

STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE	Agenda Item No. 6
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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 share with Committee members the draft Culture Strategy for Peterborough. Following the Committee discussion, the strategy will be further developed before approval is sought from Full Council for the final strategy later in the year.

2. RECOMMENDATIONS

- 2.1 That Members note this report and the draft strategy attached and provide comments on the approach and content. In particular, does the Committee:
- support the vision and priorities summarised in 5.2 below?
 - wish to make any further observations on the strategy to inform the next, final draft?

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 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, taking into account the changing profile of Peterborough and the changed economic climate.

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

- 5.1 Peterborough City Council is leading/orchestrating the development of a new strategy for culture, recreation and the arts¹ in the city, through wide consultation with partner organisations and stakeholders. The Cabinet Adviser for Culture, Cllr Graham Casey, has convened a steering group and with the client team has met with a wide range of interested parties to inform the development of the strategy.

¹ This strategy does not address **sport** specifically, which will be the subject of further work in the coming year, it is noted that the council will be producing a new visitor economy strategy, therefore reference is made to this subject area but no detailed actions are recommended in this document.

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.

5.2 WHAT DOES THE STRATEGY COVER?

The emerging strategy sets out:

Our vision

To bring local, regional, national and international interest in, and acclaim for the city's cultural offer based on the variety and quality of the inspiring cultural experiences it offers.

Our priorities

More people, more often – increasing participation in and enjoyment of cultural activities

Peterborough has a range of excellence cultural institutions and programmes which residents can enjoy. Many residents would like to engage more in cultural activities but encounter a range of barriers including time, transport, price, relevance of the offer, availability of information and familiarity. This priority aims to overcome these barriers and enable more people to participate in cultural activities.

Developing, retaining and attracting people with talent

The strategy will encourage opportunities to open up for the next generation of cultural producers and practitioners. The document will outline projects that will experiment and innovate with programmes and locations, and will explore ambitious targets for increasing levels of participation. There will be a commitment to explore how new skills and career pathways can be developed to develop and retain talented individuals.

Places to go and things to do – making the best use of our city spaces

This priority is intended to support a stronger cultural infrastructure, making links with the public realm works and exploiting underutilised spaces within the City. The aim for the strategy is to support high quality programming and the production of new work through accessing and utilising space across the City.

The impact we are seeking to have

- To raise the profile of culture and increase participation within the city.
- To raise the profile of the city through culture and increase visitor numbers.

Each of these are explored in more detail in the draft strategy attached as Appendix 1.

5.3 WHAT HAPPENS NEXT – ENSURING DELIVERY

The development of the strategy is being overseen by the Cultural Strategy Steering Group. This successful partnership approach, and the subsequent consultation on the strategy, suggests the need for a small executive group informed by and interconnected with a wider consultative forum.

It is therefore proposed to establish a core delivery group – Culture Peterborough – supported and informed by a wider creative forums, such as the City Council, Creative People and Places, Creative Peterborough, Peterborough Cultural partners and Peterborough learning partners. Together, this alliance of organisations, individuals and artists would take ownership of the strategy and oversee its delivery.

The consortium will be built around the major cultural institutions in the City. The Forum will be an open and relatively free-form group that has seamless links with the wider cultural sector.

Specifically, the group will look at ways of involving the commercial and private sector within the consortium.

The proposed functions of Culture Peterborough will include:

- Inform, own and oversee the delivery of this strategy;
- Provide a voice for the sector;
- Networking, lobbying and information-sharing;
- Seek resources to deliver the strategy;
- Make strategic connections with and contribute to the Local Enterprise Partnership
- Advise on selected projects and programmes;
- Encourage collaboration in the sector;
- Monitor progress on the strategy and other key cultural projects.

The City Council will play a central role in the culture Peterborough group and will support the development of the Forum. The specific priorities for the Council will include:

- Advocating the importance of culture;
- Supporting partnership working;
- Delivering selected events and programmes;
- Commissioning and funding key programmes and events;
- Linking culture to other key city priorities;
- Liaising with national and regional cultural bodies on behalf of the City.

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. Through working in partnership with other organisations to deliver the cultural strategy, the Council will be able to deliver the outlined priorities without increasing resources.

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, cultural groups and individuals from across the City.

8. NEXT STEPS

- 8.1 To incorporate the comments made by the Committee into the final document and share with partners and full Council in September 2014.

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 and Cities outlook 2014

10. APPENDICES

- 10.1 Appendix 1 – Draft Cultural strategy