

APPENDIX I

WAVERLEY BOROUGH COUNCIL

ENVIRONMENT AND LEISURE OVERVIEW AND SCRUTINY COMMITTEE - 13 JANUARY 2009

EXECUTIVE - 31 MARCH 2009

Title:

CULTURAL STRATEGY

[Portfolio Holder: Cllr Roger Steel]

[Wards Affected: All]

Summary and purpose:

To consider the revised Cultural Strategy which has been updated and refreshed by the Leisure Special Interest Group.

How this report relates to the Council's Corporate Priorities:

Each action within the action plan contained within the strategy is referenced to one or more of the key priorities in Waverley's Corporate Plan, to Surrey's Sustainable Community Strategy and to a SMART check with an evidence base.

Equality and Diversity Implications:

The vision of the strategy is to enhance the quality of life and to ensure that all Waverley's residents have the opportunity to pursue a wide range of cultural activities.

Resource/Value for Money Implications:

There are no generic resource implications as they are dealt with separately within the Action Plan points.

Legal Implications:

There are no legal implications.

Background

1. This document is based on the first Cultural Strategy, developed in 2003, which was the culmination of an exercise that involved consultations and feedback from individuals, clubs, owners/managers, and societies in the area as well as other key agencies. As a result, it is hoped that the revised strategy and action plan will bring users and providers closer together and help to unlock potential funding resources for projects and programmes, a common theme identified in the consultation process.

2. Waverley is very keen to hear from local people about cultural pursuits and facilities in the area and the ways in which improvements could be made. Although it has not been possible to canvas the entire local electorate, the new strategy has been built on evidence found in recent Market Town Healthchecks (in Godalming, published 2008, and Cranleigh and Haslemere – major consultation exercises as part of the healthcheck reviews in 2008). In addition the document has drawn on other published research such as the County Council surveys as part of the Local Area Agreement and Surrey Community Strategy development.
3. As well as the two methods outlined above, feedback from previous research and consultation with key partners and stakeholders including the public, private and voluntary agencies, was also reviewed and taken into account. This included user surveys from Godalming Leisure Needs Study, non-user surveys relating to Farnham, Haslemere and Cranleigh Sports Centres, feedback from Friends Groups, Youth Surveys and existing strategies. Neighbouring local authorities have been consulted where appropriate.
4. It is proposed that the Cultural Strategy should reside primarily on Waverley's website, where it can be regularly reviewed and updated and in essence it will become a 'living' document. Hard copies will also be available upon request.

Conclusion

5. The Cultural Strategy sets the agenda for delivering local cultural priorities and these themselves contribute to other local, regional and national strategies. The intention is to create, deliver and to promote co-ordinated activities and strategies that complement each other.
6. This document is the culmination of the efforts of the Leisure SIG and Officers of the Leisure & Youth Services Department. Consultation has been consistent and thorough creating a detailed and comprehensive Strategy. Action Plan priorities can be easily identified by viewing the timescales set out within the document.
7. The intention is to create a 'living' document that will be available on Waverley's website. This will allow annual reviews and updates of the Strategy to ensure, unlike its predecessor, that the document remains effective and relevant. Feedback will be collected periodically throughout the year via the website and Making Waves for consideration.

Environment and Leisure Overview and Scrutiny Committee

8. At its meeting on 13 January, the Environment and Leisure Overview and Scrutiny Committee agreed to make the following observations to the Executive on the Strategy:-
 - To thank the SIG, the Portfolio Holder for Leisure and officers for their hard work in producing the Cultural Strategy.

- It was noted that there were a number of textual corrections and updates throughout the Cultural Strategy which would be amended.
- The Committee felt that in parts, the strategy was not clear, as actions were not clearly separated from content. It would be helpful if actions were prioritised (particularly around the Olympics) and resource implications and objectives made clear throughout the whole plan. Furthermore, Members asked whether there was some way of separating the strategic objectives from action points.
- The Committee noted that the Council was achieving greater income over the last year from Cranleigh Arts Centre and was pleased to see the success of the alliance being developed with Farnham Maltings. Members thanked Katie Webb for her assistance in achieving grant funding for a Children's Play Ground in Cranleigh.
- The Committee asked for more clarity around the point of setting up a working group to discuss the future of Godalming Leisure Centre.

Recommendation

It is recommended to the Council that

1. the refreshed Cultural Strategy be adopted; and
2. the approach of continuous consultation via the website be supported to ensure that the strategy remains current and relevant.

Background Papers (SDCS)

There are no background papers (as defined by Section 100D(5) of the Local Government Act 1972) relating to this report.

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