

<b>STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE</b>	<b>Agenda Item No. 7</b>
<b>15 JANUARY 2014</b>	<b>Public Report</b>

## Report of the Strategic Partnerships Manager – Resources Directorate

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### A STRATEGY FOR CULTURE, RECREATION & THE ARTS FOR PETERBOROUGH

#### 1. PURPOSE

- 1.1 To engage Committee members on the approach we are taking to – and framework for – a new Strategy for Culture, Recreation and the Arts for Peterborough.

#### 2. RECOMMENDATIONS

- 2.1 That Members note this report and comment on it.

#### 3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 Culture and leisure contribute to the following priorities in the Sustainable Community Strategy:-
- Creating opportunities – tackling inequalities;
  - Creating strong and supportive communities; and
  - Delivering substantial and truly sustainable growth.

#### 4. BACKGROUND

- 4.1 The Council is building a new strategy for culture, recreation and the arts. Whilst the strategy will be a council document, the intention is that it is a strategy for the whole of Peterborough. Culture and leisure are long-established priorities of the Council but it is right that – five years on from the publication of the last strategy – we take a fresh look at our approach and our priorities.

### 5. A STRATEGY FOR CULTURE, RECREATION AND THE ARTS FOR PETERBOROUGH

#### 5.1 INTRODUCTION

Peterborough City Council is developing a new strategy for culture, recreation and the arts<sup>1</sup> in the city, in consultation with partner organisations and stakeholders. The Cabinet Adviser for Culture, Cllr Graham Casey, has convened a steering group and met with a wide range of interested parties to inform the development of the strategy. Key points that have been made by consultees about the strategy include:

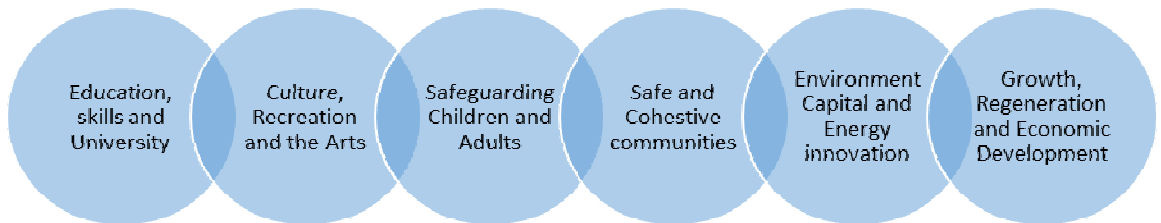
- Whilst it will be a Council document, it needs to be **a strategy for the City**;
- It should be **positive** – this is an important opportunity to recognise and celebrate how much Peterborough has to offer;
- It should be **ambitious** – and show how we will measure what we are trying to achieve;
- It should identify and commit to **specific priorities** – things we can do and/or support that will make a real difference quickly.

<sup>1</sup> This strategy does not address **sport** specifically, which will be the subject of further work in the coming year

## 5.2 WHAT WILL THE STRATEGY SAY?

The strategy will:

- a) Reaffirm the Council's vision and priorities for Peterborough
  - i. Peterborough City Council's vision is to create a bigger and better Peterborough that grows the right way, and through truly sustainable development and growth:
    - Improves the quality of life of all its people and communities, and ensures that all communities benefit from growth and the opportunities it brings
    - Creates a truly sustainable Peterborough, the urban centre of a thriving sub-regional community of villages and market towns, a healthy, safe and exciting place to live, work and visit, famous as the environment capital of the UK
  - ii. and the Council's priorities are:



