

Board/Committee:	POLICY AND ORGANISATION BOARD
Date of meeting:	30 th NOVEMBER 2022
Title:	GOSPORT CULTURAL STRATEGY
Author:	CORPORATE PROJECT & ECONOMIC DEVELOPMENT & REGENERATION MANAGER
Status:	FOR DECISION

Purpose

To request that the Board considers the contents of the 2022-37 Gosport Cultural Strategy, revised following public consultation, and approves the publication of the document.

Recommendation

That the Board

- i) approves the contents of the 2022-37 Gosport Cultural Development Strategy including the changes introduced as a result of public consultation;
- ii) approves the publication of the document and its distribution and promotion through public channels such as Council websites and social media channels.
- iii) Notes the need for elected member representation on the Cultural Strategy working group

1.0 Background

- 1.1** The Council currently has no Cultural Development Strategy ('CDS') in place and therefore has no framework upon which to plan, develop or deliver policy supporting growth of the arts and cultural sector within the Borough.
- 1.2** The Council is committed to a policy of securing growth in cultural development as one of the drivers of regeneration and economic development efforts, however, it lacks serious engagement with key stakeholders and residents as a consequence of having no agreed strategic document.
- 1.3** Over recent years there has been an increase in the pace of cultural development locally, driven by efforts to support the High Street via the High Street Heritage Action Zone ('HSHAZ') and the Place Board. In order

to secure a legacy, and further investment, off the back of these programmes, a long-term strategy is required.

1.4 The work, to date, on cultural practice has attracted investment from Arts Council England (ACE), who have co-funded the development of the Gosport Cultural Strategy.

1.5 In the Spring of 2021, The Means were commissioned to create an Arts and Culture Strategy for Gosport, based on extensive research and community consultation. This consultation included over 50 one-to-one interviews, an artist-led workshop with 23 young people, a workshop with the Gosport Ambassadors, an online community survey which saw 239 responses, and a young people's survey which saw 29 responses. The summary of the research and consultation findings are included in Appendix C.

The draft cultural strategy, along with the corresponding evidence base and action plan, went to the Economic Development board in Nov 2021. Members welcomed that the proposal was aspirational and ambitious and provided great detail. The board granted permission for a short public consultation exercise to take place.

1.6 In January 2022 The Means handed the draft to the Cultural Strategy working group, reporting to the Place Board. The Council then worked with Arts Council England and Hampshire Cultural Trust to undertake a final round of consultation and to shape the document into a publishable format. This consultation took the form of an online survey, distributed to a broad partner network. This survey garnered 20 responses, and the findings are summarised in Appendix D.

2.0 Report

2.1 Following the change of administration, officers from the Council, Arts Council and Cultural Trust met with the new Leadership in October 2022 to discuss the work undertaken to date.

2.2 It was agreed that the proposed Action Plan of cultural projects accompanying the Strategy be updated and included as an Appendix (see Appendix E) with a Foreword added from the Leader of the Council.

2.3 The revised draft of the Cultural Strategy retains the intent of the draft prepared by The Means but has been reviewed to make it user-friendly for a wider range of audiences. The original working draft of the document, produced by The Means, will be retained for internal reference.

The Gosport Cultural Strategy will span the next 10 years; its priorities and guiding principles are broad yet specifically responsive to the need locally. Council led cultural projects, including the plans for the Criterion will be noted in a project document which will be reviewed and published annually as an appendix to the strategy (see appendix E).

The draft which was circulated in the consultation referenced in 2.4 below retains 5 priority areas, they are:

Culture on our doorstep: We will make arts and culture easier to access, and a valued part of people's lives.

Connected communities: We will support groups and communities to do bigger and better things, together.

Children and young people: We will help transform the lives of young people and their families through arts and culture.

Fresh content with a heritage context: We will offer outstanding experiences framed by Gosport's rich heritage.

