

Report considered by Cabinet – 7 November 2006

Key Decision	No
Listed on Forward Plan	Yes
Within Policy	Yes
Policy Document	Community Strategy

CULTURAL STRATEGY 2006 - 2012

Accountable Cabinet Member: Councillor E Henderson

Contact Officer: Paquita Lamacraft (Cultural Strategy Manager) -
01908 253510

1. Purpose

- 1.1 To request Cabinet to recommend to Council that they approve the Cultural Strategy.

2. Recommendations

- 2.1 That the Council be recommended to adopt the Cultural Strategy (attached as an **Annex** to this report).
- 2.2 That key Council partners be encouraged to adopt the Cultural Strategy.

3. Issues and Choice

3.1 Consultation

There were two major formal public consultations with participation of over 200 people, plus informal discussion groups that followed and these informed a draft Strategy Document that was a published Cabinet decision of 11 April 2006. This Draft 2006-2012 Cultural Strategy was then subject to wider consultation as follows:

- (a) formal presentations to Milton Keynes Partnership Board, Central Milton Keynes Partnership Animation Sub-Group, The Parks Trust, Arts Council England, Open University and Policy Development Committee and other external central government agencies;

- (b) in depth discussions with a wide range of public and private organisations including the MK Economy and Learning Partnership, Racial Equalities Council, the Youth Forum, the Cultural Alliance, Sport England and the Sports and Leisure Alliance;
- (c) informal consultation at all Milton Keynes libraries, at leisure centres, public events (including MK4U Youth Festival) and within The Centre:MK; and
- (d) creative involvement through mechanisms such as the Culture Grid which the public completed to identify their leisure priorities.

The consultation responses were extensive with written and verbal responses received over the intervening period. This feedback has significantly informed the content and 'ownership' of the final document.

3.2 Links to Other Strategies

The Milton Keynes Cultural Strategy 2006-2012 provides the framework supporting a common strategic direction for culture across all of Milton Keynes. Our objective is to achieve an overall better quality of life, with the capacity for all to share in the benefits.

The Strategy will be used by all key entities as the over-arching strategy connecting the priorities of supporting plans and strategies. These include those of the Community Strategy, Central Milton Keynes Framework, Milton Keynes Primary Care Trust Strategy, LSP Community Engagement Strategy The Parks Trust, Economy and Learning Partnership, and others. (Please refer to the diagram on Page 4 of the Executive Summary and Page 8 of the main document).

3.3 Aims of the Cultural Strategy

The Vision of the Cultural Strategy is:

"By 2012 Milton Keynes will be recognized as a leading European city for creativity, excellence and participation in cultural activities".

For the purposes of this strategy, the Milton Keynes definition of culture recognises:

- (a) The Richness of the Diverse Cultures of our People

Our people and the values and heritage they bring with them to Milton Keynes from different places and backgrounds.

- (b) The Identity of Place

The 'sense of place' that comes from our spaces and places: their design and personality and how they are used.

(c) Creative or Leisure Activities

The activities that make life meaningful, including hobbies and informal leisure,, sport, arts exploration of history, faith, volunteering, customs and events.

The Cultural Strategy Priority Actions are:

1. Develop programmes and processes that harness creative interests for young people, disadvantaged or minority groups to enable new cultural participation and employment opportunities
2. Develop place-making activities and processes to enhance the creative and sporting environment of Milton Keynes so that the built and green environment and supporting cultural activities are distinctive, stylish and of excellent quality.
3. Support the Central Milton Keynes Framework and other relevant work plans to develop Central Milton Keynes as a vibrant, 24/7 café culture with well-promoted, high quality and engaging animation and activities
4. Harness the creative aspects of change to enable the growth and regeneration activities throughout Milton Keynes to generate wide, significant and accessible new cultural opportunities and economic benefit.
5. Through cultural and creative activities expand the opportunities for significant increased economic participation and wealth generation across Milton Keynes
6. Establish base lines of creativity, excellence and sport participation and identify milestones and improvement indicators plus methods of improving current levels of activity
7. Expand the level and quality of resources that support Milton Keynes culture and promote Milton Keynes as a cultural destination.
8. Develop a range of programmes and support mechanisms that identify, promote, support and nurture talent, excellence and achievement.
9. Develop a range of activities that support community celebrations & champion excellence at every level across the broad base of culture throughout the whole of Milton Keynes.

3.4 Process

Once adopted, active progress and detailed decisions can be made on the implementation of the strategy. The lead partner for each Action Point will develop a work plan in conjunction with strategic, funding and delivery partners, including timelines, performance indicators and review schedules.

Progress will be reported at an annual review event where participants will:

- (a) contribute new projects and ideas;

- (b) collaborate on solutions to delivery problems;
- (c) identify opportunities for new partnerships and collaborations; and
- (d) review progress against the Cultural Strategy Action Plan.

3.5 The draft Cultural Strategy is attached as an **Annex** to this report, together with Appendices (i) and (ii) to the Strategy. The remaining Appendices are available on mk web and www.culturemk.org

4. Implications

4.1 Policy

The Cultural Strategy 2006-2012 has been developed as a full review of the 2003 Cultural Strategy with a view to developing new and more sustainable delivery mechanisms to supplement the work of Council.

New circumstances impacted by growth and regeneration plans, external central government policy and changed expectations from a fast growing local community have been reflected in the Strategy. This document therefore demonstrates a high level of partnership working across the public and private sectors within the whole of Milton Keynes in collaborative efforts to maximize resources and strengthen common objectives.

The strategy will inform measurements for Council against the Comprehensive Performance assessment for Local Government within the Culture Block.

4.2 Resources and Risk

Because this is a strategic document, it provides a direction for culture across Milton Keynes and the capital and revenue implications will be addressed accordingly by a range of partners. There are no explicit revenue or capital implications for the Council. The Cultural team has been re-established within the Council as a result of the development of partnership working and external funding and one of the key actions for the future continues to be the identification of existing and potential new funding sources for cultural activities.

<input checked="" type="checkbox"/>	Capital	<input checked="" type="checkbox"/>	Revenue	<input type="checkbox"/>	Accommodation
<input type="checkbox"/>	IT	<input checked="" type="checkbox"/>	Medium Term Plan	<input type="checkbox"/>	Asset Management

4.3 Legal

None.

4.4 Other Implications

<input checked="" type="checkbox"/>	Equalities / Diversity	<input checked="" type="checkbox"/>	Sustainability	<input type="checkbox"/>	Human Rights
<input type="checkbox"/>	E-Government	<input checked="" type="checkbox"/>	Stakeholders	<input type="checkbox"/>	Crime and Disorder

The Cultural Strategy has particular emphasis on equality of opportunity for all and especially for members of the community who are currently less engaged with cultural activities and opportunities.

The Cultural Strategy has had significant wide spread consultation and active input from both within the community of Milton Keynes and those external to the area who have with an interest in Milton Keynes culture. Stakeholders have helped define the priority actions and identified their participation in the forward delivery of these action points and a common support of the ambition and achievability of the Vision. The Strategy has a clearly defined process for implementation and annual review.

It also addresses the importance of sustainability in the fullest sense of the term – in building robust and active communities, connections between all groups within the community and making global connections, and emphasis on ecological imperatives, including creative engagement of reducing the ‘waste footprint’ of Milton Keynes.

Background Papers: See Paragraph 3.5