

RECORD OF EXECUTIVE DECISION

Monday, 17 January 2022

Decision No: (CAB 21/22 32707)

DECISION-MAKER:	CABINET
PORTFOLIO AREA:	Cabinet Member for Communities, Culture and Heritage
SUBJECT:	10 Year Cultural Strategy
AUTHOR:	Carolyn Abel

THE DECISION

- (i) That Cabinet adopts the amended Southampton Cultural Strategy 2021-2031 (Appendix 1) and notes a summary of the public consultation feedback below (and Appendix 2), and the communications plan that supported it (Appendix 3).
- (ii) That following consultation with the Cabinet Member for Communities, Culture & Heritage, an Action Plan with measures to support it is agreed by November 2022. This would provide time to accommodate the approach and transition depending on the outcome of the City of Culture bid in May 2022.

REASONS FOR THE DECISION

1. Adopting a 10-year Cultural Strategy is recommended as it:
 - Demonstrates a strategic commitment to culture and is a local authority requirement
 - Provides a framework within which to attract more internal and external investment
 - Describes the direction for a place • Seeks to address issues of sustainability, access, diversity and inclusion
 - Helps to focus on local distinctiveness and attractiveness
 - Ensures that culture is embedded in contributing to social, economic and environmental outcomes
 - Supports partnerships and collaborations locally, regionally, nationally and internationally
2. Southampton has well-established but modest cultural sector that means it has a strong base from which to re-build following the pandemic. It is not an ephemeral investment opportunity for internal and external funders. Instead, the city and the cultural sector has been successful in attracting funding from a range of sources including Arts Council England, (ACE) which saw a 13% uplift in the last National Portfolio Organisation round in 2018/19 following significant SCC and ACE investment in the Studio 144 complex in previous

years.

3. Pre-pandemic the sector generated £27m GVA (excluding publishing) representing 0.4% of total economic output in Southampton (compared to Bradford (1.4%), Coventry (0.4%), South East (1.6%), South West (1.2%)). This demonstrates that there is room for growth, particularly when aligned to Southampton's Economic Growth Strategy and Destination Management Plan which focus on growing our cultural and creative industries and developing a high-quality cultural destination for residents and visitors. It also reflects the LEP's strategic plans and priorities.
4. Meanwhile, for 'Libraries, Archives, Museums and Other Cultural Activities' in Southampton on a per capita basis (£19 GVA), it is behind England (£59), the South East (£47), South West (£43) and comparator cities of Medway (£67) and Hull (£23). Similarly, Heritage is comparatively underfunded and utilised compared to other cities.
5. An adopted Cultural Strategy is a vital part of the UK City of Culture 2025 bidding process, particularly pertinent now that Southampton has been longlisted from 20 to 8 competing cities. It supports the step changes that Southampton is seeking to deliver as result of UK City of Culture, particularly around national and international ambitions whilst providing clear alignment to other strategies

DETAILS OF ANY ALTERNATIVE OPTIONS

Not adopting the Cultural Strategy – this option is not recommended given the strategic importance it provides to growing the sector and the economic, social and environmental benefits it will bring for our residents and communities. It will also compromise the credibility of our UK City of Culture ambitions as well as our commitment to continue to invest in culture as part of the city's recovery plans including around the skills, educational and employment agendas.

OTHER RELEVANT MATTERS CONCERNING THE DECISION

Cabinet considered the following recommendations received from Overview and Scrutiny Management Committee; meeting held on 13th January, 2022

- (i) That the Cabinet Member commits to ongoing engagement with stakeholders, including the Southampton Cultural Development Trust, to develop the city-wide approach to culture.

Recommendation (i) was accepted by Cabinet.

- (ii) That the Administration commits to resourcing the objectives outlined within the Cultural Strategy, irrespective of the outcome of the City of Culture bid.

Recommendation (ii) was accepted by Cabinet.

- (iii) That, reflecting the experience of the Cultural Strategy, the Council considers its approach to consultation to increase feedback from communities across the city.

Recommendation (iii) was accepted by Cabinet.

- (iv) That the approach to risk is reviewed by the Administration as it relates to the partner led projects in the Cultural Strategy.

Recommendation (iv) was rejected by Cabinet.

CONFLICTS OF INTEREST

None

CONFIRMED AS A TRUE RECORD

We certify that the decision this document records was made in accordance with the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000 and is a true and accurate record of that decision.

Date: 17th January 2022

Decision Maker:
The Cabinet

Proper Officer:
Claire Heather

SCRUTINY

Note: This decision will come in to force at the expiry of 5 working days from the date of publication subject to any review under the Council's Scrutiny "Call-In" provisions.

Call-In Period expires on

Date of Call-in *(if applicable) (this suspends implementation)*

Call-in Procedure completed *(if applicable)*

Call-in heard by *(if applicable)*

Results of Call-in (<i>if applicable</i>)