

Committee:	Date:
Policy & Resources	11 April 2019
Subject: Sponsorship of the Fabian Society research project	Public
Report of: Director of Communications	For Decision
Report author: Jan Gokcen, Corporate Affairs Officer	

Summary

The City of London Corporation has been approached by the Fabian Society to sponsor a research report, provisionally titled '*Using Arts and Culture to Enable Deprived Communities to Thrive*'. This report will assess how investment in arts and culture drives economic development, enabling disadvantaged communities to tackle socio-economic challenges.

The City Corporation would be the sole sponsor of this research report.

This report will consist of desk research, national and local data analyses, and in-depth case studies utilising focus groups and roundtable discussions with policy experts, industry leaders, and officials from governing authorities at a local, regional and national level.

The report will assess whether arts and culture investment can have a positive impact in areas such as economic growth, regeneration, quality of life, and social mobility. It will then make a series of policy recommendations made on these bases.

Sponsorship of this project will cost the City Corporation £20,000.

Recommendation

Members are asked to:

- Agree to sponsor the Fabian Society research project, '*Using Arts and Culture to Enable Deprived Communities to Thrive*', for £20,000 from your Committee's 2019/20 Policy Initiatives Fund categorised under 'Research' and charged to City's Cash.

Main Report

Background

1. The Fabian Society is a think tank dedicated to new public policy and political ideas, with a focus on resolving social and economic challenges.
2. The City Corporation has a longstanding relationship with the Fabian Society. Both parties partnered on private roundtables at the 2017 and 2018 Labour party conferences, as well as providing funding for other ad hoc projects.
3. The City Corporation has been approached by the Fabian Society to sponsor a research report assessing and analysing the relationship between investment in

arts and culture and socio-economic development. throughout the United Kingdom.

4. The research report will comprise three phases: desk research into the benefits of arts and culture investment vis-à-vis economic growth, regeneration, quality of life, social disadvantage; investigation into the results of arts and culture investment in deprived and disadvantaged areas via two-case studies; policy impact through recommendations for communities across the UK who seek to use investment in arts and culture to tackle significant socio-economic challenges.
5. The two case studies proposed by the Fabian Society are Hull, the UK City of Culture (2017), and Waltham Forest, London Borough of Culture (2019).

Proposal

6. It is proposed that the City Corporation agree to sponsor the research project for £20,000. As a sponsor, the City Corporation will receive the following benefits:
 - a. Editorial consultation of the report's contents and findings;
 - b. Co-signing of the foreword of the research paper;
 - c. Invitation to project workshops and related events;
 - d. The recommendations put forward will be discussed with City Corporation representatives before publication;
 - e. Prominent featuring of the City Corporation logo;
 - f. Full accreditation as sole sponsor of the research report.

Implications

7. It is proposed that the funding of £20,000 is drawn from your Committee's 2019/20 Policy Initiatives Fund, categorised under 'Research' and charged to City's Cash. The current uncommitted balance in the 2019/20 Fund is £583,883 prior to any allocation being made for any other proposals on today's agenda.

Conclusion

8. Sponsoring this research report will enhance the City Corporation's contribution to policy debates concerning investment in arts and culture, underlining its benefits in boosting regional development and improving the life chances of people in disadvantaged areas. Sponsorship of this report would therefore support and advance the City Corporation's strategic aims to 'contribute to a flourishing society, shape outstanding environments, [and] support a thriving economy'.

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