- b) Recognise and celebrate the very wide range of both cultural and leisure opportunities that exist in the city
  - iii. There is already a wealth of culture and leisure activity in the city – these are summarised visually at Annex 1 – that we believe create increasingly firm foundations for the future in terms of the appropriateness and accessibility of culture and leisure opportunities.
  - iv. In recent years new approaches have given new impetus to Peterborough's cultural life, in the form of:
    - The creation of **Vivacity**. Vivacity manage the City Council's, arts, heritage, library and sports services, provide expert knowledge and are our primary delivery partners.
    - A range of National Portfolio organisations and established arts organisations (Eastern Angles, Britten Sinfonia, NNF (Bridge Organisation), NIE, Metal and Seachange Arts) have growing relationships that are embedded in the city, and they are well informed in the challenges of breaking new ground in Peterborough.
    - Metal, one of the City's National Portfolio organisations, is already producing a programme to develop local artists and to map the current arts activity in the City. Metal have also produced, with City Council funding, a new website for culture and events across Peterborough. The website, Idea1, is open to anyone who wants to promote or list events in the city, making it a new one stop shop for finding out what's happening today, tomorrow or this month in Peterborough.
    - The City has produced a Heritage ambition and action plan, which has been adopted by the City Council and all the City's Heritage

attractions and groups. The Heritage ambition will sit within the Cultural strategy.

- The City has achieved, for the first time, European funding for culture, becoming part of the **ZEP A2** consortium. This aims to develop the sustainability of the arts festival, making links with Europe and produce a high-quality format, which will attract investment.
- Peterborough has also been successful in attracting funding for a national project, **Creative People and places**, which will see local groups organising themselves to champion culture. Creative people and places is a national funded project, which will set up networks and micro-funding opportunities to generate new opportunities for the City.
- The City's Library and Archive services have achieved national recognition for a three year project, **Forty Years On**, which is an ambitious and exciting three year programme of theatre, oral history and archive work. Led by **Eastern Angles Theatre Company** and the **Peterborough Archives Service**, it will explore, archive and creatively interpret forty years of Peterborough history from 1968 to 2008. The project has so far worked with over 100 volunteers.

c) Articulate the positive and vital contribution that culture and leisure make to the City's overarching priorities

v. Adapting the Arts Council's view of the multiple, overlapping benefits of culture we see how a vibrant cultural offer has a positive impact on all of our priorities:



d) Describe how we want to improve the quality of culture, recreation and the arts

vi. In the short term (within five years) for Peterborough to be assessed by the

Arts Council England to be a better performing City moving from its current position in the bottom 10 % of the country for infrastructure and participation in cultural activities;

- vii. The longer term ambition is to get to a place, over a generation, where Peterborough can compete for City of Culture status – to bring local, regional, national and international interest in and acclaim for the city.

#### **Does the Committee support these ambitions?**

- e) Commit to specific priorities that we believe will make a positive difference to the culture, recreation and arts landscape of the city:
  - viii. To celebrate our diversity – at one time, in one place
  - ix. To increase participation in cultural and recreational activities
  - x. To create spaces(s) for culture – using the public realm and our green open spaces to ensure there are '*places to go and things to do*'
  - xi. To develop, promote and retain local talent
  - xii. To raise the city's profile through culture
  - xiii. To refresh, restate and keep under review the Vivacity role in support of culture, recreation and the arts through the annual business plan process.

#### **Does the Committee support these priorities?**

## **6. IMPLICATIONS**

- 6.1 As budgets become more constrained, the Council will need to ensure the very best possible return on any continuing investment in discretionary services. Vivacity, as an independent organisation, needs to continue to explore other business opportunities to expand its services in the interests of its own viability in addition to the services provided to the Council.

## **7. CONSULTATION**

- 7.1 This report has been developed with the Cabinet Adviser for Culture and Recreation and discussed with a wide range of stakeholders, including Vivacity Trustees and officers, arts organisations and individuals from across the city.

## **8. NEXT STEPS**

- 8.1 The Council will begin drafting the full strategy along the lines above, considering comments made by the Committee and the outcome of discussions in relation to the 2014-15 Vivacity business plan.

