

From: Mike Hill, Cabinet Member for Community and Regulatory Services
Barbara Cooper, Corporate Director, Growth, Environment and Transport

To: Cabinet – 26 June 2017

Subject: **Draft Cultural Strategy**

Classification: **Unrestricted**

**Past Pathway of Paper: Growth and Economic Development Cabinet Committee
22 March 2017**

Future Pathway of Paper: County Council

Electoral Division: County-wide

Summary: *Inspirational Creativity: Transforming Lives Everyday, our cultural ambition for Kent* sets out the shared ambition of all creative partners in Kent. This Cultural Strategy will provide a framework for collaborative working and greater focus on improving innovation, growth, skills and sustainability in Kent's creative industries over the next ten years.

The content has been agreed jointly with a stakeholder working group following extensive consultation. It has been approved by the Kent Cultural Transformation Board and was endorsed by GEDCC on 22 March 2017. Council will be asked to adopt the Strategy at their meeting in July.

KCC Creative and Cultural Economy Service is currently writing an implementation plan which will be presented to GEDCC in the Autumn.

Recommendation:

Cabinet is asked to endorse the strategy document (attached) and agree onward travel to Council.

1. Introduction

1.1. ***Unlocking Kent's Cultural Potential, A Cultural Strategy for Kent 2010-2015*** provided a framework for Kent County Council to work more closely with the cultural sector. It created a common language which led to a shared understanding of the cultural infrastructure in Kent and the wider political, environmental and social context in which it operates. It informed a more strategic approach to KCC investment in the arts and encouraged leverage by enabling the formation of wider partnerships and a collaborative way of working.

1.2. Notable successes have included:

- The development of the Kent Cultural Transformation Board.
- Relocation to Kent of renowned arts organisations such as Jasmin Vardimon Company.
- The development of a number of new creative workspaces across the county providing opportunities for employment.
- Grass roots development of cultural champions and leaders.
- The launch of ART31, a youth arts movement and a strong co-ordinated offer of cultural entitlement for children and young people.
- Through the South East Creative Economy Network, the development of a Shared Prospectus for the South East to raise awareness of the creative and cultural industries and create a viable economic geography to attract investment.
- A nationally recognised cultural commissioning programme embedding arts and culture into the delivery of public services such as Public Health and Waste Management, providing the sector with new opportunities for development, business models and alternative sources of non-arts investment.

1.3. The strategy for the period 2017 to 2027 aims to support the continued growth of the creative and cultural sector by making effective use of public and partner investment.

2. Consultation

2.1. Extensive stakeholder consultation was conducted during 2016 including two facilitated conference events, 9 local conversations hosted by cultural organisations, a number of smaller focus groups and 121 local conversations and an online survey. KCC also carried out public consultation.

2.2. The overall message from the consultation was that the sector had ambition to develop high profile, collaborative work which would raise the profile of culture in Kent. Respondents felt a new strategy should be brief and high level with an online presence capable of being readily updated and that it should be underpinned by an implementation plan and evidence base.

3. The 2017-2027 Strategy

3.1. The Strategy will operate in the context of Kent County Council's Strategic Statement 2015 - 2020, and will inform the Culture and Creative Economy Service Business Plan.

3.2. The Cultural Transformation Board (see appendix A for membership) supported by a small working group have prepared the document which begins with a vision statement and is then supported by specific high level outcomes under three actions: create, innovate and sustain:

- Create - the production and presentation of excellent work. Bold and experimental art is successful in engaging people. Supporting Kent's network of venues and creative people is essential to maintain quality and encourage wider participation and engagement.
- Innovate – providing creative workspace and learning opportunities to enable the development of creative ideas, skills and leadership and signpost creative careers to encourage new talent.
- Sustain – supporting creative businesses to work more smartly to enable them to become more financially resilient. Providing targeted business support to encourage new business models, access to sources of finance and development of audiences and routes to market.

4. Next Steps

- 4.1. Council will be invited to adopt the Strategy at their July meeting. A limited print run will be produced for distribution and an online platform will be established.
- 4.2. An implementation plan will be drafted and shared with stakeholders and will then be presented to GEDCC in the Autumn for comment.

5. Recommendation

Recommendation:

Cabinet is asked to endorse the strategy document (attached) and agree onward travel to Council.

6. Background Documents

- 6.1. Draft Cultural Strategy (attached)

7. Contact details

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Membership of Kent Cultural Transformation Board

Dawn	Badland	Applause	*
Peter	Bolton	Kent Music	
Andy	Brown	English Heritage	
Barbara	Cooper	KCC	
Sarah	Dance	Freelance	*
Mark	Everrett	Marlowe	
Steph	Fuller	Ideas Test	
Michele	Gregson	Royal Opera House	
Emma	Hanson	KCC	
Peter	Heslip	Arts Council England	
Richard	Hicks	Medway Council	
Dawn	Hudd	Maidstone District Council	
Lucy	Keeley	KCC	*
Jon	Linstrum	Arts Council England	*
Sandra	Matthews- Marsh	Visit Kent	
Janice	McGuinness	Canterbury City Council	
Lucy	Medhurst	Artswork	*
Geoff	Miles	KMEP	
Liz	Moran	Gulbenkian	
Victoria	Pomery	Turner Contemporary	
Ian	Ross	Jasmin Vardimon Company	

David	Smith	KCC	
Bethan	Tomlinson	Strange face	*
Alastair	Upton	Creative Foundation	
Tony	Witton	KCC	*

*Denotes member of working group