

# Gloucester City Council

Meeting:	Cabinet	Date:	16 September 2015
Subject:	The Council’s Cultural Strategy-Revision 2017		
Report Of:	Cabinet Member for Culture & Leisure		
Wards Affected:	All		
Key Decision:	Yes	Budget/Policy Framework:	No
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Appendices:	None		

## FOR GENERAL RELEASE

### 1.0 Purpose of Report

- 1.1 Cabinet is being asked to approve the start of the process to update the Council's Cultural Strategy which is due for revision in 2017.

### 2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that:

- (1) It be recorded that the Cabinet Member for Culture & Leisure has set up an informal Interim Gloucester Culture Board to help shape the Council's Cultural Strategy.
- (2) A revised Cultural Strategy and associated Business Plan come before Cabinet for endorsement in due course, before going on to full Council for approval and adoption.

### 3.0 Background and Key Issues

- 3.1 The City Council is currently working with "Towards a cultural strategy" which was produced jointly by the City Council and the Gloucester Heritage Urban Regeneration Company in 2007. This document is, in large part, still valid today but Gloucester has moved on significantly in this time and a new, reinvigorating strategy is now required. Recently an informal Interim Gloucester Culture Board has been established by the Cabinet Member for Culture & Strategy to assist the Council in this process.
- 3.2 The tasks of this group, following a consultation process, will include assisting the Council in producing a Cultural Strategy for Gloucester with an associated business plan. This strategy, once endorsed by Cabinet, will be presented to Council for approval and adoption.

- 3.3 When the strategy is approved, the Council may consider the retaining the Gloucester Culture Board as a formal advisory Board to advise the Council in the delivery of the strategy.
- 3.4 The informal Interim Gloucester Culture Board will also be looking to set up a Culture Forum with practitioners from across the sector to support networking, ideas generation and project working.
- 3.5 The Interim Board is chaired by the Cabinet Member for Culture & Leisure with the Vice-Chair position filled by Donna Renney from GUST who runs the History Festival and who can offer an external view and expertise.
- 3.6 Other members of the board include; Stephen Lake, Dean of the Cathedral; Stephen Marston, V-C of Gloucestershire University; Pippa Jones, CEO of Create Gloucestershire and a representative on the LEP; Jason Smith, CEO, Marketing Gloucester; Simon Jutton, South West Relationships Manager (Torbay) Arts Council and Kate Danielson, Kate Danielson Associates & GUST.
- 3.7 The Mission Statement of the Interim Gloucester Culture Board is: **to ensure culture is at the heart of the City for the good of all.**
- 3.8 When culture is at the heart of the City, we will achieve:
- Thriving Residents – improved quality of life generally via cultural provision, choice, social mobility, improved employability, lifelong learning, individual progression routes, access, active citizenship, representation, social cohesion, civic pride, confidence and ambition, improved health, championing diversity.
  - Thriving City – a distinctive cultural identity for Gloucester – locally, regionally, nationally and internationally.
  - Thriving Economy – increased visitor numbers bringing increased economic and social benefits; improved reputation of the City locally, in Gloucestershire and nationally; provision of opportunities for local young people which will help retain the University's graduates.
- 3.9 In order to achieve this, the Interim Gloucester Culture Board will assist the Council to apply for funding from the Arts Council which will be used to undertake wide consultation, an audit of what we have already in the City, reference to other strategies and documents and then to finally produce the strategy and business plan.

#### **4.0 Alternative Options Considered**

- 4.1 Members could support the continuation of the current arrangements whereby Officers report activity taking place under the strategy on a half yearly basis. However, this is not recommended as:
- The current strategy comes to an end in 2017.
  - The proposed arrangements introduce a wider range of partners and expertise into the debate, who are well placed to advise and inform Cabinet and Officers for the future delivery of the Cultural Strategy.

- The Arts Council is giving its support to the new initiatives and has said that without a revised Cultural Strategy, Gloucester will be unable to attract any significant funding for culture in the City.

## **5.0 Asset Based Community Development (ABCD) Considerations**

- 5.1 This report draws upon assets from within Gloucester by using the expertise of those invited to join the Interim Board. Once the strategy has been determined the strengths held within the wider communities across Gloucester can be utilised to support the delivery of the strategy at community level.

## **6.0 Reasons for Recommendations**

- 6.1 The current strategy is tired and needs reviewing with fresh eyes and expertise to ensure that the new strategy is modernised and is fit for purpose for the years ahead. The development of a Gloucester Culture Board will ensure this happens and the recommendations arising from the Board will be considered by Cabinet and Council for implementation as deemed appropriate to deliver the cultural elements of the Council Plan.

## **7.0 Future Work and Conclusions**

- 7.1 A new Cultural Strategy will develop from the work of the Interim Board. When Council considers the adoption of the new Cultural Strategy, it may decide to retain the Interim Gloucester Culture Board as a formal advisory board of the Council. It will then be possible for recommendations from the Board to be reported by the Cabinet Member for Culture & Leisure to Cabinet for approval and adoption as appropriate, to meet the objectives of the Council Plan.

## **8.0 Financial Implications**

- 8.1 Funding is being sought from the Arts Council to support the production of a new, comprehensive strategy. Match funding may be required from the City Council, the details of which will become clearer once a specification for the work has been drawn up by the Interim Board.

(Financial Services have been consulted in the preparation this report.)

## **9.0 Legal Implications**

- 9.1 The Council has various statutory powers to undertake cultural and leisure activities in the City, including sections 144 and 145 of the Local Government Act 1972.
- 9.2 As mentioned in the report the Interim Gloucester Culture Board is a group set up by the Cabinet Member for Culture & Leisure to assist the Council in the development and revision of the Council's Cultural Strategy. It is not a formal board of the Council at this stage and does not have decision making powers. Full Council, when considering the adoption of the revised Cultural Strategy, may decide to retain the group as a formal advisory Board of the Council to provide assistance and advice in the delivery of the Strategy.

(One Legal have been consulted in the preparation this report.)

## **10.0 Risk & Opportunity Management Implications**

- 10.1 There is a risk that the newly formed Culture Board will make recommendations that are neither deliverable from a financial point of view or in line with the Council Plan. This risk is mitigated by having Officers supporting the Cabinet Member for Culture & Leisure who is currently chairing the Board and who can provide advice and guidance on Council funding and priorities.
- 10.2 Development of a Gloucester Culture Board will greatly enhance the opportunities for culture in the City as it will contain a wide variety of members from a range of backgrounds and expertise, all with an interest in ensuring that culture in the City flourishes.
- 10.3 Support of the Gloucester Culture Board from the Arts Council will put Gloucester in a much stronger position to attract external funding once the new Cultural Strategy is in place.

## **11.0 People Impact Assessment (PIA):**

- 11.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

## **12.0 Other Corporate Implications**

### Community Safety

- 12.1 There are no community safety implications associated with this report.

### Sustainability

- 12.2 The development of a new Cultural Strategy will ensure the sustainability of culture and heritage in the City for generations to come.

### Staffing & Trade Union

- 12.3 There are no staffing or TU implications associated with this report.

### Press Release drafted/approved

- 12.4 The Interim Board will not be putting out a press release directly but may do so through the Cabinet Member for Culture & Leisure or Officers.

**Background Documents:** Existing Cultural Strategy 2007-17.