



**ARTS COUNCIL  
ENGLAND**

## MEMORANDUM OF UNDERSTANDING

This agreement is made this 11<sup>th</sup> day of November 2016 by and between the following:

1. **The University of the West of England, Bristol** of Frenchay Campus, Coldharbour Lane, Bristol BS16 1QY – known as UWE Bristol
2. **The Arts Council England**, a charity incorporated by Royal Charter (charity registration number 1036733) of 2<sup>nd</sup> Floor, 21 Bloomsbury St, London WC1B 3HF – known as ACE

together the "Parties".

### 1. Introduction

We the Parties agree to develop a strategic partnership hereby named the **UWE Bristol – Arts Council England Collaboration**. This agreement is valid for five years (renewable annually thereafter by agreement between the Parties).

The Parties are mutually committed to supporting the arts and creative industries in the city, championing talent development, diversity and skills, and establishing Bristol as a jointly-led National Centre for Arts Technology.

The policy context for each organisation is:

Arts Council England: **Achieving Great Art and Culture for Everyone**, 10-Year Strategic Framework 2010 – 2020

[http://issuu.com/artscouncilengland/docs/ac\\_10year\\_strategy\\_text\\_aw\\_for\\_pdf/1?e=9197550/5397621](http://issuu.com/artscouncilengland/docs/ac_10year_strategy_text_aw_for_pdf/1?e=9197550/5397621)

UWE Bristol Strategy 2020:

<http://www1.uwe.ac.uk/about/corporateinformation/strategy.aspx>

The mutual benefits of this partnership can be found in Annex 1.

### 2. Principles

The Parties agree to work together in accordance with the following principles:

- 2.1 To collaborate and co-operate – ensuring agreed activities are delivered and actions taken as required.
- 2.2 To maintain an open approach to communicating about concerns, issues or opportunities relating to collaborative working, including issues arising from the different policies or priorities of each party.
- 2.3 Take on, manage and account to each other for performance of respective roles and responsibilities as set out in this MOU.
- 2.4 Work collaboratively to identify solutions, eliminate duplication of effort, mitigate risk and reduce costs.

2.5 Adhere to statutory requirements and best practice; comply with applicable laws and standards including EU procurement rules, data protection and freedom of information legislation.

2.6 To act in a timely manner, recognising where activity is time critical and responding accordingly to requests for support.

2.7 Act in good faith to support the achievement of the key objectives and compliance with these principles.

### **3. Themes**

The following themes provide the framework for new strands of collaborative activity envisaged by the Parties. Each would be managed by representatives from both parties.

#### **1) A MUTUAL COMMITMENT TO PLACE MAKING IN THE CREATIVE CITY**

- a) Work together to lead the further development of the creative economy in the Bristol City Region.
- b) Author a common narrative to support arts and creative industries in the city, particularly in the context of ACE National Portfolio Organisations (NPOs) and UWE Bristol City Campus partners.
- c) Maintain on-going consultation and develop shared principles around strategic investment in mutual partner organisations.
- d) Work on specific projects to develop new activity (e.g. a national design festival for Bristol), and to support existing areas of excellence (e.g. playable city, Wildscreen festival, Encounters, In Between Time festival).

#### **2) DEVELOP BRISTOL AS A NATIONALLY SIGNIFICANT TALENT DEVELOPMENT LOCATION FOR THE CREATIVE SECTOR**

- a) Provide united leadership for initiatives that increase opportunities, inclusion and attainment in the creative sector across the Bristol City region.
- b) Together work with other partners to identify challenges that lead to lack of diversity within the creative sector. Work to overcome these challenges and undertake research that will lead to impactful change (e.g. in education, teacher training, higher education and employment practices).
- c) Together work with other partners to ensure that Bristol has the infrastructure and opportunities necessary to develop a career within Bristol's creative sector.
- d) Work on specific developmental projects through City Campus and its relationship to Arts Council NPOs.

