

CULTURAL STRATEGY

**To:**

Councillor Rachel Wade, Executive Councillor for Communities
Environment & Community Scrutiny Committee 18/01/2024

Report by:

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Wards affected:

All

Key Decision

1. Executive Summary

The Cultural Strategy strategic principles have been developed as a precursor to a final Strategy. It sets out a framework for our thinking around the impact Culture has on key aspects of wider Council activity; our commitment and role across the City's cultural activity and development.

Between now and the final strategy, we will particularly be focusing on:

- Alignment with wider work in the City
- Understanding how best to measure the impact of such a Strategy
- Continued discussion on a shared focus for Cultural Development in the City
- Internal action plan

2. Recommendations

The Executive Councillor is recommended to:

Agree the strategic principles for Creativity and Culture for all: Cambridge City Council's Cultural Strategy (2004 – 2029)

3. Background

A new Cultural Strategy for the Council will inform internal City Council departments of the impact of cultural activity to wider aims of the Council, where we believe we can add best value to the broader cultural system in the City and recognize its importance to the wider economy.

It will also inform and provide a structure for discussion with external stakeholders in many different sectors including the Cambridge Cultural Arts Leaders group. It will help contribute to a shared cohesive set of City Cultural aspirations from the Cultural Arts Leaders, the City Council and the wider community.

It is not intended to dictate the agendas and priorities of other organisations. Rather, it is a positioning statement from Cambridge City Council about our commitment to support cultural activity, convene strong collaborative partnerships, develop innovative new business models for the arts and culture, and advocate for the importance of culture at a local, regional, national and international level.

We have consulted internally and with over 70 cultural and creative organisations, business stakeholders and community led groups.

Please see the appendices of the attached Cultural Strategy document for further context.

4. Implications

a) Financial Implications

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None at this stage, further consideration will be reflected alongside the final strategy.

b) Staffing Implications

Page: 2

None at this stage, further consideration will be reflected alongside the final strategy.

c) Equality and Poverty Implications

None at this stage – the EQIA will be completed to go alongside the final strategy submission.

d) Net Zero Carbon, Climate Change and Environmental Implications

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None at this stage, further consideration will be reflected alongside the final strategy.

e) Procurement Implications

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None at this stage, further consideration will be reflected alongside the final strategy.

f) Community Safety Implications

Page: 3

None at this stage, further consideration will be reflected alongside the final strategy.

5. Consultation and communication considerations

We will share the document with internal partners and external stakeholders to reflect back what we have heard and ensure alignment to wider work across the Council and partners.

6. Background papers

Background papers used in the preparation of this report:

- DCMS – Department for Culture, Media and Sport (2023) Culture and Heritage Capital
 - o Portal. London: HM Government. [Online: <https://www.gov.uk/guidance/culture-and-heritage-capital-portal> (Accessed 15/12/23)]
- Deakin, J., Meakin, T., Olanrewaju, T., Nguyen, V. (2023) Assessing the direct impact of the
 - o UK Arts Sector. London: McKinsey. 20 November 2023
- Fry Creative (2023) Birmingham Festival 23 Evaluation Report. Bristol
- Hatch Regeneris (2020) Economic and Social Impact Assessment of The Southbank

- Centre. London

7. Appendices

Appendix A - Cultural Strategy

Appendix B - Cultural Strategy Appendices

8. Inspection of papers

To inspect the background papers or if you have a query on the report please contact Frances Alderton, Cultural Services and Events Manager, tel: 01223 - 457000, email: frances.alderton@cambridge.gov.uk.