

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 2nd APRIL 2003

CRAFTS DEVELOPMENT – FUTURE FUNDING

Report by the Director of Community Services

1. PURPOSE OF REPORT

- 1.1 To inform the Committee of funding secured for the expansion of the crafts development project, in partnership with North Ayrshire Council and South Ayrshire Council.

2. BACKGROUND

- 2.1 In August 2000 the Ayrshire and Arran Craft Development Pilot Project began in partnership with North Ayrshire Council, Enterprise Ayrshire and the Scottish Arts Council. The group established a three-year plan for the creative and economic development of craft businesses to August 2003. Data gathered from the pilot has identified continued need for support of the sector.

- 2.2 Past successes of the previous three years include;

Education & Professional Development - Approximately 500 school children from 23 schools have taken part in activities provided by the project. Further to this a bespoke training programme designed by the project to increase the economic potential of businesses was devised and is now run on behalf of the project by the Scottish Agricultural College.

External Funding - Over the last three years the project has secured an additional £29,595 in short term funding from external sources.

Exhibitions - *SCHMUCK 2002* – The most important jewellery exhibition in the world – The Dick Institute was the only venue in the United Kingdom, in 48 years, to host this globally renowned show.

CHESS – an exhibition of chess pieces by selected jewellers from all over the world. This exhibition is touring from the USA and this will be the only Scottish showing (1st May – 1st September 2003).

Publications - Craft Maker Directory - Contact information for all makers registered in the region available for educational activity and commissions.

Craft Trail Brochure – Aimed at the tourist market, details of studios and points of sale throughout the region, currently in production.

3. CRAFT DEVELOPMENT 2003 - 2006

3.1 In November 2002 an application was made for (European Regional Development Fund) funding under Priority 1: Develop the competitiveness and Innovation of the region's SME (Small Medium Enterprises), Measure 1.2: Enhance SME advice and support services to develop a competitive and innovative business base. The application was made for £83,800 towards a total project cost of £195,000, the remainder coming from the three Ayrshire Councils and potentially from the Scottish Arts Council and Scottish Enterprise Ayrshire.

3.2 A further application was made to the Scottish Arts Council for Lottery Funds for a residential programme in partnership with local school communities and craft makers. The application was made for £100,000 towards a total project cost of £180,000, the remainder coming from the three Ayrshire Councils and Argyll and Islands Enterprise.

3.3 Both applications have been successful. This next phase of the project also includes new money from South Ayrshire Council. The extended project will run from August 2003 to August 2006.

3.4 Key project objectives are:

One Integrated Unit to Support the Sector across Ayrshire To enable a more cohesive support network through key initiatives in areas such as Tourism and Marketing.

Establishment of an Integrated Information Network Supported by an online database and information service.

Trade Initiatives and Exhibitions Consolidating the message of Ayrshire as the destination for quality crafts.

New Business/Product Development A residential programme for arts education, combining studio provision with schools, and grants to SMEs.

3.5 A Crafts Development Officer and Administrative Assistant will be employed on a three year fixed term contract to deliver these initiatives.

4. FINANCIAL IMPLICATIONS

4.1 Monies have been identified from within existing Community Services budgets to contribute towards the project.

5. LEGAL AUTHORITY/IMPLICATIONS

5.1 Not Applicable

6. POLICY IMPLICATIONS

6.1 The project links to national developments and reflects the aims of the other funding partners. It complements existing business services within Ayrshire, and links to economic development policies.

6.2 The project intersects with the Council's Leisure Strategy, particularly: Strategic Aim AC2 To offer appropriate support to individuals and groups developing skills and excellence across a range of arts activities.

7. CONCLUSIONS

7.1 The partnership approach to service delivery is directly in line with the Council's core values and clearly reflects a strategic and cost effective approach to the development of East Ayrshire's crafts sector.

7.2 The scale and nature of this project make it the largest craft industry support programme in Scotland. The project will have a positive long term effect on Ayrshire's cultural profile.

8. RECOMMENDATIONS

8.1 The Committee are recommended to:-

- i) note the progress being made in support of Crafts Development;
- ii) refer this report to the Corporate Sub-Committee of the Policy and Resources Committee in respect of the staffing implications;
- iii) remit to the Director of Community Services to provide progress reports relating to the performance of the project; and
- iv) otherwise note the contents of this report.

William Stafford
Director of Community Services

WS/JAG/JM

13th March 2003

LIST OF BACKGROUND PAPERS

1. Develop Craft Ayrshire, Business Plan August 2003 to August 2006

Any person wishing to inspect the background papers listed above should telephone 01563 576264 and ask for John Griffiths, Head of Leisure Services.

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