

**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE CABINET**

1. **REPORT TITLE**                      **An Arts Strategy for the Borough of Newcastle under Lyme**
- Submitted by:**                      **Executive Director Operational Services, Dave Adams**
- Portfolio:**                              **Culture and Leisure**
- Ward(s) affected:**                      **All**

**Purpose of the Report**

This report concerns the multi agency Arts Strategy for Newcastle under Lyme that is to be the subject of a public consultation exercise. The views of the Cabinet on the Strategy are warmly welcomed.

**Recommendations**

1. **To approve the Arts Strategy for public consultation.**
2. **Note the work of the arts and culture group formed in 2012**
3. **Support the aspirations of partners for the arts**

**Reasons**

The Council's support for the arts and culture sector needs to sustain those organisations that deliver activity locally and the Council, and other stakeholders must ensure that key cultural assets are viable in the short and long term.

1. **Background**

- 1.1 The aim of the arts strategy is to set into context what 'the Arts' means for the Borough and explore its relevance and role to our communities both in the present day and the future.

2. **Issues**

- 2.1 The role of the multi agency arts and culture group has been to make sure the strategy is developed appropriately, by agreeing the structure of the strategy, agreeing strategic priorities following consultation, and ensuring the strategy complements other existing and emerging local, countywide, regional and national strategies
- 2.2 The arts and culture group will be responsible for managing delivery of the strategy in the future following formal approval for the final Strategy. As well as overseeing delivery the Strategy priorities the group will also developing proposals for monitoring, reporting, reviewing and refreshing the strategy as well as publishing and promoting the Strategy.

### 3. **Proposal**

3.1 The strategy acknowledges the importance of partnership working, addressing itself to the agencies, voluntary and professional organisations within the area who will work in partnership to achieve agreed community outcomes. This commitment will grow support for culture and the arts and by building on existing strengths and developing them to meet community priorities, partner organisations will meet the following challenges:

- Increase participation in the arts
- Support the growth and spread of cultural and creative activity
- Strengthen leadership and resources dedicated to these tasks.
- Measure the improved effectiveness of the arts and culture in tackling community issues

3.2 For the purpose of the strategy culture and arts are defined as the following:

1. Performing arts, visual arts, craft, design and fashion
2. Media, film, television, digital media and language
3. Museums artefacts and archives
4. Libraries, literature, writing and publishing
5. Heritage (encompasses landscapes, historic places, sites and built environments, as well as bio-diversity, collections, past and continuing cultural practices, knowledge and living experiences).
6. Festivals and attractions
7. Creative business sector

### 4. **Reasons for Preferred Solution**

4.1 The new strategy has been developed following extensive consultation with key partners, interested bodies and individuals. The wide range of partners involved in its development reflects the fact that the strategy is not owned by the Council but has shared ownership with external partners.

### 5. **Links to Sustainable Community Strategy and Corporate Priorities**

5.1 It is vital that there is a clear strategy for partnership working to raise arts engagement in the Borough, there is growing understanding and recognition in the borough for the arts, and there is robust evidence that the arts have a part to play in addressing wider social and economic issues and concerns.

### 6. **Legal and Statutory Implications**

6.1 The Council has the power to provide directly arts and culture services and also the power of community leadership, introduced by the Local Government Act 2000, to lead, influence and support partner organisations to work to common goals to meet the needs and aspirations of their communities.

### 7. **Equality Impact Assessment**

7.1 The final strategy will be subject to a full equalities impact assessment. The strategy has been developed with full regard to the Council's commitment to equality.

8. **Financial and Resource Implications**

8.1 The Art Strategy has been developed at a time of limited financial resources. It forms part of our response to achieve visible service excellence, at the same time as being driven by the need for austerity.

9. **Major Risks**

9.1 The strategy seeks to manage the risks for the public, stakeholders and funders, in relation to the culture and arts sector's ability to respond to current and future changes in customer and stakeholder needs.

10. **Key Decision Information**

10.1 This proposal has the potential to bring investment into the Borough and to support the regeneration of the town centres.

11. **Earlier Cabinet Resolutions**

11.1 Cabinet resolved at its meeting on 14<sup>th</sup> November 2012 to approve the development of an Arts Strategy to harness the support of the culture and arts sector to support the desired outcomes of the Council Plan, particularly in relation to town centre regeneration.

12. **List of Appendices**

12.1 Appendix 1 An Arts Strategy for the Borough of Newcastle under Lyme.

13. **Background Papers**

13.1 None.