

Report of:	Executive Member for Culture and Communities – Cllr M Thompson Executive Director of Growth and Place – Kevin Parkes
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Submitted to:	Executive - 20 November 2018
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Subject:	Cultural Strategy
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Summary

Proposed decision(s)
That Executive approves the Cultural Strategy 2018-2021.

Report for:	Key decision:	Confidential:	Is the report urgent?
Decision	Yes - affects more than two Wards	No	No

Contribution to delivery of the 2018-22 Strategic Plan		
Business Imperatives	Physical Regeneration	Social Regeneration
<p>Investing in culture will deliver savings, increase income from non-Council sources; reduce the demands on the public sector through innovating existing council services.</p> <p>Successful delivery of the Cultural Strategy will enable statutory services to deliver savings through new approaches, such as dance for fall prevention, music to prevent social isolation and embedding culture within our treatment and care pathways as a non-medicalised option.</p>	<p>A vibrant cultural sector can have a significant impact on the physical regeneration of an area. In the North East £710 million was generated in 2015 in cultural tourism and in 2014 it saw a 7% increase in visits to visitor attractions, above the national average of 4%. Tees Valley Unlimited estimated the annual economic impact of the visitor economy in the Tees Valley to be £110 million per year.</p> <p>The cultural strategy includes actions to attract increased external investment of cultural services in Middlesbrough which will positively impact on physical</p>	<p>People who take part in the arts are 38% more likely to report good health. Arts and culture has been shown through a range of project examples and evaluations to contribute to primary and secondary prevention, which aim to prevent harm occurring, and reduce the impact of a disease or injury that has already occurred.</p> <p>According to research, 'Disadvantaged and marginalised groups are disproportionately affected by ill health and, as a result, are well represented within publically funded arts activities experienced</p>

	regeneration.	through health routes.’ Middlesbrough Council can help to unblock barriers to cultural participation by offering and promoting arts activities aimed at promoting health and wellbeing.
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Ward(s) affected
All Wards are affected by this strategy.

What is the purpose of this report?

- To seek approval of the Cultural Strategy 2018-2021.

Why does this report require a Member decision?

- The strategy is a strategically significant decision, impacting on the ability of the Council to ensure it is well placed to be part of the Tees Valley 2025 City of Culture bid. Such decisions are reserved for Executive.

Report Background

- Middlesbrough Council currently doesn't have a cultural strategy, the proposed cultural strategy sets out a new vision for culture for Middlesbrough Council and the actions that will be undertaken to achieve it.
- The strategy has been developed collaboratively with partners to ensure that it has identified the needs of the town.
- The strategy is intended to set a clear vision and strategic plan for Middlesbrough Council's cultural offer over the next three years, enabling the town and the sector to submit a credible bid for the City of Culture 2025. The approach will be iterative, evaluated by clear indicators of success and updated accordingly.
- The proposed Strategy is attached at Appendix 1.

Cultural Strategy 2018-19 to 2020-21

- The vision of the proposed strategy is:

‘Middlesbrough Council's Cultural Strategy will enable Middlesbrough to be internationally renowned for a citizen centred approach to culture, where creative practitioners and communities are agents of change in the town.’

- The themes of the strategy and key objectives within those themes are:
 - Innovation
 - i. Harness and platform the health and wellbeing benefits of arts, heritage and culture

- ii. Embed culture in the public realm, regeneration and city centre
- Infrastructure
 - i. Strengthen financial support for the creative and cultural economy
 - ii. Strengthen development of the creative and cultural economy
- Inclusion
 - i. Support creative and cultural learning
 - ii. Develop cultural community-led decision making and engagement.
- The strategy outlines the council's proposed interventions under each of these themes with a focus on creating a thriving cultural sector and taking a more innovative approach to delivering council services in Middlesbrough. It outlines the commitment of Middlesbrough Council to culture and is rooted in the social regeneration and physical regeneration strategic objectives of the council.

What decision(s) are being asked for?

- That Executive approves the Cultural Strategy 2018-2021.

Why is this being recommended?

- Middlesbrough Council is a brave and forward thinking organisation. We are proud of our cultural heritage of iron and steel providing the core strength and foundations to our town and across the world, as well as the bright new future of our cutting edge creative and digital sector in spaces such as BOHO, Digital City and Teesside Launchpad.
- From being an international centre of industrial enterprise, Middlesbrough has become an area of dynamic transformation. Teesside University has grown exponentially over the last decade and the number of digital start-up businesses has led to NESTA highlighting the area as a hub of future national growth in their Geographies of Creativity Report.
- This plan seeks to build upon this capacity for growth, change and creativity.
- As part of the Tees Valley Combined Authority, Middlesbrough Council is part of a devolved authority that places culture at the heart of the strategic economic plan for the region. In addition to developing its own clear cultural strategy, Middlesbrough Council works in partnership with the other four authorities of the Tees Valley on a range of key initiatives, leading or supporting as appropriate.
- This cultural strategy outlines the commitment of Middlesbrough Council to culture and is rooted in the social regeneration and physical regeneration strategic objectives of the council. It provides a clear strategic framework for Middlesbrough Council to follow, ensuring that the cultural sector can fully participate in wider initiatives and develop a joint action plan with internal and external partners as part of the Cultural Partnership Board.
- Culture is important to Middlesbrough Council because a thriving cultural sector means a better place to live.
- Activity and focus is steered by the Joint Strategic Needs Analysis, strategic funders, stakeholders and citizens.

Other potential decisions and why these have not been recommended

- Do nothing – This option is not recommended because without a clear strategic framework the Council would fail to maximise the opportunities within the cultural sector.

Impact(s) of recommended decision(s)

Legal

- There are no direct legal implications arising as a result of the recommendation to adopt this strategy. Any future proposal will be subject to existing legal practices and approval processes.

Financial

- There are no direct financial implications arising as a result of adopting this strategy. The focus of the strategy is on maximising use of existing budgets and improving the town's ability to attract funding for the cultural sector, regardless of the provider.
- If as a result of delivery of the strategy, additional financial resources are required, a decision on this would be sought from an appropriate decision maker.

Policy Framework

- The strategy would not result in an amendment to the existing Policy Framework.

Equality and Diversity

- An impact assessment has been completed and is attached at Appendix 2. The assessment found that a level 1 impact assessment was needed, and the strategy does not impact negatively on equality and diversity.

Risk

- The report recommendations positively impact on a number of risks contained within the Council's Strategic and Departmental Risk Registers, including:
 - Targeted investment within Middlesbrough is disproportionately affected by low economic growth
 - Reduced population in Middlesbrough and changes in the demographic make-up of the town stretch the council's ability to deliver services
 - Reduced outcomes and increased costs as a result of failure to implement effective strategic and delivery partnership

Actions to be taken to implement the decision(s)

- Cross-service ownership of the Cultural Strategy
- Creation of a new Cultural Partnership Board
- Project management of the strategic framework

Appendices

Appendix 1 – Cultural Strategy

Appendix 2 – Impact Assessment

Background papers

No background papers were used in the preparation of this report.

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