

Cabinet

14 November 2019

Warwickshire's Heritage and Culture Strategy 2020-2025

Recommendation

That Cabinet approves Warwickshire's Heritage and Culture Strategy for 2020-2025.

1.0 Purpose of Report

- 1.1 This report seeks Cabinet's feedback and endorsement of a Warwickshire's Heritage and Culture Strategy 2020-2025 (attached as an Appendix).

2.0 Executive Summary

2.1 Background

- 2.1.1 Culture, creativity and a rich, diverse heritage sit at the heart of Warwickshire life and plays a critical role in the economy, communities and almost everything we do. The Council is committed to supporting, developing and advocating Warwickshire's culture, heritage and creativity.

2.2 Why we need a Heritage and Culture Strategy?

- Warwickshire is well-placed to capitalise on opportunities presented by major forthcoming cultural events in our two nearest cities - Coventry City of Culture 2021 and Birmingham Commonwealth Games 2022
- There is a strong evidence base of the wider benefits of heritage and culture to the wider society, in particular the positive impact on health, wellbeing, independence and community identity
- The heritage and culture sector makes a significant contribution to the growing economy in Warwickshire
- Warwickshire is rich in heritage and natural assets, which require safeguarding for future generations to enjoy
- As the Council moves into a new operating model and the development of a new Council Plan for 2020-2025, it is pertinent to refine our heritage and culture offer and set out how we will work together with and support the sector to help us achieve our vision of making Warwickshire the best it can be

2.3 How the Strategy has been developed

2.3.1 An internal steering group was established comprising representatives from Heritage & Culture, Tourism, Country Parks, Economic Development, Regeneration, Localities, County Music Service and Public Health.

2.3.2 The Stakeholder Group has 26 members representing different departments and specialisms within Warwickshire County Council, North Warwickshire Borough Council, Nuneaton and Bedworth Borough Council, Rugby Borough Council, Warwick District Council and Shakespeare's England.

2.3.2 Engagement has also taken place with more than 80 partners and stakeholders across the sector via group meetings, an online survey and an all-day conference in July 2019.

In addition, the developing Strategy was informed by:

- Heritage and Culture officers feeding in their understanding and knowledge of the sector, locally, regionally and nationally
- Engagement with officers in Directorates, portfolio holder and the leaders of the political groups
- Horizon scanning analysis taking account of the political, economic, social and technological developments which may impact on the Strategy over the next 5 years
- Consideration of similar strategies produced by other authorities
- Consideration of recent research into the wider social value of heritage and culture conducted by Arts Council England and the Department of Culture Media and Sport
- Consideration of other strategies including the Health and Wellbeing Strategy, Economic Growth and Commercial Strategy, Rural Strategy and the Warwickshire Visitor Economy Forward Plan 2018-22. The Strategy will also align to and support the Council Plan and the developing Place Strategy

2.4 How the Strategy is structured

2.4.1 The Strategy sets out the following vision and objectives which sit beneath the two overarching Council Plan outcomes.

2.4.2 It is shaped around three main building blocks aligned to key County Council priorities - Health and wellbeing; Sense of place; Economic vibrancy.

2.4.3 Priorities have been set for each building block, with input from partners and stakeholders.

Heritage and Culture Strategy	
Definition	<ul style="list-style-type: none"> • describes our past, explains our present and informs our future • celebrates our diversity but gives us a cohesive identity • contributes to our wellbeing and economic growth
Vision	By 2025 Warwickshire will have a thriving heritage and culture sector working collaboratively to develop and deliver a high-quality, accessible cultural offer for all the county's citizens, whatever their age or background and wherever they live.
Structure	The Strategy is shaped around three main building blocks that reflect current priorities: health and wellbeing, sense of place and economic vibrancy.
What will success look like	<p>To be known as a creative county where:</p> <ul style="list-style-type: none"> • people choose to live, work and invest • diversity thrives and is celebrated • all citizens have access to high-quality heritage and culture from an early age <p>To be known as a county with a strong focus on improving the and wellbeing of its people and a place they are proud to call home.</p> <p>To enhance Warwickshire's reputation, expand the county's heritage and culture tourism offer and grow the visitor economy through enhanced connectivity and innovation.</p>
Objectives	<ul style="list-style-type: none"> • Support physical and mental health and wellbeing • Provide further evidence of the wider benefits of heritage and culture • Respond to the needs of an increasingly diverse population • Promote pride in, and a sense of belonging to, local communities and the county as a whole • Protect the county's heritage and culture assets • Attract investment, support and promote economic growth • Maximise the potential benefits of new technology
Governance	Warwickshire County Council will continue to spearhead the Strategy in collaboration with sector partners and stakeholders.
Action plan	<p>The draft Heritage and Culture Strategy will be supported by an ambitious and creative action plan covering the five-year strategy period.</p> <p>In order to develop a plan which is bold and innovative further engagement with key stakeholders across the heritage and culture sector, county council colleagues, district and borough councils and other partners will be undertaken.</p>

