

Report to:	Cabinet	Date of Meeting:	1 st February 2024
Subject:	A Cultural Strategy for Sefton		
Report of:	Executive Director (People)	Wards Affected:	(All Wards);
Portfolio:	Cabinet Member - Cllr. Hardy (Communities & Housing)		
Is this a Key Decision:	Yes	Included in Forward Plan:	Yes
Exempt / Confidential Report:	No		

Summary:

A steering group comprising Council officers, and representatives from the creative and voluntary sector, has been working towards the development of a Cultural Strategy for Sefton.

A draft strategy document has been prepared using the evidence base from consultation and engagement activity.

Further engagement between January to March 2024 is proposed to develop an Action Plan, with objectives for delivery between 2024 and 2030. This will be co-produced between the Council and wider representation from cultural stakeholders.

Once the Action Plan is completed any outstanding elements of the strategy document will be finalised, leading to the publication of a final strategy from which the activities will commence.

Recommendation(s):

That the Cultural Strategy for Sefton be approved.

Reasons for the Recommendation(s):

To utilise the strategy and progress with the Action Plan January to March 2024 that will complete the Cultural Strategy.

Alternative Options Considered and Rejected: (including any Risk Implications)

N/A

What will it cost and how will it be financed?

(A) Revenue Costs

N/A

(B) Capital Costs

N/A

Implications of the Proposals:

Resource Implications (Financial, IT, Staffing and Assets):	
Legal Implications:	
Equality Implications: There are no equality implications.	
Impact on Children and Young People: Yes The strategy will have a positive impact on Children & Young People in supporting opportunities for cultural engagement.	
Climate Emergency Implications: The recommendations within this report will	
Have a positive impact	No
Have a neutral impact	Yes
Have a negative impact	No
The Author has undertaken the Climate Emergency training for report authors	Yes

Contribution to the Council's Core Purpose:

Protect the most vulnerable: the promotion of positive cultural interventions and their benefits for healthy living will support people at risk of cultural exclusion
Facilitate confident and resilient communities: targeted cultural opportunities will promote social inclusion and celebrate community identity
Commission, broker and provide core services: not applicable
Place – leadership and influencer: the proposals will promote cultural opportunity as an influential element in the development of Regenerated Places

Drivers of change and reform: not applicable
Facilitate sustainable economic prosperity: not applicable
Greater income for social investment: not applicable
Cleaner Greener: not applicable

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Executive Director of Corporate Resources and Customer Services (FD7500/24) and the Chief Legal and Democratic Officer (LD5600/24.) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

To date, the development of the strategy has included the following consultation & engagement activity:

An online public survey via the *Your Sefton Your Say* portal – 444 responses. It should be noted that over half of the responses came from the north of Sefton and there would be value to continuing further engagement in the south of the borough.

Interviews with key stakeholders – 32 interviews including Council representation, higher education, public sector representatives, culture sector governance, funding bodies, and local cultural organisations.

Culture and community sector workshops – 50 participants from local community and cultural organisations. This cohort would provide the basis for developing a recommended Cultural Partnership, ensuring that Sefton artists and cultural groups are engaged in our development activity towards Borough of Culture and beyond.

Children & Young People engagement – engagement took place with Sefton’s Young Advisors, and other youth groups such as the Atkinson’s Young Curators, MYA SPACE and YKids. Ongoing engagement with young people is recommended to ensure their voice is included in our cultural planning.

Minority Voices – responses were received from MENCAP, Sefton Access for Everyone (SAFE), Southport African Caribbean Heritage Association (SACHA) and the Sefton Partnership for Older People. It is proposed that further discussions are held to gain wider participation in ongoing planning.

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Cabinet decision

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Appendices:

The following appendix is attached to this report:

- 1) Draft Culture Strategy document

Background Papers:

There are no background papers available for inspection.

1. Introduction/Background

Sefton Council with Sefton Culture Steering Group are developing a new cultural strategy for the Borough. The strategy will be aligned to wider Sefton partnerships and articulate the positive ways in which cultural engagement can help the Borough achieve its Vision for Year 2030. The strategy will reflect the cultural context for Sefton and will respond to wider local needs. The strategy will be a key step in Sefton's planning towards LCR Borough of Culture celebration in 2025.

The purpose of the Strategy is to:

- Develop a shared vision for culture in Sefton.
- Support development of the local infrastructure for culture and creative engagement.
- Strengthen relationships between Sefton and the wider professional sector for culture and creativity.
- Reveal, celebrate and promote opportunities for cultural and creative participation across the Borough.
- Provide a strategic context in support of stakeholder bids for external funding.

Support for the strategy development has been externally funded via Shared Prosperity Fund. A full procurement exercise was undertaken to appoint consultant support, with Counterculture LLP the successful candidate. They are an Arts Council approved Consultant for Change.

The steering group provided a wide range of information and mapping as significant background material for Counterculture's analysis. The consultants' research features analysis of Sefton's economic profile including culture and creative sector, audience profiling, asset mapping and policy context.

Strategy

The Strategy document reflects the findings from the consultation activity and outlines the current cultural 'ecology' of Sefton. and

It also offers a SWOT assessment to highlight areas of opportunity e.g. neighbourhood programming, regeneration projects, developing a talent channel for young people who want to pursue career opportunities in the cultural sector

Identified themes which will inform the development of the action plan

Culture Leads - Aim: Sefton is ready to seize current opportunities for culture-led change, and generate new ones.

Creativity Everywhere - Aim: Everyone in Sefton can take part in a rich and varied cultural life, whatever their age, whatever their means and wherever they live

Creativity Thrives - Aim: Creative People and organisations achieve their full artistic potential

Dynamic Landscape - Aim: Sefton's outstanding landscapes and green spaces engage local people and visitors in a new model of culture, climate action and wellbeing

Children & Young People - Aim: From early years to creative careers opportunities for Children and Young People run through Sefton's cultural life "like Rock".

Overview and Scrutiny

The strategy was considered by Overview and Scrutiny (Regeneration and Skills) on Tuesday 16th January 2024 and welcomed progress on the development of the strategy and noted that the Action Plan to accompany the strategy would be brought forward in the next few months.