

ITEM 9(a) – FOR INFORMATION

CABINET	AGENDA ITEM No.
23 FEBRUARY 2015	PUBLIC REPORT

Cabinet Member(s) responsible:	Cllr Lucia Serluca, Cabinet Member for City Centre Management, Culture and Tourism	
Contact Officer(s):	Lisa Roberts, Strategic Client Manager: Culture and Leisure	Tel: 01733 452386

PETERBOROUGH CULTURE STRATEGY 2015 - 2020

R E C O M M E N D A T I O N S	
FROM : Cabinet Member for City Centre Management, Culture and Tourism	Deadline date : n/a
That Cabinet approve the 'Peterborough Culture Strategy 2015 – 2020' (Appendix 1) and recommend its adoption to Council.	

1. ORIGIN OF THE REPORT

1.1 This report is submitted to Cabinet from the Cabinet Member for City Centre Management, Culture and Tourism.

2. PURPOSE AND REASON FOR REPORT

2.1 To allow Cabinet to consider and approve the proposed Peterborough Culture Strategy 2015 - 2020.

2.2 This report is for Cabinet to consider under its Terms of Reference No. 3.2.1 'to take collective responsibility for the delivery of all strategic executive functions within the Council's Major Policy and Budget Framework and lead the Council's overall improvements programmes to deliver excellent service'.

3. TIMESCALE

Is this a Major Policy Item/Statutory Plan?	Yes	If Yes, date for relevant Cabinet Meeting	23 February 2015
Date for relevant Council meeting	4 March 2015	Date for submission to Government Dept <i>(please specify which Government Dept)</i>	N/A

4. PETERBOROUGH CULTURE STRATEGY 2015 – 2020

- 4.1 Culture and leisure services are long established priorities of the Council. The Council published a cultural strategy five years ago to deliver its priorities up to 2014.

Recognising the need to take a fresh look at its approach and priorities to develop a new culture strategy, the Council has developed a refreshed strategy – as set out in the document ‘Peterborough Culture Strategy 2015-2020’ attached as Appendix 1.

4.2 A REFRESHED CULTURE STRATEGY FOR PETERBOROUGH: OUR APPROACH

The Culture Strategy has been developed as **an ambitious statement of aspiration**. The draft strategy positions culture at the centre of Peterborough’s approach to improving quality of life and improving life chances. This is expressed through a clear ‘vision statement’ and underpinned by three inter-linked objectives:

- Increasing participation in cultural activity;
- Developing, retaining and attracting people with talent;
- Making better use of the city’s spaces – more places to go, more things to do

The document is pitched at existing *cultural producers* in the city; but it will have a wider resonance within the city if we can communicate effectively that

- a) There is a huge amount happening already that we are celebrating;
- b) This same activity represent the building blocks to go further.

The strategy is *allied to, supportive of and consistent with* our approach to improving the city centre, to growth and inward investment and to tourism (the visitor economy strategy).

It is intended that this Council strategy document is to be used in partnership with wider creative organisations and individuals in Peterborough.

The strategy focusses on arts, music, heritage, libraries and literature and festivals and events. The strategy does not address sport specifically, which will be the subject of further work in the coming year, nor is it a mirror image of a business plan for Vivacity. The Trust is one partner among many cultural organisations and individuals.

The strategy references and links to current city programmes such as:

- The heritage ambition
- The music hub and singing strategy
- The nationally funded creative people and places programme, awarded to Peterborough in 2013
- Creative learning pathways with Peterborough Regional College and children’s university
- Creative apprenticeships and traineeships
- Vivacity’s business plan

During the last year, the Cabinet Advisor for Culture, Cllr Graham Casey, has held a number of wide-ranging discussions with stakeholders. Key points made about the strategy include:

- Whilst the ‘Peterborough Culture Strategy 2015-2020’ is a Council document, it needs

to be a **strategy for the whole of 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.

4.3 WHAT DOES THE STRATEGY COVER?

The strategy sets out:

i. 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 experiences it offers. One city, many communities.

ii. Our priorities

1) To further increase participation in and enjoyment of cultural activities and celebrate our divers – culture, connecting and reflecting our communities

The Culture Strategy is committed to creative engagement and participation across all areas in Peterborough – involving people to enable them to make their own decisions about what excites them, and to ensure that the cultural offer is relevant to local people.

Peterborough has a range of excellent 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, availability of information and familiarity. This priority aims to overcome these barriers and enable more people to participate in cultural activities.

