.

1.1.3 Public Art

Public Art is key to the development of Hutt City's contemporary public realm and contributes positively to achieving the vision of a city that is a great place to live, work and play. If public art is to represent Hutt City's aspirations, stories and cultural diversity and contribute to its character and identity then the city needs a Public Art policy that sets out standards of excellence and aligns public art activity.

Council will establish a Public Art Advisory Group (PAAG) which will in turn develop a Public Art Policy and Guidelines which, once completed, will be a section of the Arts and Culture Policy.

The Policy and Guidelines will address:

- The lack of a strategic programme approach to public art.
- The lack of specialised dedicated expertise within Council
- Limited funds available for Public Art

³ SROI ANALYSIS for The Dowse Art Museum and Petone Settlers Museum in Lower Hutt, 2011

- Procurement and
- Asset management - “what is the best process to protect, enhance and maintain Hutt City’s public art assets?”

The Dowse will receive specific funding to oversee the maintenance work required for public art works. The level of funding will be recommended to Council by the PAAG.

The Policy and Guidelines will include:

- A statement that will clearly describe the purpose of public art in Hutt City and Council’s role
- Council priorities in terms of types of art works and key rejuvenation projects that might benefit from the inclusion of a public art work (e.g. the Walter Nash Centre)
- The establishment of a Public Art Advisory Group to work in partnership with Council officers and E Tu (this group will assist with the development of the guidelines)
- Scope including what is temporary or permanent public art and capital works, management of art works, procurement processes, monitoring and maintenance, decommissioning and cessation
- Guidelines for Council staff to assist them to review their capital works projects for potential to integrate art work and artists involvement in the design stage
- Guidelines for donors

The PAAG will be made up of public art experts and stakeholders from the community including tangata whenua representation and gender diversity alongside the art and culture sector and business and economic development representatives.

Further public consultation will be undertaken during the development of the Guidelines.

1.1.4 Tangata whenua

Council acknowledges the huge contribution that tangata whenua have played in the art and cultural life of the city – both in the past and present. The work of nationally regarded carvers and weavers has provided a legacy from which many have learned and continue to this day. Many opportunities exist for Council to partner with tangata whenua to explore ways to increase the visibility of Maori art in the city.

1.1.5 Community Art and Culture

Community Art and Culture plays an important role in the city. Community Arts and Culture involves activities that involve Community Arts professionals creating opportunities within communities for people to develop skills, learn and develop ideas through active participation in the arts through:

- Local artists, including grassroots (folk/self-taught) artists, making a living out of their creative endeavours
- Council working and engaging with community in creative ways to jointly attain social, environmental, cultural and economic objectives

Community Arts and Culture will continue to play an important role in the art and culture landscape of the city.

The Community Arts and Culture Advisory Group is made up of representatives from a number of arts groups, artists, practitioners and teachers. Representatives come from a variety of artistic backgrounds, from theatre, music, visual arts, and therefore bring with them experience and understanding of community arts to the Council. The group also supports local community arts and

culture projects economically; through partnership with Creative New Zealand. The CACAG's strategic plan will guide work in the Community Arts and Culture area.

1.1.6 Heritage

Lower Hutt has a diverse and rich heritage from early Maori settlement through to European settlement and the city as it is today. Opportunities exist to showcase this heritage and enhance Lower Hutt's place in the history of the region and New Zealand.

1.1.7 Key objectives for the Arts and Culture Policy

The key objective for the Arts and Culture Policy (the Policy) is to provide a clear direction for the Council's investment, asset management and staff resources that support arts and cultural activity. The Policy also identifies areas where the Council can advocate for, or partner with, others to achieve its goals.

Council has identified the future it wants to help build for the city through its vision and strategy documents. Through a workshop the Arts and Culture Sector identified the future it wants to see built for the city and also how it can contribute to achieving this.

| Arts and Culture Sector – What they would like to see | How it might be able to happen |
|--|--|
| <ul style="list-style-type: none"> • Growing the Arts and Culture Sector • Ensuring the sustainability for the sector • Making a contribution to the city's future well being • Working in collaboration and partnership with each other and Council • Being arts champions • Enhancing the environment, character and identity of Hutt City | <ul style="list-style-type: none"> • Contributes to the economic, cultural and social wellbeing of the city and the wider region • Provides the city with a point of difference, promotes and builds on this • Raises the profile of the arts and culture offering of the city • Art becomes a central motif of urban design in the city • Art and technology mergers |

1.1.8 Council and the arts and culture sector working together to achieve their mutual objectives

Council's role is:

- a. provide leadership through Council's museums, galleries and arts and culture staff
- b. be arts champions for the city
- c. identify key roles Council wants arts entities to perform in the city and consequently provide a clear basis on which organisations should approach the Council for support
- d. promote the Council's role as a facilitator of contact and collaboration between arts organisations, training organisations and creative industries to develop new strategies to retain and grow talent
- e. facilitate greater collaboration between arts organisations in the areas of arts marketing, education and management to reduce the costs to individual organisations and build overall capacity

- f. advocate to clearly promote the value of, and encourage ongoing investment in, key arts organisations (and the sector as a whole) to central government, community trusts, the business community and other supporters
- g. provide opportunities for all art groups, local artists and galleries to interconnect to ensure that they work together and have their voices heard
- h. provide opportunities for community involvement in arts and culture
- i. reduce or remove “red tape” to enable artistic performance in different environments particularly musical performance.

