

Single Member Cabinet Decision

Executive Forward Plan Reference	E2244
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Cultural Strategy 2011-2026

Decision maker/s	Cllr Terry Gazzard, Cabinet Member for Development & Major Projects
The Issue	The Cultural Strategy has been developed jointly by Bath & North East Somerset Council, Future Bath Plus, and the Cultural Forum for the Bath Area. It sets out the high-level objectives for how cultural activity will be supported and developed across the district, and relates strategic planning for culture to the Sustainable Community Strategy.
Decision Date	14 March 2011
The decision	The Cabinet Member agrees that: The Cultural Strategy 2011-2026 is adopted.
Rationale for decision	<p>The current Bath & North East Somerset Cultural Strategy was published in 2002 and reflects the priorities of the previous Council administration. Whilst the overall aims and principles remain relevant, its content is out of date and does not relate to current national policy frameworks or to local priorities.</p> <p>Government policy on the 'localism' agenda is now the most significant influence on our strategic planning. It is therefore timely to adopt a new Cultural Strategy that captures the Council's enabling role for the community and its desire to work in partnership with the voluntary sector and local business.</p> <p>Cultural activity is a key driver of our local economy, in terms of both employment and income generated. Attractions such as Bath Rugby, the Roman Baths and Bath Abbey contribute to the national and international reputation of Bath and the surrounding area. Equally important is the scale of the voluntary sector: volunteers in museums and arts organisations totalled 2,790 in 2009-10, contributing 85,347 hours of voluntary time (or, 30 hours per person per year).</p>
Financial and budget implications	<p>The Cultural Strategy is led by the Council and, like the Sustainable Community Strategy, is delivered in partnership with other bodies. Many of the actions identified in the Strategy simply require the alignment of priorities between partners and commitment to different ways of working, and do not require additional resources.</p> <p>Actions identified for the Council to deliver will be kept rigorously within the service plan budget for Tourism Leisure & Culture Division. Projects requiring additional resources will be agreed and implemented only if all required external funding or income has been</p>

	<p>secured. Actions identified for partner organisations to deliver will be the financial responsibility of those organisations.</p> <p>The Cultural Strategy presents huge opportunity for greater strategic working with Cultural Forum for the Bath Area, the wider voluntary sector, Future Bath Plus, and other private sector partners, in order to realise the potential of what can be achieved.</p> <p>Delivery of cultural activity is very largely achieved through the voluntary sector working in partnership with public bodies such as the Council. The cultural sector contributes significant income to the locality, creating an economic impact of some scale. Research commissioned by Cultural Forum for the Bath Area from University of Bath in 2009-10 suggests the following:</p> <ul style="list-style-type: none"> • Visitors to cultural events and heritage attractions (consumers) spend a total of at least £114m per annum in to the local economy; • Cultural and heritage attractions and businesses (providers) spend a total of appx £10m in to the local economy (through trading with other local businesses); • There are at least 6,000 jobs in the cultural and heritage sector locally.
Issues considered	Social Inclusion; Customer Focus; Sustainability; Young People; Corporate
Consultation undertaken	Cabinet colleagues; Town Council; Overview & Scrutiny Panel; Staff; Other B&NES Services; Service Users; Stakeholders/Partners; Other Public Sector Bodies; Section 151 Finance Officer; Chief Executive; Monitoring Officer
How consultation was carried out	Consultation was carried out by focus group meetings, circulation of drafts for written comment, and meetings of the partners.
Other options considered	None

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