2) To attract, develop, promote, retain and attract talent, including developing the local creative economy, complementing the city's growth

The Culture Strategy will aid in the development of opportunities for the next generation of cultural producers and practitioners, innovative and imaginative programming brokering new relationships between professional and non-professionals and cultural organisations, providing pathways through early years to higher education.

The strategy will outline projects that will experiment with programmes, locations and forms, and set ambitious targets for increasing levels of participation, both in numbers and levels of activities. There will be new pathways to excellence, developing and retention of talent.

3) To create places and spaces for culture – using the public spaces and our green open spaces to ensure there are '*places to go and things to do*'

The aim of the 'Peterborough Culture Strategy 2015-2020' document, is to develop a stronger cultural infrastructure in the city's spaces through the development of networks, capacity and relationships, 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 under used spaces across the city.

iii. 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 Culture Strategy document attached in Appendix 1

4.4 DELIVERY

The strategy does not require any additional Council funding. It seeks to make better use of all of the existing funding streams that support culture in the city – and to enable more external funding to be drawn in.

The Culture Strategy has been developed – on behalf of the Cabinet Advisor, and through a steering group – by the strategic client team. The partnership approach adopted during the development of, and subsequent consultation on the strategy, suggests the need for a small executive group made up of the same stakeholders to oversee progress with and implementation of the strategy.

We propose a core delivery group – Culture Peterborough – supported and informed by a wider range of stakeholders to take ownership of the strategy and oversee its delivery. The group will be built around the major cultural institutions in the city. The group will look at ways of involving the private sector within the approach. The proposed functions of Culture Peterborough include:

- Inform, own and oversee the delivery of the Culture Strategy;
- Provide a voice for the sector;
- Network and share information;
- 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 Council will play a key role in Culture Peterborough and will support its development. 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.

4.5 IMPLICATIONS

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.

5. CONSULTATION

This report has been developed with the Cabinet Advisor for Culture and Recreation and discussed with a wide range of stakeholders through the Culture Strategy Steering Group, including:

- Strong and Supportive Communities scrutiny committee
- Council departments
- Arts Council England
- English Heritage
- Opportunity Peterborough
- Vivacity
- Metal
- PHACE
- Peterborough Cathedral
- Peterborough learning partnership
- Peterborough regional college
- The heritage attractions groups
- Peterborough music makers
- Creative Peterborough
- Art in the Heart
- Peterborough music hub
- Individual artists from all disciplines

The Culture Strategy has been considered twice by the Strong and Supportive Community Scrutiny Committee on the 15th January 2014 and again on the 16th July 2014. The Committee's comments have been incorporated into the document in Appendix 1.

6. ANTICIPATED OUTCOMES

- 6.1 For Cabinet to approve the Peterborough Culture Strategy 2015 – 2020 and to recommend its adoption to Council.

7. REASONS FOR RECOMMENDATIONS

- 7.1 To approve the proposed Peterborough Culture Strategy, replacing the current strategy which expired at the end of December 2014.

8. ALTERNATIVE OPTIONS CONSIDERED

- 8.1 The only alternative option considered was to not revise the strategy, however this would mean an outdated document, lacking focus on the Council's current priorities.

9. IMPLICATIONS

9.1 Financial implications

The Culture Strategy has been constructed in such a way that it should not have any financial impact on the Council and will be delivered by a wide range of culture groups and organisations. The Council, subject to consultation, will be reducing the service fee to Vivacity

in 2015 by £750,000, which will have an impact on the two festivals which Vivacity produce that are detailed within the strategy, resulting in a reduction in the duration of the festivals and festival programming.

The Council has invested in other cultural programmes such as Peterborough Presents which will deliver the majority of the strategy outcomes and supplements the current festivals programme for the Council and Vivacity.

9.2 Legal implications

The Council has a statutory duty under the Public Libraries and Museums Act 1964 regarding the library services (which are referenced in the Culture Strategy). The Council must:

1. Provide a comprehensive and efficient library service for all persons in the area that want to make of it;
2. Promote the service; and
3. Lend books and other printed material free of charge for those who live, work or study in the area.

The legal implications regarding library services will be considered in a separate report 'Libraries Review' for Cabinet to approve on the 20th March 2015.

The other services provided by the Council under the Culture Strategy being arts, heritage and cultural events are discretionary services and there are no legal implications for these discretionary services.

10 BACKGROUND DOCUMENTS

- 10.1 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.

11. APPENDICES

- 11.1 There is one appendix to this report:
Appendix 1: Peterborough Culture Strategy 2015 -2020.