Enterprising creative culture: We will support innovation and creativity in our people and sectors'

2.4 As referred to in paragraph 1.6 above, the final draft was issued for consultation in August 2022, and community groups and organisations across Gosport were invited to respond using a short survey.

2.5 Of the 20 responses received, 95% of respondents confirmed that they could see their organisation's objectives reflected in the draft strategy. The one respondent who suggested they couldn't see their objectives in the document did not provide any further information when prompted to share how this could be better represented. The survey was anonymous so we could not follow up this point further.

2.6 Young people, the environment, closer partnership working, and collaboration came through strongly as the respondents' key priorities for cultural development over the next ten years. There was also a consistent interest in bigger and 'better' outdoor festivals and events.

2.7 There was a request to retain some of the case studies that were present in earlier versions of the draft strategy. The inclusion of case studies has the potential to date the document quite quickly, given its anticipated 15-year horizon. Case studies instead will be shared through a new cultural network meeting which is currently being scoped with stakeholders.

2.8 There was a comment about the clarity of the 'quality' ambition, which has been amended to be more specific (See Appendix A, page 1).

2.9 There was also a concern raised about the 'vagueness' of the outcomes. The Logic Model has been included to provide clarity and transparency around this, available in Appendix B. - Logic models are an industry standard document used by many of the major arts funders, such as Arts Council England, to show the relationship between day-to-day activities and resources, and their ultimate short, medium and long-term outcomes. The action plan of council cultural projects will also be reviewed on an annual basis (see Appendix E)

3.0 Risk Assessment

3.1 Any delays in confirming the Gosport Cultural Development Strategy may

impact on stakeholder confidence, having now been engaged in conversations on this topic for over 12 months. This includes local stakeholders who are both potential deliverers and partners as well as significant funders who require evidence of strategic direction and connection to support grant applications.

4.0 Conclusion

The Gosport Cultural Development Strategy is the product of extensive community engagement. This document reflects both an independent assessment of the opportunity in Gosport, as well as a considered approach fit for local delivery.

Financial Services comments:	The are no financial implications arising from this report
Legal Services comments:	No comments
Equality and Diversity:	Within the report
Climate Change implications:	N/A
Crime and Disorder:	N/A
Service Improvement Plan implications:	Will be included as part of the Economic Development and regeneration project management governance. HCT embedded within the team
Corporate Plan:	<p>The creation of the cultural strategy reflects the core values of the council by being a truly collaborative piece of work which includes key deliverables to support the community,</p> <p>The strategy reflects the council's strategic priorities:</p> <p>Empower our residents: The strategy aims to support community ownership of culture and to nurture a local cultural network</p> <p>Raise aspirations: Children and young people are a priority within the strategy. We want to give young people a say in shaping culture and embed arts and culture at the heart of education</p> <p>Enhance the environment: The principles of the strategy include Responsibility – responding to the global climate emergency by creating a stage for action and enabling responsible cultural consumption</p>

	<p>Develop the economy: Enterprising creative culture is a priority for the strategy which aims to make creative careers more viable in Gosport and encourage new creative businesses to grow. Another aim of this priority is to help cultural and creative businesses adapt to changing times</p> <p>Deliver effective services: We will make arts and culture easier to access, and a valued part of people's lives. This will include more events within the local area, ensuring children and young person are also given the chance to participate</p>
Risk Assessment:	Within the report at paragraph 3
Background Papers:	Are there any historic papers and reports which would be worth flagging up, although not necessarily appending to this report?
Appendices:	<p>Appendix A - Gosport Cultural Strategy</p> <p>Appendix B - Logic model</p> <p>Appendix C - Cultural Strategy evidence base</p> <p>Appendix D - Cultural Strategy final draft consultation summary</p> <p>Appendix E - Action plan of council cultural projects</p> <p>Appendix F - Foreword</p>
Report Author/Lead Officer:	<i>Sarah Willet</i>