## **9. BACKGROUND DOCUMENTS**

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

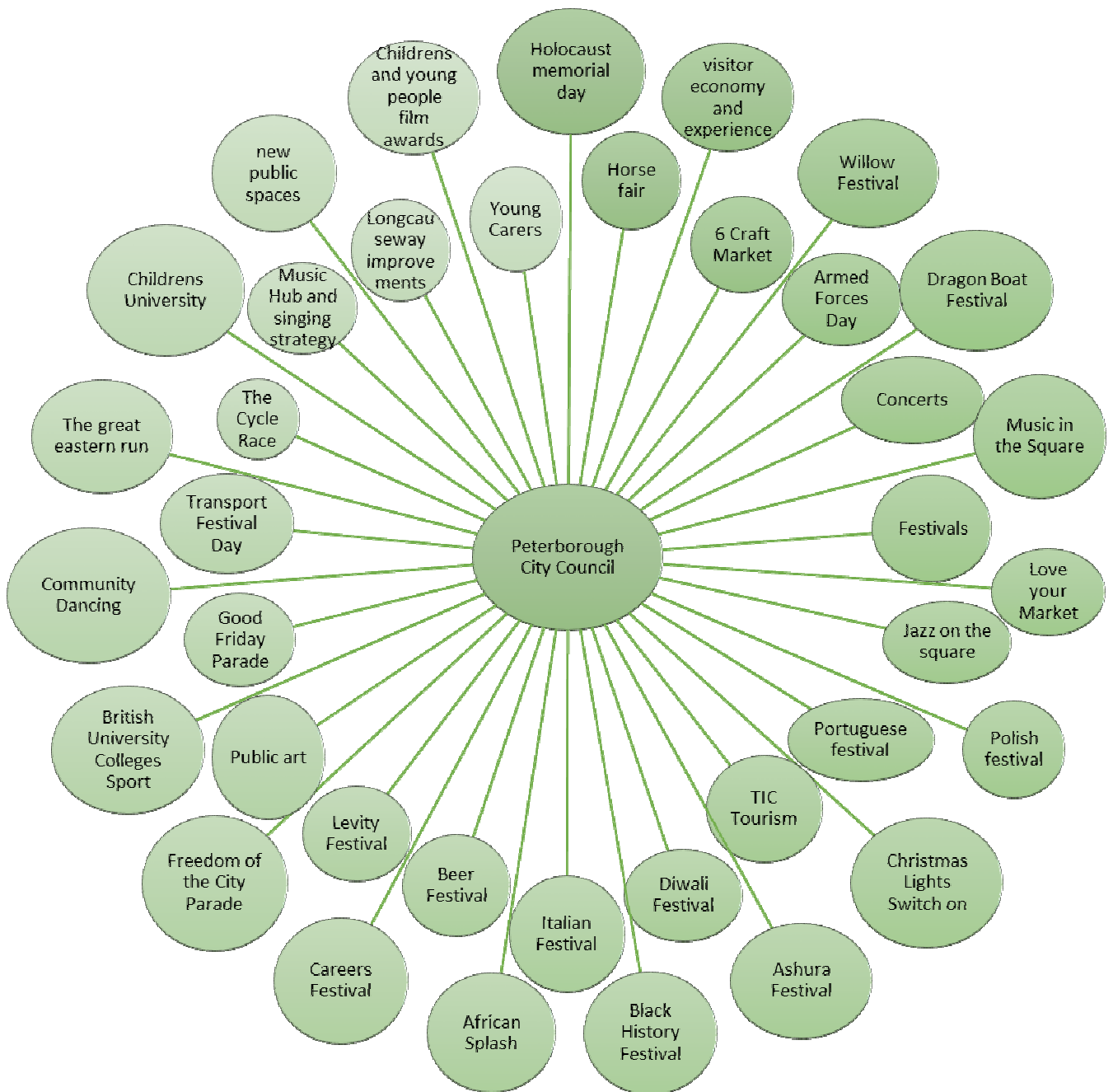
- 9.1 Existing Council strategies, the Funding and Management Agreement dated 1 May 2010 between the Council and Vivacity, and published documents by the Arts Council.

