

Subject:	Cultural Strategy		
Date of Meeting:	11 June 2009	Cabinet	
	16 July	Council	
Report of:	Director of Culture & Enterprise		
Contact Officer:	Name: Paula Murray	Tel: 29-2534	
	E-mail: paula.murray@brighton-hove.gov.uk		
Key Decision:	Yes	Forward Plan No: CAB5892	
Wards Affected:	All		

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 Local Authorities are not required by statute to have a Cultural Strategy in place to work to, however, given the profile and impact of the cultural offer in Brighton and Hove, it would be both appropriate and relevant.
- 1.2 There are a number of more detailed policy documents that cover individual sub-sector areas that are covered by this overarching strategy. What the production of a Cultural Strategy for Brighton and Hove gives the opportunity to do, is to pull these together and present a summary picture of the impact and ambition.
- 1.3 This document will be used in a number of different ways:
 - to present an overarching picture of the role and current impact of culture in the city
 - to outline some of the areas for further development
 - to provide an outward facing document that external partners and providers can understand and link themselves to
 - to provide a headline document that can be linked with other relevant strategies at a local, regional and national level

2. RECOMMENDATIONS:

- 2.1 That Cabinet agrees the Cultural Strategy set out in the appendix to this report.
- 2.2 That Cabinet agrees that the strategy be reviewed in 12 months time and as part of that review further detailed consultation with partners and a full Equalities Impact Assessment be undertaken.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 A number of local authority areas have developed and adopted Cultural Strategies in recent years. Brighton and Hove had a very headline document 3 years ago that covered Cultural Services but until now has not drawn together a broader strategic document of this kind. Instead, cultural strategy has been embedded in a number of other key policy documents and initiatives such as the 20:20 Community Strategy, the city's Economic Strategy and the council's own Corporate Plan.
- 3.2 In 2007, prior to the Cabinet system of Governance being instigated, the area of Cultural Services was given its own Committee in order to raise the profile of the service area. Following this line of commitment under the present Cabinet system, officers were asked to produce a Cultural Strategy for the council that would provide a statement of achievement, a broad assessment of the state of play and express aspiration for the future.
- 3.3 The subsequent decline in the economic climate for the UK has added a further specific need to outline and articulate the importance of culture for Brighton and Hove, both for now and for its future. Culture has a role to play in the economic stability and future success of this city that is different from many other authority areas, and should be exploited to the full.
- 3.4 The Strategy attempts to provide an overarching series of themes and ensuing commitments that a range of cultural services providers and partners can subscribe to. Whilst celebrating success and some notable achievements, it also outlines a number of challenges faced by the city and focuses predominantly on areas for improvement or stretch in its proposed actions.

4. CONSULTATION

- 4.1 The Strategy has been produced with the benefit of consultation including the Overview and Scrutiny Committee for Culture, Recreation and Tourism, the Arts Council, the Brighton and Hove Arts Commission and senior officers from Culture and Enterprise.
- 4.2 It is also proposed that the strategy receives a 12 month first review which would incorporate feedback gathered via the council's website during that time. The importance of partner involvement and the need to highlight the work of partners in the city was a particular theme out of the Overview and Scrutiny workshop on the strategy. This period is to give particular opportunity to partners in the city, in the third sector, in the commercial sector and other public sector a chance to comment and to link into the framework. Partners would specifically be asked to submit additional case study material under the themed areas in addition to comment.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The Cultural Strategy links in to the department's Business Plan, and needs to be achieved within existing resources. For 2009/2010 Culture and Enterprise will work within a budget of approximately £13m, including external sources of funding. This places an emphasis on the maximisation of use of resources including the continuation of value for money measures and monitoring outlined in last year's VFM review.

Finance Officer Consulted: Peter Francis

Date: 01/06/09

Legal Implications:

- 5.2 The adoption of the Strategy is consistent with the Council's powers to promote the economic, social and environmental wellbeing of its area. Although not a mandatory requirement, it will contribute towards a more co-ordinated and strategic approach to the discharge of the Council's functions regarding cultural services.

Lawyer Consulted:

Abraham Ghebre-Ghiorghis Date: 25/05/09

Equalities Implications:

- 5.3 The actions outlined in the Cultural Strategy contribute positively to a wide range of equalities objectives in terms of activities and priority groups across the city. Detailed assessments have been undertaken in some of the areas covered by the strategy but an overarching headline Equalities Impact Assessment will be commissioned and undertaken on this Strategy prior to its final adoption. This will build on the individual Equalities Impact Assessment already completed and underway currently for various service areas.

Sustainability Implications:

- 5.4 Detailed sustainability implications of individual actions, projects, initiatives and programmes are covered in detail in the planning of each, for example – the programme for 2012 under development is committed to following the London Organising Committee's published guidelines on sustainable event practice. More broadly, the Strategy seeks to build the sustainability of the cultural sector itself, which in turn makes a significant contribution to the sustainability of the city's social and economic success.

Crime & Disorder Implications:

- 5.5 Much of the work outlined in the Strategy seeks to make specific positive contribution to the reducing of crime and disorder in the city at source; by supporting work with groups for example at more risk of engaging in anti-

social activity, by promoting well designed, well lit and well used public spaces, by creating and supporting activity in the public realm.

Risk & Opportunity Management Implications:

- 5.6 The detailed risk and opportunity management work relating to the areas covered by the Cultural Strategy are to be found in the series of more detailed documents that underpin its contents such as detailed service plans, Museum Plan, Libraries Plan. The Cultural Strategy itself does not add to these implications.

Corporate / Citywide Implications:

- 5.7 The Cultural Strategy itself is intended to provide a link document that can be used to more easily relate across to other strategic documents with a corporate and citywide reach. It is intended to be of corporate and citywide importance and impact. It is also intended to provide an inroad to external partners to connect with in order to join up to a citywide shared vision for the role of culture in Brighton and Hove.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The production of a Cultural Strategy is not a statutory requirement and as an authority Brighton and Hove has not had a Cultural Strategy at this level of detail before. The impact of the previous very short and headline document was not widely felt, partners were not aware of it and nor were Members or senior officers in the council. Additionally, it did not draw together different cultural service areas, but kept them very separate.
- 6.2 Brighton and Hove as an authority has, in effect, been operating an 'alternative option' over the last few years; embedding cultural strategy in other policy documents and working directly from more detailed sub-sectoral documents. Whilst these are both necessary and useful, they do not universally provide an overarching and outward facing document that can be used both as a position statement and framework for partners and stakeholders to join with.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The actions resulting from the Cultural Strategy are not controversial and universally seek to improve the social and economic circumstances in the city.
- 7.2 Culture is a unique strength of Brighton and Hove, this strategy seeks to exploit that in many directions in order to achieve improvement at a time when it is most needed.

SUPPORTING DOCUMENTATION

Appendices:

1. Draft Cultural Strategy

Documents In Members' Rooms

None

Background Documents

None

