

Meeting: Culture and Leisure Sub-Committee

Date: 2 November 2021

Title: Cultural Strategy development

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Service: Environment Housing and Leisure

Wards affected: All

1. Purpose of Report

- 1.1 The purpose of this report is to give the Culture and Leisure Sub-Committee an overview of proposals for consulting on a Cultural Strategy for the Borough and to outline the framework within which consultation will be undertaken.

2. Recommendations

- 2.1 The Sub-committee is recommended to note the report and comment on the presentation.

3. Background

- 3.1 The four strategies which form the basis of the Council's cultural offer all conclude in 2021, these are:-

Great Art for North Tyneside - Arts Development Strategy 2014 -21

Visit North Tyneside - Tourism Strategy 2014-21

Past, Present and Future - Heritage Strategy 2014-21

Words, Wellbeing and Wifi – Library Strategy 2016-21

- 3.2 All four strategies have been successful in demonstrating, to both funders and professional bodies in the cultural sector, the Council's commitment to its cultural offer, as well as being a guide to the delivery of service plans and objectives for the periods of the respective strategies. However, much has changed in the seven years since these strategies were initiated and it is appropriate that they are individually and collectively reviewed, in the light of new developments and new challenges within the sector.

4. A new approach for culture

- 4.1 The Council's Senior Leadership Team (SLT) has accepted the principle, endorsed by the Cabinet Member for Culture, Sport and Leisure, that the way forward in the period ahead should be to embrace a single strategy for the cultural sector. SLT and the Cabinet Member are also of the view that, while the Council should take the initiative in providing a framework for the cultural offer, the active engagement of the private and voluntary sector will also be vital. The strategy should be one for the Borough, not just the Council.

- 4.2 This approach is consistent with that of Arts Council England (ACE), as outlined in its ten year strategy *Let's Create* (2020-2030), which emphasises partnership working and the development of broad based cultural compacts in developing the cultural offer of an area.
- 4.3 ACE Chief Executive, Darren Henley states in his summary,
- “...if we're going to support the cultural sector to be fit for the future, we have to make sure that everyone, everywhere, benefits from it and can be part of it. If we fail at this, we won't succeed at anything else.”
- 4.4 It is also consistent with the approach recommended by the Local Government Association, *Cultural Strategy in a Box* (March 2020), which notes,
- “A cultural compact is a strategic cross sector partnership that is driven by a shared ambition for culture and place. This ambition links arts and culture with broader strategic plans for local social and economic development. These partnerships seek to bring together local authorities, businesses, education providers, cultural and community leaders, to co-design and consult upon a vision for the role of culture within a place and deliver against shared priorities.”
- 4.5 These priorities are consistent with the way in which the Council has worked in practice over the period of the previous strategies, as engagement in broad partnerships such as the Culture Health and Wellbeing Network, Local Cultural Education Partnership, Libraries Connected and North East Tourism Alliance all illustrate.
- 4.6 The development of a unified Cultural Strategy will provide the opportunity to give an even greater strategic profile to the cultural offer in the borough, promoting new ways of more effectively engaging communities, supporting the wider objectives of Our North Tyneside Plan and contributing towards town centre recovery. Recent work by ACE, *A High Street Renaissance* (2021), illustrates how investment in arts and culture can bring people and pride back to our high streets.
- 4.7 Recent work by the Creative UK Group, *The UK Creative Industries* (2021), calculates that for every 10 jobs in creative industries a further 7 are created in supply chains and that, with the right investment, the UK's Creative Industries can create 300,000 new jobs by 2025. This could put the sector in a strong position to support the building of an inclusive economy and contribute to tackling inequalities.

5. Next Steps

- 5.1 A consultation process to be initiated by the Council with partners across the cultural sector, business and the community, with a view to establishing a cultural compact for North Tyneside.
- 5.2 A steering group to be initiated to develop the compact as part of the process of developing a Cultural Strategy for the period to 2030, in line with the strategy timescale of Arts Council England.
- 5.3 The following documents have been used in the compilation of this report:
- Let's Create (2020-2030) – (Arts Council England 2020)
 - Cultural Strategy in a Box (Local Government Association 2020)
 - A High Street Renaissance (Arts Council England 2021)
 - The UK Creative Industries (Creative UK Group 2021)