

## **WAVERLEY BOROUGH COUNCIL**

### **COMMUNITY OVERVIEW & SCRUTINY COMMITTEE - 17 JANUARY 2017**

#### **EXECUTIVE – 7 FEBRUARY 2017**

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#### **Title:**

### **CULTURAL STRATEGY ACTION PLAN 2017/18**

**[Portfolio Holder: Cllr Jenny Else]  
[Wards Affected: All]**

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#### **Summary and purpose:**

The purpose of this report is to summarise progress with the development of the Cultural Strategy since the Community Overview & Scrutiny Committee and Executive in September 2016 and introduce the Cultural Strategy Action Plan 2017/18 for approval.

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

The priorities and objectives of the Cultural Strategy Action Plan are aligned to the Council's Corporate Priorities of Community Wellbeing, Environment and Value for Money.

#### **Financial Implications:**

The Cultural Strategy Action Plan will be resourced from budgets already identified for cultural services within the Council's budget book.

In addition, the Council will seek to maximise investment in culture by using the strategy to build new relationships with national funding bodies. Where new development is planned in the Borough, the Council will also harness the opportunities of CIL and S106 planning obligations to enable culture to play a meaningful role in creative placemaking and community development.

#### **Legal Implications:**

There are no legal implications associated with this report. Cultural services are discretionary services provided by the Council and therefore there are no specific statutory requirements that need to be met in relation to their provision.

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#### **Background**

1. At the Community Overview & Scrutiny Committee on 12 September 2016 Members were asked to comment on the Cultural Strategy report, the Culture Outcomes Framework and the supplementary evidence base. In response, it was recommended that the Council adopts phase one of the Cultural Strategy incorporating the evidence report and that Officers hold a consultative workshop to assist the development of annual Action Plan.
2. The workshop took place at the Museum of Farnham on 11 November 2016, and was attended by 35 individuals, representing a wide range of cultural organisations in the Borough.

3. The findings of the evidence report and the workshop discussions have contributed to the formation of the Action Plan in Annexe 1.

## **The Action Plan**

4. The Action Plan represents the culmination of extensive research, consultation and analysis of the needs identified in the evidence report. It has been developed around three clear priorities and a series of goals and actions. While the Council will use its leadership and influence to drive the delivery of many of the actions, partnership working with a range of local and national organisations will be vital to the success of the strategy. The advantages of partnership working include; increased resources and capacity to deliver culture, a wider cultural offering available for the local community, diversity of provision to meet the diversity of demand and the strengthening of ties between communities and organisations. Supporting the cultural sector to thrive will therefore enable the Council to draw on a wider resource base for culture than would be possible through its own efforts.
5. The priorities and goals are as follows:

### ***Priority 1: Culture contributes to the wellbeing of all our communities***

- Goal 1: Children and young people are able to learn new skills through cultural participation
- Goal 2: Older adults have the opportunity to participate in cultural activity
- Goal 3: Everyone feels welcome and supported when visiting cultural spaces or taking part in cultural activity
- Goal 4: People are able to see and make more art within their own communities

### ***Priority 2: Culture contributes to the quality of the communities of Waverley as places to live and work***

- Goal 5: Creative graduates and emerging artists can access support in the early stages of their career development
- Goal 6: Culture contributes to the development of distinctive places and provides opportunities for community participation
- Goal 7: Culture enhances the attractiveness and vitality of the town centres and attracts visitors to the Borough

### ***Priority 3: The cultural Sector is thriving and plays a key role in delivering community priorities***

- Goal 8: The Council's cultural assets are managed effectively
- Goal 9: Culture delivers a maximum return on public investment through partnership, leverage and income generation
- Goal 10: Cultural organisations understand and support the communities they serve
- Goal 11: All residents are able to enjoy a strong local cultural offer

## **An Executive Summary version of the Cultural Strategy**

6. Once the cultural strategy priorities and action plan have been approved by Members a short summary version will be produced and presented on the Council's website. Its purpose will be to provide a clear statement of the Council's support for culture and the focus for delivery over the strategy's lifetime. It will include a definition of culture, an introduction to cultural life in the Borough, an info graphic culture map and the priorities and action plan.

## **Comments from Community Overview & Scrutiny Committee**

7. Community Overview & Scrutiny Committee reviewed the priorities and action plan at their meeting on 14 January 2017. The Committee discussed the role of cultural activities in promoting well-being, and whether the Cultural Strategy should focus on a more narrow definition of 'culture'. However, the Committee was generally supportive of the action plan, and felt that the priorities and goals were focused and clear, and supported and complemented the Well-being Strategy.
8. The Committee suggested that some of the Milestones in the action plan could be described more precisely; and there could be more clarity about Waverley's budget for delivering the cultural action plan, and the reliance on partnership working to achieve milestones. In delivering the action plan, the Committee suggested that that there was scope for better engagement with Town and Parish Councils, and liaison with the Mayor's Secretary might identify voluntary groups and projects with whom Waverley might engage.

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## **Recommendation**

It is recommended that the priorities and goals as set out in the Cultural Strategy Action Plan be endorsed.

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## **Background Papers**

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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