

Wards Affected: ALL

**HOUSING AND COMMUNITIES
SELECT COMMITTEE****10 DECEMBER 2013**

Report considered for delegated decision – 27 August 2013

PUBLIC CONSULTATION ON THREE NEW CULTURAL STRATEGIES**Decision Taker:** Councillor P Geary (Cabinet Member for Communities & Public Realm)**Author:** Paul Sanders (Assistant Director [Community Facilities]) Tel (01908) 253639**Executive Summary:**

The current Arts, Public Art, Heritage, Sports and Leisure Strategies have concluded. Officers have been working with partners and stakeholders to develop new strategies that build on success and reflect the current cultural needs and aspirations of communities and organisations from across the borough. Draft Strategies have been produced for public consultation. They are:

- Arts and Public Art Strategy
- Heritage, Museums and Archive Strategy
- Sport and Active Communities Strategy

The function of the draft Strategies is to connect borough-wide projects and programmes into one strategic document and identify long-term needs and aspirations. Consultation will help determine the priorities, partnerships and important milestones over the next ten years (from 2014 to 2023).

1. Recommendation(s):

- 1.1 That the draft Arts and Public Art Strategy; the draft Heritage, Museums and Archive Strategy; and the draft Sport and Active Communities Strategy be published for public consultation from 30 August to 22 November 2013.

2. IssuesContext

- 2.1 The Cultural Strategy, adopted in 2006, has been delivered through the Arts, Public Art, Heritage, Libraries, Sport and Leisure strategies. During the period of these strategies 2007 – 2013 they have enabled £70m investment in sport and culture and provided significant participation opportunities across the borough.
- 2.2 These Strategies are now coming to a conclusion and new ones are being developed. Reports on each of the completed strategies are available at:

www.milton-keynes.gov.uk/arts

<http://www.milton-keynes.gov.uk/heritage>

<http://www.milton-keynes.gov.uk/leisure-facilities>

- 2.3 To connect and focus the new strategies, it is proposed that the following statement be taken forward from the Cultural Strategy:
- ‘Culture is a term that means different things to different people. We believe that cultural participation is where people of all backgrounds come together with shared interests and passions. Together with the environment in which cultural activities take place, culture includes all the things that define our lives, connect our communities and us and represent the values we pass on to other generations’.
- 2.4 The three Cultural Strategy themes proposed to be used in each of the new strategies are follows:
- Enhance Identity – People & Places
 - Increase Opportunities – Community Participation & Learning
 - Actively Celebrate – Events & Communications
- 2.5 A new proposed Cultural Vision and Statement has been developed which is common to each strategy and shall be used to measure impact.
- The Cultural Vision is: ‘By 2023 we will be recognised as being world class’
 - Milton Keynes’ Cultural Statement’ is: ‘Culture in Milton Keynes is a term that means different things to different people. We believe that cultural participation is where people of all backgrounds come together with shared interests and passions. Together with the environment in which cultural activities take place, culture includes all the things that define our lives, connect our communities and represent the values we pass on to other generations’.
- 2.6 To reduce the number of strategies, the Sport and Active Communities have been combined, as have Arts and Public Art.
- 2.7 Officers have engaged with stakeholders through a series of workshops, presentations and surgeries (**Annex A**). Feedback has informed the draft strategies.
- 2.8 Each strategy has an external overview partner who is involved in every stage of the strategy development. For the Arts & Public Art and the Heritage Strategies the strategic partner is MK Arts & Heritage Alliance (AHA). The MK Sports Board is the strategic overview partner for the Sports and Active Recreation Strategy.
- 2.9 The Strategies are required by regional and national bodies and funders such as Arts Council England, Sports England and Heritage Lottery Fund to ensure Milton Keynes is taking a planned and considered approach.
- 2.10 The projects and programmes in the strategies align with key planning documents including the adopted Core Strategy, the Local Investment Plan and the emerging Plan MK and potential Community Infrastructure Levy.
- Public Consultation
- 2.11 A 12 week public consultation period is proposed to take place between 30 August and 22 November 2013. A consultation programme that will actively engage sector-users and non-users is enclosed (**Annex B**).

- 2.12 Surveys have been developed which are specific to each strategy. These will be available electronically for the 12 week period of consultation.
- 2.13 Feedback from the workshops, events and surveys will inform the content and priorities of the final strategies which will be prepared for consideration by Cabinet in March 2014.

3 Implications

3.1 Resources and Risk

Although the strategies set the framework for the delivery of programmes and facilities over the next five years, a business case will need to be developed which will set out how the programmes / facilities, where there is a cost required, will be funded and what partnerships will need to be formed.

Should any business case outlined above require funding that cannot be met from existing budgets or reduced budgets as determined by the ongoing MTFP process; officers will prepare a report to Cabinet requesting a supplementary budget approval.

Y	Capital	Y	Revenue	N	Accommodation
N	IT	Y	Medium Term Plan	Y	Asset Management

3.2 Carbon and Energy Management: None

3.3 Legal

Section 2 of the Local Government Act

The care of archives and records under the Local Government Act of 1972 and the Public Records Acts, 1958 and 1962.

3.4 Other Implications

The considerations of equalities, diversity, involving stakeholders, creating sustainable programmes, impacting on crime and disorder through diversionary activities for adults and positive activities for young people and ensuring that all new buildings meet council policy on carbon emissions and energy usage will be central to the success of the Strategies.

Y	Equalities/Diversity	Y	Sustainability	Y	Human Rights
N	E-Government	Y	Stakeholders	Y	Crime and Disorder

Annexes:

Annex A – Stakeholder Engagement (informing the draft strategies)

Annex B – Public Consultation Programme (for the draft strategies)