

CULTURAL STRATEGY



To: Councillor Rachel Wade, Executive Councillor for Communities
Environment & Community Scrutiny Committee 21.03.2024

Report by:

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Wards affected:

All

Key Decision

1. Executive Summary

The 2019 Cultural Cities Enquiry Report considered how we can radically increase the ability of our cities to use culture to drive inclusive growth. It stated, 'The value of culture to our civic life is now indisputable. There is a great opportunity to release reserves of untapped potential in our cities through investment in culture. Culture can help our cities to define a shared vision for the future, to promote innovation and positive change in our businesses and institutions, to equip communities to deal positively with change, and to realise more equitable opportunities for all individuals to succeed.'

The development of a strategy to maximise cultural dividends in Cambridge is a key to realising Cambridge's cultural potential as it adapts to a period of rapid growth and change.

The Cultural Strategy 2024 -2029 is a new strategy that sets out the Council's role and commitment to work with partners to deliver a cohesive, coordinated and collaborative approach to managing change as the identity of Cambridge City and the region adapts.

Following any approval of the Strategy the documentation will be redesigned to ensure it meets all our requirements on accessibility, fits with the wider suite of Council strategies. Not material changes will be made.

2. Recommendations

The Executive Councillor is recommended to:

Approve and adopt the Cambridge City Council's Cultural Strategy (2024 – 2029)

3. Background

This new Cultural Strategy for the Council informs where we believe we can add best value to the broader cultural system in the City and recognise its importance to the wider economy.

The Strategy can assist in developing a shared cohesive set of City Cultural aspirations from the Cultural Arts Leaders, and the wider community by reflecting the strengths and commitment of the City Council.

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, set out our commitment to ensure the offer within the City is accessible to all, 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

Financial resources will be required for consultation and collation of effective metric and reporting from an established baseline over the five years of the Strategy

b) Staffing Implications

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Staff resources will be required for delivery and monitoring of the strategy over the next five years. This strategy doesn't present any immediate or new requirements for staffing.

c) Equality and Poverty Implications

See EQIA.

d) Net Zero Carbon, Climate Change and Environmental Implications

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The Strategy commits to maintaining Cambridge's status as an environmentally conscious city and award-winning green events provider.

e) Procurement Implications

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None.

f) Community Safety Implications

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The Strategy commits to supporting the safe delivery of events for the voluntary community sector.

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:

- Creativity and Culture for All. Cambridge City Council's Cultural Strategy (2024-2029) Report submitted to Environment and Communities Scrutiny Committee 18 January 2024
- Cultural Cities Enquiry Report, Core Cities UK. 2019
- 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
 - o Centre. London

7. Appendices

Appendix A - Cultural Strategy

Appendix B - Cultural Strategy Appendices

Appendix C – Cultural Strategy Case Studies

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.