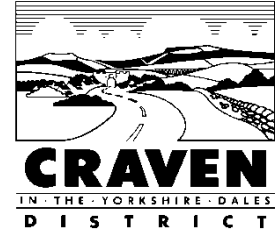


Policy Committee – 11th September 2017

Craven Cultural Strategy 2017 to 2022



Lead Member: Cllr Myers

Report of the Strategic Manager Planning and Regeneration

Ward(s) affected: All Wards

1. **Purpose of Report**

To introduce the Draft Craven Cultural Strategy 2017 to 2022 that aims to set out the priorities for the Council and our work with partners over the coming years as well as identifying where the Council will be focusing effort to bid for external funding and allocating resources.

2. **Recommendations**

Members are recommended to:

- 2.1 Agree the Draft Craven Cultural Strategy 2017 to 2022 for consultation.

3. **Background**

- 3.1 Culture contributes to every aspect of the place where we live and work. Whether it is the quality of the public realm, the heritage of buildings and landscapes or the events, performances and exhibitions that entertain and inform, a place's Culture is what differentiates it from anywhere else. The reason a person moves to live, a business to operate, or the tourist visits Craven is underpinned by the quality of the culture.
- 3.2 The development of a Cultural Strategy that clearly sets out the Council's priorities for the future is essential both to direct the work of teams within the Council such as Economic Development, Planning Policy, Museum & Arts, Arts Development and Tourism but it also gives communities and cultural partner organisations a framework within which to develop. Importantly it gives potential funding partners such as the Arts Council and The Heritage Lottery Fund a clear view on future investment priorities.
- 3.3 Craven has the opportunity to build on the area's strengths to create a cultural environment that attracts visitors, to attract families and businesses to move to the area and further support our communities' health and well-being. Activities around Skipton Town Hall and the Great Place scheme with South Lakeland DC has shown our commitment to advance culture to benefit all and this Strategy aims to continue such work with the Arts Council and Heritage Lottery.

4. **Draft Strategy Contents**

- 4.1 The Draft Strategy is attached at Annex 1 but in summary it sets the vision and objectives and then each chapter looks at the opportunities, the progress that has been made and finally the next areas of action that are required.

4.2 This Cultural Strategy sees a shift in our approach towards developing culture to directly support the wider aims of improving the economy and/or the well-being of communities and individuals. Examples include the redevelopment of the Town Hall to aid the visitor economy and to engage vulnerable groups, also the enhancement of our heritage realm to attract visitors and improve the desirability of the area to families.

4.2 Therefore our vision is:

To be the best rural location to live, work, and visit underpinned by cultural excellence across the District.

4.4 To achieve this vision the following objectives are proposed:

- 1 Research and define our cultural distinctiveness and its offer to inform future actions
- 2 Support people and organisations to develop and grow engagement in a diverse cultural and creative offer
- 3 Improve the infrastructure to support our current and future creative economy
- 4 Promote and improve our arts, heritage and cultural assets and surroundings.

5. Consultation Process

5.1 The purpose of the Cultural Strategy largely relates to the priorities and needs of Craven District Council but it is essential that what we want to achieve aligns with the aspirations of local partners and funding organisations. Partner organisations will use the Cultural Strategy as evidence when making their own funding bids for activities within Craven, and funders use strategic documents as evidence of a council's commitment when the council makes its own applications

5.2 The consultation will be available to the public on the Council's website for a 6 week period and it will be sent directly to local cultural organisations. There will be a series of discussions with regional cultural organisations to better understand their requirements of the Strategy in order to create greater synergies between the aims and objectives of funders, communities and cultural organisations.

5.3 The Cultural Strategy form part of the Council's Policy Framework and so following the consultation a final version of the Cultural Strategy will be considered by Full Council.

6.0 Implications

6.1 Financial Implications

There are no financial implications arising from this report.

A key purpose of the report is to create the basis with which to seek external funding to meet both our aims and those of partners. It is therefore essential that a Cultural Strategy is put in place.

6.2 Legal Implications

There are no legal implications arising from this report.

6.3 Contribution to Corporate Priorities and the Community Strategy –

A successful funding application would contribute to achieving the following corporate priorities:

- Enterprising Craven
- Resilient Communities

7.0 Risk Management

The only risk is if a Cultural Strategy is not put in place that funding to support the development of the heritage, artistic and related priorities of Craven may be lost.

8. Consultations with Others –

Cultural Services
Economic Development
Finance
Legal
Planning Policy

9. Access to Information: Background Documents –None

10. Appendices – Annex 1 - The Draft Craven Cultural Strategy 2017 to 2022.

11. Author of the Report –

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Note: Members are invited to contact the author in advance of the meeting with any detailed queries or questions.