The arts and culture sector’s role is to:

- a. work collaboratively with Council and each other
- b. be arts champions for the city
- c. enhance the environment and character of the city creating a “city identity” that people can relate to and be proud of
- d. interact more with Council – both Councillors and Council officers – and their community.

1.1.9 Vision, priority areas and areas of focus for arts and culture

Our vision is: A city where creativity and diversity is experienced and celebrated through art and culture everyday by everyone wherever they live, work and play

| Objectives | Outcomes |
|--|---|
| Provide opportunities for participation and access to arts and cultural activities | <ul style="list-style-type: none"> • Local creative talent is retained and supported and others are attracted to make the city their home • Clear direction is provided for Council’s investment, asset management and staff resources that support arts and culture activity • The quality of life attractiveness/vibrancy is improved • Community connectedness is strengthened through arts and culture • Opportunities to express identity, particularly cultural identity and create a sense of belonging are provided • Diversity is celebrated, building tolerance and belonging |
| Foster cultural enterprise / secure Hutt’s creative future | <ul style="list-style-type: none"> • Work with tangata whenua to identify and implement opportunities to increase the visibility of Maori art in the city • Partnerships and cross-cultural exploration are encouraged (see Leisure and Wellbeing Strategy ‘Community Partnerships and |

| | |
|--|---|
| | <p>projects' p.27)</p> <ul style="list-style-type: none"> • Economic and urban development initiatives are linked to arts and culture • Collaborations are developed with other regional territorial authorities • Education, scholarships for young and emerging artists are established |
| <p>Create, preserve and enhance public places and nurture public art, heritage and culture</p> | <ul style="list-style-type: none"> • Vibrant, visible arts and culture attract visitors to the Hutt (changed position) • More culturally representative public art work is commissioned – Maori, Pasifika and migrant groups • Land use planning, capital works development, local place and landscape design, cultural identity and opportunities for artistic expression are integrated • Local pride in the Hutt is developed • Art and culture is embedded into the urban design of the city • The natural environment and arts and culture are connected |

1.1.10 Implementation Plan

An implementation plan for the Arts and Culture Policy will be developed. This Plan will provide more detail on how citizens and/or communities can intersect or engage with the Policy, its implementation and the outcomes we want to achieve. There will be a clear policy implementation framework and clarity about leadership, decision making and funding. Monitoring and measurement will be part of this implementation plan.

1.1.11 Monitoring and measurement

We will develop an evaluation framework that has a clear statement about how we are going to show that Council investing in and supporting the arts and culture sector has made a measureable difference to the city. To do this we need to develop a richer understanding what differences the sector wants to make and how it can work with Council and the community to achieve the outcomes it is seeking. It is relatively easy to measure things that people do (outputs)/resources (inputs) used and not so easy to measure what consequences (outcomes) are directly attributable and the long term impacts. We will need to collect better data about where we are at now also.

The tool used to deliver improvement – whether services, programs, capital projects, advocacy, grant funding etc. – is far less relevant than the outcome, or real difference, experienced by the community (West & Cox, 2009).

We will be clear about what we want to achieve through the policy and then take a straightforward approach to measuring whether or not we do achieve it as below.

What are seeking to achieve?

These are the priority areas (or key outcomes see tables pages 10 and 11). The next step is to identify measures and indicators for example:

Considering success:

- How would we know we have addressed the council priority? For example [Council's priority of rejuvenating Hutt City or improving community connectedness. Another priority is building on existing strengths of the arts and culture sector].

Measuring success (indicators):

- How would we measure this goal or progress towards it? Look at what actions we are going to take and then decide what we are aiming for (targets: how much, when, where, for whom?)

Data collection strategies:

- How can we find the answers to our questions? Where might the information be that we need
- Where are we now? (baseline)

Definitions**Community Arts and Culture**

This means artists working collaboratively with communities through art and culture. Community art covers a broad range of arts activity that take place in a community setting.

Public Art

Is the process and result of artists' creativity and ideas in developing Hutt City's contemporary public space. Public art can include the integration of artistic or design features into urban design elements such as buildings, streets, bridges, public transport stations and hubs, plazas, parks, water's edge and other public places

Museums

A building in which objects of historical, scientific, artistic, or cultural interest are stored and exhibited.

Gallery

A room or building for the display or sale of works of art

Heritage

Anything that has been transmitted from the past or handed down by tradition; the evidence of the past, such as historical sites, buildings, and the unspoilt natural environment considered collectively as the inheritance of present-day society

Taonga

Treasure, anything prized - applied to anything considered to be of value including socially or culturally valuable objects, resources, phenomenon, ideas and techniques.