#### **3) ESTABLISH A JOINTLY-LED NATIONAL CENTRE FOR ARTS TECHNOLOGY IN BRISTOL**

- a) Work together as a driving force behind Bristol's place on the world stage of arts technology and creative collaboration. This may be through lobbying, policy development and strategic investment.
- b) Work together to support development of excellence in the arts technology field. This may be through identifying and nurturing expertise and ideas, and providing strategic direction.
- c) Work together with other partners and key NPOs to identify, provide and sustain the ecology necessary to support innovative arts technology practice in Bristol.
- d) Work on specific arts technologies projects such as a virtual reality studio, applications of augmented reality, high-end colour printing in artistic contexts, textured printing technologies that align research to art practice and interactive documentary.

## **4. Delivery and Management**

For each of the above cross-cutting themes it is intended that specific projects will be established where appropriate and agreed, and one of the Parties may undertake to lead the activities to ensure timely progress.

This collaboration will be led by senior representatives from each Party, to be nominated by the signatories of this document.

## **Marketing and Publicity**

The UWE Bristol – ACE Collaboration will be publicised by a joint press release agreed between both Parties and released on signing of this memorandum.

The parties will agree a shared communications approach for relevant activity.

Both parties will inform the other prior of any sensitive messages emerging that might impact on the other organisation.

## **Status and Amendment of the Agreement**

This memorandum of understanding is not intended to create any legally binding obligation upon any of the Parties, does not commit any Party to provide any funding or support to projects outlined above and shall not interfere with the discharge of their ordinary functions and duties in particular those as prescribed by law.

The parties enter into the MOU intending to honour all their obligations.

No Party shall have any liability to or obligation in respect of any project or any other Party under this memorandum of understanding.

Should this agreement need to be substantially altered then such amendments must be agreed in writing between both Parties.

Any dispute arising from the interpretation or implementation of this MOU shall be resolved amicably and expeditiously by consultation or negotiation between the Parties.

**Signed**

for and on behalf of the **University of the West of England, Bristol**

.....  
Authorised Signatory

.....  
Print name and position

for and on behalf of **Arts Council England**

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Authorised Signatory

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Print name and position

**ANNEX 1: Mutual benefits of partnership between UWE Bristol and Arts Council England**

**Potential for strategic collaboration between the University of the West of England, Bristol (UWE Bristol) and Arts Council England.**

There are a number of areas where it is felt that collaboration between these two organisations can lead to mutual benefit. These include:

<b>Benefit to Arts Council England</b>	<b>Theme/Activity</b>	<b>Benefit to UWE Bristol</b>
<ul style="list-style-type: none"> <li>• A key element of Arts Council England’s work is to support place making and that everyone has the opportunity to experience and to be inspired by the arts, museums and libraries (strategic goal 2).</li> <li>• Supports the belief that one of the key future drivers of the arts and cultural industries in England is through partnership between Arts Council, higher education institutions (HEIs) and arts and cultural organisations. The arts, museums and libraries are resilient and environmentally sustainable (strategic goal 3).</li> </ul>	<p style="text-align: center;"><b>Mutual commitment to place making in the creative city.</b></p>	<ul style="list-style-type: none"> <li>• Culture, creative communities and the creative industries make a considerable contribution to Bristol as an attractive place to study and work. This supports UWE Bristol to attract and retain high calibre students and staff.</li> <li>• A vibrant creative city with a growing creative economy also ensures that there are opportunities for all students wanting to work in the creative economy to gain work experience and take part in work-integrated learning throughout their studies. This will increase their chances of graduate employment within the first 6 months of graduation (a key KPI for all higher education institutions).</li> <li>• Supports the development of City Campus, a key strategic focus for UWE Bristol.</li> </ul>
<ul style="list-style-type: none"> <li>• Alignment of objectives is more likely to see National Portfolio Organisations (NPOs - many of whom are UWE Bristol City Campus partners) succeed and thrive, making valuable contributions to place</li> </ul>	<p style="text-align: center;"><b>A common narrative to support arts and cultural/creative industries in the city</b></p>	<ul style="list-style-type: none"> <li>• Alignment of objectives is more likely to see City Campus partners (many of whom are Arts Council England NPOs) succeed and thrive, making valuable contributions to place making in the creative city.</li> <li>• To enable strategic objectives to be focussed so that investment</li> </ul>

