

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

CULTURAL STRATEGY REFRESH

1. Why has this report come to the committee?

- 1.1 At the 17 January 2012 committee meeting a report was tabled for Members to consider whether a review of the Cultural Strategy should take place. Members requested a further report detailing how this would be taken forward.

2. Background

- 2.1 The Cultural Strategy was launched by the City Council in 2003, based on extensive consultation. The definition of Culture referred to everything that someone might do in their spare time and covered areas including:-

- Entertainment
- Art/performance
- Sport
- Leisure
- Heritage
- Learning/knowledge

- 2.2 The intention and purpose of the strategy was to ensure a framework was in place for the development of cultural services and to illustrate how these services and developments supported and contributed to the Council's corporate policies and outcomes. Equally important the strategy ensured it was reflective of what people in Sunderland valued as important to them in respect of Culture.

- 2.3 Obviously since 2003 the Cultural offer of the City and the Councils' direction of travel have evolved and the strategy needs refreshing to reflect this.

- 2.4 This report suggests how this might be undertaken whilst being mindful of the current economic climate and Service Reviews currently being undertaken.

3. Approach

- 3.1 It is proposed that officers from City Services working with appropriate corporate colleagues, for example, Strategy, Policy and Performance

Management, take responsibility to refresh the strategy. It is hoped some members will work with officers on this.

3.2 The work involved will include:

- Restating the role and purpose of the Cultural Strategy
- Redefining what is meant by 'culture'
- Reviewing the outcomes and targets and ensuring they are aligned to the Corporate Outcome Framework and other relevant corporate priorities
- Ensure the strategy covers all communities in the city (i.e. it is inclusive)
- Ensure aspirations are relevant to city ambitions and the current economic climate
- Ensure the strategy is comprehensive

3.3 The refresh will also be informed and influenced by the Culture, Leisure and Sport Review, particularly in respect of Heritage which is commencing on the development of a priority plans. This work will need to be completed prior to any finalisation of the Cultural Strategy refresh.

4. Consultation

4.1 As there was extensive consultation involved in the original strategy, consultation will be done by utilising existing groups, networks and corporate approaches as appropriate. This will also ensure that any costs are kept to a minimum.

5. Timescales

5.1 The timescales will follow the development of the review process but it is envisaged that the work should be completed by the end of the year.

5.2 Decisions which require clarity or need for direction will be brought back to the committee for discussion and agreement.

6. Financial Implications

6.1 There should not be any financial implications other than time of those involved in the process.

7. Recommendation

7.1 Members to note the above and comment as appropriate.

8.0 Background Papers

- Cultural Strategy 2003
- Cultural Strategy report to Sustainable Communities 17 January 2012