

From: Mike Hill, Cabinet Member for Community and Regulatory Services

Barbara Cooper, Corporate Director of Growth, Environment and Transport

To: Growth, Economic Development and Communities
Cabinet Committee – 9 May 2019

Decision No: N/A

Subject: Turner Prize 2019 and Open Golf 2020 - Legacy Programmes

Classification: Unrestricted

Past Pathway of Paper: None, but GEDC Cabinet Committee has previously considered Turner Prize in November 2018, and Open Golf in March 2017 and July 2018.

Future Pathway of Paper: Not Applicable

Electoral Division: Although delivered in Margate and Sandwich divisions respectively, the impact of both programmes will be countywide

Summary:

Turner Prize 2019 and Open Golf 2020 each contribute to KCC's strategic outcome "Kent residents feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life"

Both are high profile events of international reputation which will attract significant media interest and draw large numbers of additional visitors into Kent as well as engaging communities locally. KCC is working with partners on a county wide basis to maximise the opportunities afforded by both events by coordinating an approach to marketing and communications, presenting a coherent visitor offer and delivering additional activity which will raise the profile of the county as an attractive place to live, work and visit beyond the direct impact of both events.

Recommendations:

Cabinet Committee Members are asked to note:

- a) the impact of the County Council's investment and role in securing and delivering these two internationally prestigious events; and
- b) the planned-for wider community impact from both events.

1. Background – both events

1.1 The Turner Prize seeks to encourage wider interest in contemporary art and support the careers of British artists. The Turner Prize presents a unique

opportunity to capitalise on media interest in arguably the world's best known annual contemporary visual art competition. Alternating between Tate Modern and a regional UK host each year, 2019 was secured for Margate by Turner Contemporary supported by the County Council. The main focus will be Turner Contemporary itself where four shortlisted artists will exhibit their work from October 2019 through to January 2020. The shortlist of the four artists will be announced on May 1st, 2019. In December 2019, the winning artist will be announced on News at Ten from a dinner in Dreamland, Margate.

- 1.2 The Turner Prize is awarded to a British artist for an outstanding exhibition or other presentation of their work in the preceding year as determined by an independent jury.
- 1.3 The Open Golf Championship (The Open) is the oldest of the four major international championships in professional golf. This prestigious event is administered by The R&A (the international governing body of sport for Golf, and the owner of the rights to stage the Open Golf Championship). It is the only 'major' outside the United States. It is a 72-hole tournament held annually at one of nine designated links (coastal) golf courses across the UK. The courses used are all in Scotland and the north west of England, bar Portrush in Northern Ireland which joins the rota this summer. The only eligible host course near London or indeed south of Merseyside is Sandwich (Royal St George's).
- 1.4 The R&A has agreed to an unprecedented three Open Golf Championship agreement with the County Council, spanning no more than 16 years from 2020, thus maximising the economic impact of the event in the medium term for Kent, and enabling with some certainty medium-term visitor destination planning. The Championship was last staged in Kent in 2011.
- 1.5 Within our capital budget, the County Council has already identified £250,000 to improve Sandwich Station, which is essential if the town is to be able to host an international event of the magnitude and prestige of the Open Golf Championship. KCC is underwriting a further £243,000 contingency of associated costs for the station improvements. Other investors including the five East Kent District Councils and the South East LEP are contributing a further £3.4 million.

2. Turner Prize legacy programme

- 2.1 Supporting Turner Prize will be 'Margate Now', a curated local events programme led by Margate Festival which will animate the town through a range of events and installations including focused elements at the railway station (for visitors arriving from across Kent, London and further afield) and the gallery.
- 2.2 The exhibition is estimated to attract 250,000 visitors which is a 48% increase on the 130,000 normally expected during that period.
- 2.3 Bolton Quinn, an international PR agency specialising in art and culture and whom frequently work with Tate have been engaged by Turner Contemporary

to bring to Kent the benefit of their experience of marketing the Turner Prize. Gallery staff are working with the BBC as the official media partner and the KM Group to plan a series of initiatives to promote Turner Prize in Kent.

- 2.4 Branding agency Lukecharles has created a brand specific to Turner Prize in Margate which will create a high-profile national presence for the competition and emphasise the unique position of Turner Prize being presented in the home town of artist JMW Turner. Lukecharles has also created a '+ Margate' sister brand which will be available for use by partners, including Kent businesses and the creative sector, wishing to link their own events to Turner Prize. A high level of organisations have expressed interest in using the brand which will ensure that it will create an increased profile for Turner Prize and showcase Kent as a visitor location to increase visitor numbers and the amount of time they spend in the county.
- 2.5 A working group of the Kent Cultural Transformation Board is well advanced in planning a wider programme of activity and is developing a programme using the rail network between St Pancras and Margate as a means to attract London visitors to Margate. By highlighting history and heritage at stopping points along the journey, this arts intervention looks to encourage visitors to stop off at other Kent destinations or make repeat visits to Kent. The cultural programme will raise the profile of Kent as a visitor attraction and create a momentum which will carry through Turner Prize and into the run up to the Open Golf, too, given both events' focus on railways as a key access route for international, national and London visitors.
- 2.6 The activity is planned to include contemporary dance and samples of Kentish produce on board trains, displays of artwork inside railway stations, performances in different locations along the railway line and an extensive programme of community engagement and a photography project which will culminate in the production of a guidebook which will showcase different towns and villages along the railway line. Grant funding is being sought from Arts Council England to contribute to the cost of the project.
- 2.7 England's Creative Coast, an ambitious arts and tourism project led by Turner Contemporary and Visit Kent is developing a number of activities to attract tourists into Kent and the wider south east and will deliver a series of high-profile artworks along the coast starting with a signature piece in Margate in early 2020 to maintain visitor interest and cultural profile in the wake of Turner Prize.
- 2.8 KCC has established a Turner Prize Readiness Group chaired by David Smith to support the delivery of Turner Prize and Margate Now and ensure that all aspects combine to make the Turner Prize a success.
- 2.9 The remit of the Readiness Group also includes marketing and communications which is coordinated by a sub group chaired by Visit Kent and attended by Christina Starte, Head of Communications. The sub group has responsibility for coordinating press and marketing opportunities and is taking the following approach;

