



# Communities and Customer Service Policy and Scrutiny Committee

<b>Date:</b>	9 January 2020
<b>Classification:</b>	General Release
<b>Title:</b>	Draft WCC Cultural Strategy 2020-24
<b>Report of:</b>	Ezra Wallace, Interim Director of Policy and Projects
<b>Cabinet Member Portfolio</b>	Cabinet Member for Sports, Culture and Community
<b>Wards Involved:</b>	All
<b>Policy Context:</b>	City for All
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## 1. Executive Summary

The purpose of the paper is to invite the committee to give their views on the draft version of the Cultural Strategy 2020-24.

The draft Cultural Strategy 2020-24 resulted from an extensive internal audit of cultural activity facilitated by the council. It has been positioned as part of the council's City for All delivery with a central focus on 'access to culture for all'. We have welcomed the work of the Access for Culture Task Force and all their recommendations will be considered during the consultation period, to inform the final priorities and deliverables in the final version of the Cultural Strategy 2020-24.

The draft Cultural Strategy 2020-24 was considered by Informal Cabinet on 4 November 2019. Their feedback has been incorporated within the current version, prior to the launch of a formal consultation on 27 January 2020 for 8 weeks. We aim to publish the final Cultural Strategy, combined with an additional action plan for 2020-24 in Spring 2020.

## 2. Key Matters for the Committee's Consideration

The committee is invited to consider:

- How the draft Cultural Strategy 2020-24 can contribute to the council's priorities?
- The plan for engagement during the consultation period
- How would members of the committee like to contribute to the action plan for 2020-24?

## 3. Background

The new Cultural Strategy provides a framework for the council to deliver the following priorities:

- **Increase access to culture for all**, with a specific focus on reaching residents that encounter physical, social and economic barriers. We will work with local arts partners to increase and promote accessible cultural offers for Westminster residents, as well as seeking ways to promote self-initiated arts participation activities in libraries and other community venues.
- **Develop health and wellbeing programmes including Out and About** (free arts event tickets for the over-65s) through collaboration with more local cultural partners and deepening relationships with council services (e.g. Families, Public Health, Adult Social Care) and local NHS link workers.
- **Nurture communities through social impact programmes** that harness the power of culture to change lives and build social cohesion. We will work with partners and lever the potential of MyWestminster and other council community funds.
- **Establish a Local Cultural Education Partnership** to increase connections between education providers, cultural institutions and creative employers to maximise existing initiatives such as City Lions and industry weeks. This would increase cultural capital and skills opportunities for young people and improve access to lifelong learning for all.
- **Increase civic engagement by supporting creative placemaking**. We will ensure cultural infrastructure, creative workspaces and resident programmes are integral to planning and regeneration schemes. The quality and impact of City of Sculpture and Green Plaques will improve through collaboration with community and arts partners.

Stakeholder meetings will test the emerging priorities and develop actions in the Cultural Strategy during a formal consultation phase. Engagement events and online consultation will enable the council to create a strategy that can be delivered in partnership with external stakeholders and respond to the cultural wellbeing needs of local residents.

- A community/cultural/BIDS stakeholder engagement event will be held at The Photographer's Gallery in February which will involve action planning

breakout groups (25 February). Brett Rogers, TPG Director, will also present there about the new Photographer Quarter public space development off Oxford Street, supported by the Council. Emily Candler from Exhibition Road Group has agreed to help facilitate the event.

- Residents will be invited to engage in the online consultation through Citysave website, the Westminster Way e-newsletter, Facebook, social media and library posters/leaflets.
- A Cultural Strategy market stall will be held at the 13 Feb Open Forum event to gather feedback and suggestions from residents.
- A joint discussion forum will take place with City Lions and Youth Council members during the consultation phase (2 March).

## **APPENDICES:**

DRAFT Cultural Strategy 2020-24