

Bath & North East Somerset Council

MEETING/ DECISION MAKER:	Cllr Crossley, Leader of the Council Cllr Stevens, Cabinet Member for Sustainable Development	
MEETING/ DECISION DATE:	On or after 8th April 2015 (for single Member decision)	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2746
TITLE:	Cultural and Creative Strategy Review	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Appendix 1: Cultural and Creative Strategy Review 2015-2020		

1 THE ISSUE

- 1.1 The Cultural and Creative Strategy Review has been developed jointly by Bath & North East Somerset Council, Creative Bath, Cultural Forum for the Bath Area, the Guild and over 200 creative and cultural organisations from across Bath and North East Somerset.
- 1.2 It sets out the strategic objectives for how the cultural and creative industries will be supported across BANES in line with the identified priorities set out in the Economic Strategy Review.

2 RECOMMENDATION

The Cabinet members are asked to agree that:

- 2.1 In line with the Economic Strategy Review that the associated Cultural and Creative Strategy Review is endorsed

3 RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

- 3.1 The strategy will enable the Council and partner organisation to allocate human and financial resources to achieve its priorities with many of the objectives identified in the strategy simply requiring the realignment of priorities and commitment to different ways of working, and do not require additional financial resources.

- 3.2 Actions identified as the responsibility of the Council to deliver will be funded either from within existing approved budgets for 15/16, or will be considered as part of future years' formal budgetary approval processes; external sources of funding will be sought where possible. Actions identified for partner organisations to deliver will be the financial responsibility of those organisations.

4 STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1 Councils have the power to address the economic, environmental and social wellbeing of their area. The Cultural and Creative Strategy Review is informed by the priorities of the Economic Strategy Review
- 4.2 In particular the requirement to raise the productivity of a more sustainable, high value visitor economy of which the cultural industries play a significant role and increasing the levels of commercial activity and employment in the knowledge economy underpinned by creative industries.
- 4.3 An Equalities Impact Assessment will be written on an annual basis with the development of the annual delivery action plan.

5 THE REPORT

- 5.1 The Council approved a Cultural Strategy 2011-2026 in March 2011:
<http://www.bathnes.gov.uk/services/your-council-and-democracy/policies-and-plans/cultural-strategy>
- 5.2 In the light of the recent Economic Strategy review, Officers identified that a review of the Creative & Cultural Strategy was required in order to reflect the current Administration's priorities and current & future resource pressures.
- 5.3 The revised Creative and Cultural Strategy reflects the priorities of the Economic Strategy. The Economic Strategy places significant emphasis on the potential of the creative & cultural sector to deliver growth in the district over the coming 15 years.
- 5.4 The Creative & Cultural Strategy Review articulates the Council's and the key stakeholders' enabling roles, working in partnership across the commercial and voluntary sectors to an agreed set of shared responsibilities and specific roles.
- 5.5 The Creative & Cultural Strategy Review has four core principles:
- 1) Increase the quality and visibility of our creative activity
 - 2) Maximise economic and social value
 - 3) Grow and deepen public engagement and provide opportunities for trans-generational creative and cultural engagement
 - 4) Increase the availability and range of workspace and exhibition space
- 5.6 There are 10 themes:
- 1) World-class culture & creative businesses
 - 2) Creative economy
 - 3) Dedicated creative and cultural space
 - 4) Increased visibility
 - 5) City identity and celebration of the B&NES area
 - 6) Audiences and engagement
 - 7) Nurturing talent
 - 8) Children and young people
 - 9) Collaborative networks
 - 10) Financial sustainability and infrastructure

- 5.7 The Council expects the creative & cultural sector to be proactive in delivering the strategy's priorities: the Council will not have the human or financial resources to deliver these objectives alone, but will be an active partner in supporting and enabling the sector to work more effectively and efficiently.
- 5.8 Given the anticipated pressures and decreasing resources available to local authorities, there is need for an infrastructural framework to enable and support creative & cultural development.
- 5.9 Drawing on a model developed by Cornwall Council, Officers propose that a Creative & Cultural Investment Board is created, with representatives of creative & cultural stakeholder organisations, to provide leadership for the strategic deployment of funding and other resources.
- 5.10 The Investment Board will not have any financial powers, but will advise the Council on the most effective use of resources (internal and external) in order to achieve the desired outcomes. It will foster innovation and the use of digital technology to enhance participation and promotion, to facilitate collaboration, and to maximise public value in direct and indirect ways.
- 5.11 It is anticipated that the revised Strategy and the Investment Board will result in greater cohesiveness across the creative & cultural sector, address issues of demarcation and avoid duplication to ensure resources are targeted at delivering significant outcomes that benefit local residents and the local economy.
- 5.12 The Creative & Cultural Strategy Review presents a huge opportunity for greater strategic and collaborative working across the sector. The sector already contributes significant income to the locality, creating an economic impact of some scale.
- 5.13 The Creative & Cultural sector employs a larger number of people locally than other priority sectors and with an LQ of 1.46 it has a significant presence in the local economy. In addition between 2009 and 2012 the sector experienced employment growth in excess of 6%, compared with an overall small reduction across the whole of the B&NES economy, driven in part by the above average representation of small businesses which have generally shown more resilience during the economic downturn.

Sector	Total Employment In B&NES	Percentage total employment in B&NES	Location Quotient (Benchmark England)	Economic Output GVA £m/annum	Percentage of total B&NES economic output
Creative & Cultural	12,100	14.1%	1.46	£392.7	12%
Tourism	8,700	10.2%	1.27	£161.5	4%
ICT	4,200	4.9%	1.21	£319.7	8%
Financial & Business Services	8,500	10.1%	0.84	£671.6	20%

6 RATIONALE

- 6.1 The current Cultural Strategy was adopted in 2010/11 and was developed in close consultation with local business and the cultural sector. Officers consider that this

process resulted in a very positive and growing relationship between the public and private sectors over the past four years, and the Strategy Review seeks to build on this.

- 6.2 The current Strategy reflected the economic and financial climate of the time, immediately post-recession. It is therefore important that the existing Cultural Strategy is reviewed, refreshed and expanded to include the Creative Industries taking into account the new Economic Strategy Review but also the impact of decreased public sector funding and the need to foster greater collaboration between Creative and Cultural organisations, larger public sector organisations and other key stakeholders.

7 OTHER OPTIONS CONSIDERED

- 7.1 None

8 CONSULTATION

- 8.1 The Strategy Review has been led by representatives from the 200+ creative and cultural organisations in the district. Officers have worked with the local umbrella organisations:

- Cultural Forum for the Bath Area
- Creative Bath
- The Bridge Group
- The Guild

- 8.2 A steering group was formed in 2014 with representatives of these organisations, to work with the Council. It includes representatives from the key stakeholders, Arts Council England and the LEP, and is chaired by the Cabinet Member, Cllr Ben Stevens. Extensive and detailed consultation has taken place, with sector-specific focus groups and two meetings with the wider creative and cultural sector, in November 2014 and February 2015. These were very well attended and the level of engagement was high.

- 8.3 In addition the Review has been the subject of consultation with other Council services and this report has been approved for publication by the Council's Monitoring Officer and Section 151 (Finance) Officer.

9 RISK MANAGEMENT

- 9.1 A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Contact person	<i>Benjamin Woods, Group Manager for Economy and Culture; Tel 01225 477597</i>
Background papers	Appendix 1: Cultural and Creative Strategy Review 2015-2020
Please contact the report author if you need to access this report in an alternative format	