

Single Member Cabinet Decision

**Executive  
Forward Plan  
Reference**

**E2746**

**Cultural and Creative Strategy Review**

<b>Decision maker/s</b>	Cllr Stevens, Cabinet Member for Sustainable Development with Cllr Crossley, Leader
<b>The Issue</b>	<p>The Cultural and Creative Strategy Review has been developed jointly by Bath &amp; 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.</p> <p>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 overarching Economic Strategy Review.</p>
<b>Decision Date</b>	20 April 2015
<b>The decision</b>	<p>The Cabinet Members agrees that :</p> <p>In line with the Economic Strategy Review that the associated Cultural and Creative Strategy Review is endorsed</p>
<b>Rationale for decision</b>	<p>The previous Cultural Strategy was adopted in 2010/11 and resulted in a very positive and growing relationship between the public and private sectors, but reflected the economic and financial climate of the time, immediately post-recession.</p> <p>It is 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 continued impact of decreased public sector funding needing to foster even greater collaboration between Creative and Cultural organisations and larger public sector organisations and other key stakeholders.</p>
<b>Financial and budget implications</b>	<p>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 financial resources.</p> <p>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.</p>

<b>Issues considered</b>	Economic and Social Well-Being
<b>Consultation undertaken</b>	Strategic Director – Place; Divisional Director – Community Regeneration; Senior Management Team; Heritage Services; 200 creative and cultural organisations involved, 70+ indepth, Cultural Forum; Creative Bath
<b>How consultation was carried out</b>	<p>Development of the strategy has been led by representatives from the 200+ creative and cultural organisations in the district. Officers have worked with the local umbrella organisations:</p> <ul style="list-style-type: none"> <li>• Cultural Forum for the Bath Area</li> <li>• Creative Bath</li> <li>• The Bridge Group</li> <li>• The Guild</li> </ul> <p>A steering group was formed in 2014 with representatives of these organisations, to work with the Council. It included representatives from the key stakeholders, Arts Council England and the LEP, and chaired by the Cabinet Member, Cllr Ben Stevens. Extensive and detailed consultation has taken place, with sector-specific focus groups and two large 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.</p> <p>There has been considerable support for undertaking the review itself and aligning the cultural and creative sector with the wider strategic vision outlined in the Economic Review with the members of the Cultural Forum, Creative Bath, the Guild, the Bridge Group, Arts Council England and the Local Economic Partnership all endorsing the review on behalf of their members of organisations.</p> <p>In addition the Review has been the subject of consultation with other Council services, the Council’s Monitoring Officer and Section 151 (Finance) Officer.</p>
<b>Other options considered</b>	None

<b>Signatures of Decision Makers</b>	
<b>Date of Signature</b>	
<b>Subject to Call-in until 5 Working days have elapsed following publication of the decision</b>	