<p>making in the creative city.</p> <ul style="list-style-type: none"> <li>To support one of Arts Council England’s key measures of success – advocacy.</li> </ul>		<p>and effort can achieve more collectively – increase impact.</p>
<ul style="list-style-type: none"> <li>Supports Arts Council England’s ambitions for Bristol as a nationally significant talent development location across all arts and culture.</li> <li>Supports strategic goal 1 - Excellence is thriving and celebrated in the arts, museums and libraries, goal 4 - The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled; and goal 5 – Every child and young person has the opportunity to experience the richness of the arts, museums and libraries.</li> <li>Supports one of Arts Council England’s key measures of success – development.</li> </ul>	<p style="text-align: center;"><b>Inclusion, achievement, participation, investment in talent</b></p>	<ul style="list-style-type: none"> <li>Supports UWE Bristol’s commitment to widening participation – a government requirement for any HEI charging undergraduate fees of more than £6,000 per year.</li> <li>Supports City Campus partner schools to raise pupil attainment across all subject areas but particularly in the arts and creative subjects.</li> <li>Supports the progression of local students into higher education, particularly to study the arts and creative subjects.</li> <li>Supports diversity in the creative economy, which research shows increases productivity and success.</li> </ul>
<ul style="list-style-type: none"> <li>To support one of Arts Council England’s key measures of success – investment; and strategic goal 3 – the arts, museums and libraries are resilient and environmentally sustainable.</li> </ul>	<p style="text-align: center;"><b>Shared principles, consultation around strategic investment in mutual partner organisations</b></p>	<ul style="list-style-type: none"> <li>The potential to use Arts Council England assessments as part of UWE Bristol due diligence when assessing new partnership and investment opportunities.</li> <li>The ability to leverage UWE Bristol investments in conjunction with Arts Council funding to access greater</li> </ul>

<ul style="list-style-type: none"> <li>• Ability to pool resources and better leverage investment and funding opportunities.</li> <li>• Sharing of NPO KPIs will enable UWE Bristol to support its City Campus partners in a way that aligns with their public funding without adding to their administrative burden.</li> <li>• A mechanism for hearing about emerging creative and cultural organisations in the city.</li> </ul>		<p>resources for projects and initiatives with City Campus partners.</p> <ul style="list-style-type: none"> <li>• Aligning City Campus partnership KPIs with those of Arts Council NPO business plans ensures the effectiveness of partnerships can be monitored without adding to the administrative burden of cultural and creative organisations.</li> <li>• A mechanism for hearing about high performing and emerging creative and cultural organisations in the city that may be able to support strategic objectives for outstanding practice-oriented learning and preparing/supporting ready and able graduates.</li> </ul>
<ul style="list-style-type: none"> <li>• To be a key advocate for and supporter of Bristol’s place on the world stage of arts technology and as a creative city, and to be known for this work.</li> <li>• Supports Art Council England’s strategic goal 1 - Excellence is thriving and celebrated in the arts, museums and libraries.</li> <li>• A key measure of success of the Arts Council England’s partnership with Bristol City Council.</li> <li>• A key measure of success of the potential partnership between Arts Council England and UWE Bristol.</li> </ul>	<p><b>Ideas/innovation leadership: establishment of Bristol as a national centre for arts technology/establishment of a national centre for arts technology in Bristol</b></p>	<ul style="list-style-type: none"> <li>• To be a driving force behind Bristol’s place on the world stage of arts technology and creative collaboration, and to be known for this work.</li> <li>• To further develop UWE Bristol expertise in this area and gain a reputation in delivering world-leading (4*) research in this field.</li> <li>• To deliver world leading (4*) research impact through collaborative R&amp;D and use this to secure additional government research funding (via the Research Excellence Framework 2021).</li> </ul>