2.5 Design Principles

2.5.1 As the Strategy has implications across the wider organisation a number of design principles have been identified which all those involved in designing and delivering services will be required to adhere to:

2.5.2 To create the conditions to enable a thriving heritage and culture sector we will:

- Treat the heritage and culture sector with respect and with equality
- Seek opportunities to enrich and empower the heritage and culture sector
- Ensure that social value is embedded into council decision-making
- Acknowledge that the heritage and culture sector is not one body, it is a collection of many different bodies small and large
- Ensure a joined-up approach to commissioning and delivery across the Council to reduce duplication and fragmentation of support and funding with a focus on outcomes
- Promote and support the sustainability and independence of the heritage and culture sector
- Engage with the heritage and culture sector to better understand emerging changes and trends and respond as appropriate

2.5.3 To empower the heritage and culture sector to support the county council to transform the way that services are designed and delivered we will:

- Promote an asset-based approach within the Council
- Utilise the heritage and culture sector's knowledge and intelligence when commissioning services
- Encourage individuals and groups to contribute to and support the delivery of county council services
- Work together to help individuals and communities to help themselves
- Work collaboratively with heritage and culture sector partners on the basis of an equal relationship
- Provide clear and timely information and be explicit about our expectations

2.6 Delivering the Strategy

2.6.1 The Heritage and Culture Strategy will be supported by an ambitious and creative action plan covering the five-year strategy period. Although, the engagement process undertaken as part of this Strategy has already identified a number of potential actions, further work is required.

2.6.2 In order to develop an action plan which is bold, ambitious, creative and innovative, it is proposed subject to Members approval, that a process of wider engagement with key heritage and culture sector and partners is undertaken.

Exploration of available funding opportunities will be an important task and research into relevant grant-giving bodies and their respective application criteria and processes, will be undertaken.

2.7 Governance

- 2.7.1 The groups, as described in section 2.3 above, will continue to meet regularly to collaboratively develop the action plan.
- 2.7.2 Members, partners and stakeholders will be invited to contribute their knowledge, ideas and expertise as sector specialists to develop a more collaborative and sustainable way of working. This approach was identified by the sector as part of the engagement process and by other local authorities currently delivering Heritage and Culture Strategies.
- 2.7.3 At a strategic level, progress reports will be provided to members via O&S committee.

3.0 Financial Implications

- 3.1 It will be ensured that the Strategy is deliverable within resource projections, budget allocations and savings in the emerging Medium-Term Financial Strategy and will be subject to the final outcome of that process. Resource will be required to deliver such an ambitious Strategy. Some budget and staffing will be provided by Business and Customer Services. The Service will also be working with colleagues who are leading on the City of Culture programme to which the county council has made a financial contribution. In addition, a bid will be submitted to the Early Intervention, Prevention & Community Capacity Fund which can be used for any scheme which delivers the Council's core outcome of supporting Warwickshire's communities and individuals to be safe, healthy and independent.

4.0 Timescales associated with the decision and next steps

- 4.1 Subject to Cabinet approval of the Strategy, the engagement exercise with key stakeholders to develop the action plan will commence, concluding at the end of March next year.

5.0 Appendix

Draft Warwickshire Heritage and Culture Strategy 2020-2025

Background papers

None

	Name	Contact Information
Report Author	Ayub Khan	ayubkhan@warwickshire.gov.uk
Assistant Director	Kushal Birla	kushalbirla@warwickshire.gov.uk
Strategic Director	Rob Powell	robpowell@warwickshire.gov.uk
Portfolio Holder	Cllr Timms	heathertimms@warwickshire.gov.uk

This report was circulated to the following members prior to publication.

Councillors Timms, Cockburn, Shilton, Chattaway, Fradgley, Kondakor, Roodhouse and Chilvers