- Compiling an events calendar to publicise visitor focused events and cultural activity during 2019
- Coordinating press and marketing activity throughout the year so that coverage of campaigns (Summer in Kent, Kent Big Weekend etc) is maximised and links to Turner Prize, creating a sustained momentum across the year rather than a series of isolated events
- Coordinating use of marketing collateral including print, digital and other media to maximise opportunities for joint marketing
- Coordinating press opportunities across the year, in particular Turner Prize milestones which are anticipated to attract significant press interest

3. Open Golf legacy programme

- 3.1. The Open Golf Championship has a complex governance structure, as you would expect for an international annual sports championship of its size. Those groups to which KCC directly contributes are Silver (in other words the Executive/Tactical Board from the gold-silver-bronze major operations hierarchy used by the emergency services), Sport, Transport, Rail, Marketing and Communications, Inward Investment, Tourism and Safety Advisory. With the station improvements now planned, funding secured and design underway, and therefore with the Open Golf Championship secured, Dover District Council has become the lead local authority for the event.
- 3.2. DDC is therefore working with The R&A to invest the Championship's 'legacy fund' into its priority Sandwich Guildhall Market Square redesign, intended to "make the medieval town more suitable for 21st century living and attract more tourists" through new lighting, resurfacing, improved lighting and shared space.
- 3.3 Supported by KCC, Visit Kent's 'Summer in Kent' campaign - aimed directly at the London market including national and international visitors – will in 2019 include a strong Turner Prize focus with Thanet destinations, but will also include Dover destinations as part of the build up to the Open Golf. The Championship, and Kent's wider Golf in Kent Partnership will then form a key part of the 2020 Summer Campaign, with both projects underpinning Kent being part of the Government's existing GREAT Britain international investment efforts.
- 3.4 Building on the events approach identified in 2.4 and 2.8 above, as well as the (by then) success of Turner Prize, Visit Kent are additionally developing a 'Kent is Calling' campaign for 2020, focusing on the enormous array of internationally and nationally high profile events the county is staging and/or hosting next year: 150 years since Charles Dickens' death (June); Open Golf Championship (July); Junior Open Golf (July); Lambeth Conference (July and August); and the Folkestone Triennial (September to November).
- 3.5 Kent as a golfing destination will be promoted by Visit Kent and the Golf in Kent Partnership as part of the Royal Portrush 2019 Open Golf Championship, as well as in the run up to and during the Sandwich 2020 Open Golf Championship itself. Owing to the three-Championship series that

the County Council has secured, it is possible to create a much longer-term approach to further growing Kent's share of the lucrative golf tourism market, worth £1.3bn to the English economy annually.

- 3.6 Sporting legacy is currently being programmed through a working group chaired by KCC Sport and Physical Activity Group and will include an Open Golf Championship theme to the Kent School Games academic year 19/20; greater roll out of Street Golf (a form of golf played without a traditional golf course); and a cross-generational golf competition. An associated marketing and social media campaign is being developed to support these.
- 3.7 The Open Golf Championship will deliver an estimated economic impact of greater than £85m of which at least 26.8m is forecast to be direct, additional spend during the ten days of the Championship in July 2020. An estimated 200,000 spectators will attend of which 80% will be visitors to the county.

4. Financial implications

- 4.1 KCC are contributing the £40,000 prize money in 2019; £25,000 for the winner and £5,000 for each of the three runners up. The prize money is intended to support the development of the artists at a key point in their career. In addition, KCC will invest £40,000 to lever Arts Council funding of £279,000 for additional programming to encourage wider engagement in Margate and across Kent. This total of £80,000 investment will come from the Creative and Cultural Economy Service budget in 2018/19 and 2019/20
- 4.2 KCC is re-prioritising existing budgets to meet the Open Golf Championship Legacy Programme costs. These are almost wholly existing staff time and are therefore considered a contribution in kind. Other partners contributing to the Legacy Programme costs are additionally contributing in kind and against certain project streams. These projects and sums are not yet finalised.

5. Legal considerations

- 5.1 There are no legal considerations to either Legacy Programme

6. Equality considerations

- 6.1 An Equality Impact Assessment for the Turner Prize is attached
- 6.2 An Equality Impact Screening Grid to inform Dover District Council's role as lead local authority as well as the County Council's input into the Open Golf Legacy Programme is attached

7. GDPR considerations

- 7.1 A Data Protection Impact Assessment has not been completed by KCC for either project as it is not required. Neither Turner Prize nor Open Golf's Legacy Programming require KCC to process personal data.

8. Recommendation:

Cabinet Committee Members are asked to note:

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- b) the planned-for wider community impact from both events.

9. Contact details

Report Authors

Tony Witton
Culture and Creative Economy
Manager
03000 417204
Tony.witton@kent.gov.uk

Stephanie Holt-Castle
Interim Director, Environment,
Planning and Enforcement
03000 412064
Stephanie.holt-castle@kent.gov.uk

Relevant Directors:

David Smith
Director of Economic
Development
03000 417176
David.smith2@kent.gov.uk

Stephanie Holt-Castle
Interim Director, Environment,
Planning and Enforcement
03000 412064
Stephanie.holt-castle@kent.gov.uk