## **10. APPENDICES**

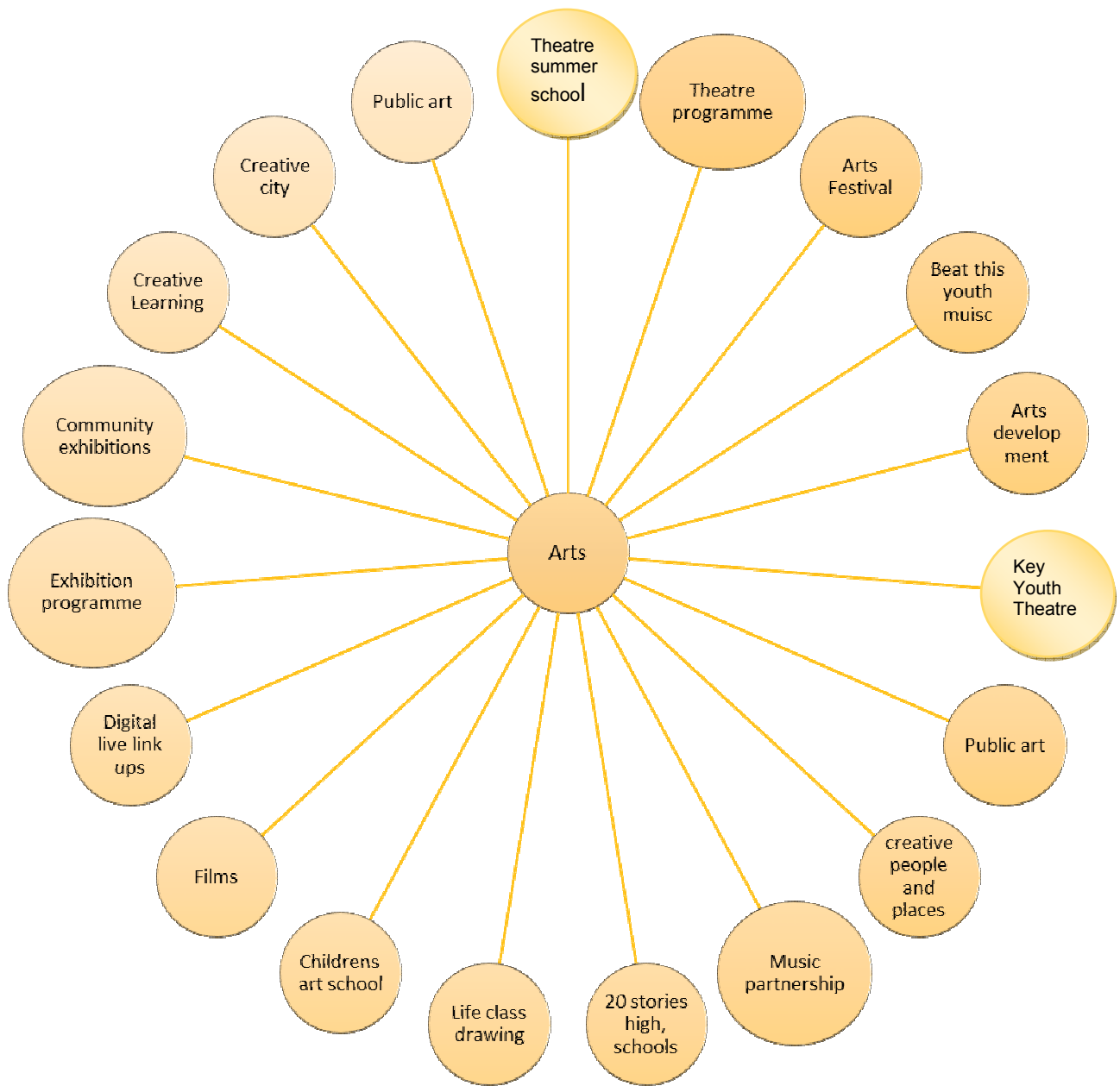
- 10.1 There is one appendix to this report – providing a snapshot of culture, recreation and arts activity in the city now.

# APPENDIX ONE – CULTURE, RECREATION AND THE ARTS NOW

## Peterborough City Council activity







### 3<sup>rd</sup> Sector activity

