

CANNOCK CHASE COUNCIL
CULTURE AND SPORT SELECT COMMITTEE

11 OCTOBER, 2006

REPORT OF THE HEAD OF CULTURE AND MAJOR PROJECTS
A CULTURAL STRATEGY FOR CANNOCK CHASE DISTRICT

1. Purpose of Report

- 1.1 To propose the publication and consultation of the draft Cultural Strategy for Cannock Chase District.

2. Recommendations

- 2.1 That Members note the draft Cultural Strategy for Cannock Chase District and recommend to Cabinet that:-
- (a) the strategy be approved for consultation with key stakeholders, organisations and agencies as listed in Section (4.1)
 - (b) that a report will be submitted to a future meeting of Culture and Sport Select Committee to consider the consultation, findings and recommend to Cabinet the adoption of the Culture Strategy.

3. Key Issues

- 3.1 On 11 July 2006 Members received a presentation from the Strategic Leisure Manager on the development of a Cultural Strategy for Cannock Chase District.
- 3.2 Previous reports have suggested establishment of a working group to develop and review the old Cultural Strategy, however due to the complex nature of the strategy and the Head of Services Maternity Leave this has not been possible. Therefore the use of detailed presentations and involving Members in discussing the draft Cultural Strategy attempts to engage Members in the new Cultural Strategy development.
- 3.3 As Members are aware, recently the Government has withdrawn the statutory requirement to have a Local Cultural Strategy but advises that one would be beneficial if it supports the Local Community Strategy and gives direction to the development of key local services and partnerships.
- 3.4 The Local Strategic Partnership has recently been reviewed and as such the new "Sustainable Community Strategy 2006" has been launched. The Strategic Plan is supported by a new Board and Operational Structure and as part of the consultation framework the Local Strategic Partnership Board would be given the opportunity to respond to the draft Cultural Strategy.

4. **Consultation Framework**

4.1 It is proposed that consultation will be carried out with:-

- Staffordshire County Council
- Sport England
- West Midlands Arts Council
- Local Organisations and Groups
- Local Sports Council

In addition a copy will be made available for local libraries, Council's Offices and on the Council's website for a six week period. After the consultation has ended the representations received will be considered and reported back to the Select Committee, including suggested amendments to the strategy as appropriate. It is then intended that the Select Committee would recommend to Cabinet that the document will be formally adopted.

5. **Draft Cultural Strategy**

5.1 Attached as Annex A is the draft Cultural Strategy.

REPORT INDEX**Background** **Section 1**

As part of the Culture and Major Projects Business Plan for 2006-2007 it was identified as a key action to review and develop a new Cultural Strategy for the District.

The Strategies main purpose is to co-ordinate and give direction to key cultural developments across the District with the key aim to increase participation in cultural and sporting activities over the next 5 years.

Key National and Regional Strategies and Plans continue to emerge on the key value that cultural activities play in supporting a wide range of social agendas, from the impact on our nation's health to improving learning experiences to underpin knowledge and support our education. Therefore, although not a statutory requirement to have, it is felt that it is of great benefit to have a strategy in place which supports cultural developments across the District and gives direction to future actions.

Details of Matters to be Considered i.e. Options Considered, Outcome of Consultations etc. **Section 2**

That Members of the Culture and Sport Select Committee note the draft strategy and recommend that Cabinet approve the draft for consultation.

Contribution to CHASE **Section 3**

The development of a Cultural Strategy will give direction to future actions of the Council. The Cultural Strategy also underpins to support the main CHASE objective of:-

“Increasing participation in cultural and sporting activities across the District”.

Section 17 (Crime Prevention) Implications **Section 4**

The development of a Strategic Document will underpin a number of local activities which aim to engage local people in activities therefore diverting key groups from anti-social behaviour.

Human Rights Act Implications **Section 5**

There are no identified implications in respect of the Human Rights Act 1998 arising from this report.

Data Protection Act Implications **Section 6**

There are no identified implications in respect of the Data Protection Act arising from this report.

Risk Management Implications **Section 7**

The proposed 5 year Strategy will be of significant use to enable the Council in taking

strategic decisions in respect of Cultural and Sporting activities. Thus having an adopted strategic document will also enable potential partnership developments and funding opportunities to be maximised in a coherent way.

Legal Implications

Section 8

No response received

Financial Implications

Section 9

No response received

Human Resource Implications

Section 10

No response received

Conclusions

Section 11

In order to progress with the adoption of the Cultural Strategy and seek ownership from local and regional groups, agencies and organisations, a 6 week consultation period has been programmed. Therefore, the timetable is as follows:-

- 5 September – Culture and Sport Select Committee
- 21 September – Cabinet
- 16 October – Commence Consultation
- 27 November – Finish and collate Consultation key findings
- New date – December – Culture and Sport Select Committee
- 14 December – Cabinet to adopt Strategy

Annexes to the Report

Draft Cultural Strategy