

TELFORD & WREKIN COUNCIL

CABINET - 9 MARCH 2010

A CULTURAL STRATEGY FOR TELFORD & WREKIN AND SHROPSHIRE 2009 - 2014 ('Evolution, Revolution and Innovation')

REPORT OF HEAD OF LEISURE AND CUSTOMER SERVICES

1. PURPOSE

- 1.1 The purpose of the report is to outline and seek approval of the key findings of a new Cultural Strategy for Telford and Wrekin jointly developed with Shropshire Council.

2. RECOMMENDATIONS

- 2.1. **That the key findings and development opportunities are noted (See Appendix A) and are fed into the emerging Active Lifestyles Priority Plan. A copy of the full strategy is available on request.**
- 2.2 **Cabinet are requested to acknowledge and endorse the Telford & Wrekin and Shropshire Cultural Strategy 2009-14**

3. DEFINITION

- 3.1 The definition of culture to be used as a starting point is that outlined by the Department of Culture, Media and Sport:-

'Culture' should be taken to include such activities as arts, sports, libraries, museums, heritage, archaeology, archives, architecture, crafts, children's play, reading, parks, tourism, countryside recreation etc.

4. BACKGROUND

- 4.1 A Cultural Consortium was set up between Shropshire Telford & Wrekin in 2009. Recognising that Telford & Wrekin and Shropshire are closely linked geographically and culturally through its sub regional and regional work and aspirations, it was identified that there was a need to combine in a 'one voice' approach to succeed in delivering joint outcomes on behalf of the whole community.
- 4.2 The Cultural Consortium have been engaged in the development of the strategy and its membership is drawn from the local authority, private, voluntary and health sector.
- 4.3 Leisure and Culture is well supported within the borough and more recently through the Cabinets revised priority of 'Active Lifestyles'. Culture is a key contributor to personal development, social cohesion and economic growth and culture in its wider sense has been and will continue to be a major contributor to the tourism history as well as future

5. INFORMATION

5.1 The need for a Strategy?

To ensure a better understanding of what the sub region shares as well as our diversity and move us towards a strong shared cultural leadership where Telford & Wrekin and Shropshire is on the map externally as a place to visit for high quality cultural experiences as well as a sound investment opportunity.

5.2 The objectives of the strategy

Provide a workable framework that can be used to demonstrate the impact and value of culture on an annual basis, i.e. increases participation and is recognised by national and regional agencies and funders.

Build and strengthen the infrastructure for Culture by bringing together a clearer and more coherent picture of this sector and highlight key priorities for improvement and growth.

6. KEY FINDINGS AND DEVELOPMENT OPPORTUNITIES

- 6.1 Detailed below, following the work undertaken over the last year, is the vision and seven key objectives that will shape an action plan to deliver culture in Telford over of the next 5 years.

We want culture to inspire us all and to shape how we live, learn, work and play.

The strategy celebrates the values that many people have told us they most associate with Telford & Wrekin and Shropshire:

The seven key objectives identified are as follows:-

We want culture to help us:-

1. Improve health and wellbeing
2. Think Green, Live Green
3. Learn about and through culture
4. Regeneration and economic sustainability
5. Develop a sense of place and a sense of identity
6. Connect people, places and organisations to share and deliver culture
7. Prove the value of culture

7. CONSULTATION

- 7.1 Consultation was carried out with internal and external stakeholders, partners and agencies and target groups to produce a cultural strategy that provides robust and objective justification for the future provision of accessible, high quality, financially sustainable cultural activity within the borough. A full list of consultation and consultees is available as **Appendix 2**.

8. PERFORMANCE MEASURES

- 8.1 The cultural strategy outputs will be captured and monitored through **The Active Lifestyles Priority Plan**.
- 8.2 The Strategy action plan is attached as **Appendix 1**. This action plan is a broad 'framework' of new activities planned to deliver against the objectives of the new strategy. Telford & Wrekin and Shropshire will work, together with the private and voluntary sectors, to develop a more detailed action plan including timescales. The strategy will be delivered through the co-ordination and refocusing of existing resources, business development and the securing of external funding.
- 8.3 The national indicator set has highlighted the need for engagement with communities, increased participation and engagement in positive activities which improve the quality of life, creates community cohesion and Increase health and wellbeing. These indicators will provide a benchmark.

9. EQUALITY AND DIVERSITY

- 9.1 Inclusion is a key component of the strategy framework and is reflected within recommended principles and strategic objectives. We have actively encouraged key groups including disability, older people and young people to contribute to the development of the strategy and this work will continue in the development of the detailed action plan.

10. ENVIRONMENTAL IMPACT

- 10.1 Encouragement and enhancement of the use of the green network and landscapes are a key strand in the strategy. This strategy will be developed under The Active Lifestyles priority where the infrastructure of cycleways and pathways and access to the environment will be crucial in the development of a healthy population.
- 10.2 The quality of the public realm and built environment will be enhanced through the engagement of arts & culture.

11. LEGAL COMMENT

- 11.1 The Council's Constitution provides that the Local Cultural Strategy will form part of the Council's policy framework and therefore is a function reserved to Council. Cabinet may recommend its adoption to full Council.

12. LINKS WITH CORPORATE PRIORITIES

- 12.1 The Cultural Strategy will link with all the corporate priorities but in particular the Active Lifestyles Priority.

13. OPPORTUNITIES AND RISKS

13.1 The full Corporate Risk Management methodology will be complied with when considering any delivery initiatives arising from this strategy.

14. FINANCIAL IMPLICATIONS

14.1 The costs associated with developing the cultural strategy for Telford & Wrekin Council is £15k. This has been funded through monies held in reserves from the IDeA (Improvement and Development Agency) following Telford & Wrekin's award as a Beacon authority in 2007. Other costs associated with producing the Cultural Strategy was in the form of officer time which was funded from base budgets.

14.2 The strategy will be delivered through the coordination and refocusing of resources within the two local authorities and the private and voluntary sector. Any additional costs that are identified as a result of implementing the recommendations outlined within the Cultural Strategy will need to be met from existing resources or from funding secured from other sources.

15. BACKGROUND PAPERS

15.1 Telford & Wrekin Cultural Strategy 2003-08 (Heart and Soul)
An Engine for Change – Telford & Wrekin Arts Strategy 2008-13

End of Report

***Report prepared by Psyche Hudson, (01952) 382 362
Commissioner for Arts and Culture***