

## REPORT TO CABINET

<b>Open</b>		Would any decisions proposed :		
<b>Any especially affected Wards</b>	Discretionary	Be entirely within Cabinet's powers to decide	YES	
		Need to be recommendations to Council	NO	
		Is it a Key Decision	NO	
Lead Member: Cllr Elizabeth Nockolds E-mail: cllr.elizabeth.nockolds@west-norfolk.gov.uk		Other Cabinet Members consulted:		
		Other Members consulted:		
Lead Officer: Chris Bamfield E-mail: chris.bamfield@west-norfolk.gov.uk Direct Dial: 01553 616648		Other Officers consulted:		
Financial Implications YES	Policy/Personnel Implications YES	Statutory Implications NO	Equal Impact Assessment YES If YES: Pre-screening/ Full Assessment	Risk Management Implications NO

Date of meeting: 29 May 2018

### CULTURAL PROSPECTUS

#### Summary

Cabinet is asked to endorse the attached Cultural Prospectus which links to the council's Corporate Plan. It is intended to help the Council clarify its approach to Culture and Heritage with key partners and third party funders.

#### Recommendation

Cabinet is recommended to endorse the Cultural Prospectus.

#### Reason for Decision

To enable the council to improve collaboration and engagement with partners and funders to improve the cultural offer in West Norfolk.

### 1. Background

- 1.1 The council's Corporate Plan for 2015/20 has a clear commitment to Economic Growth and prosperity. One of the six key priorities within the plan is "Celebrate our Local Heritage and Culture".
- 1.2 As part of the development work around the King's Lynn Guildhall complex and the need to attract third party funding it has become clear that clarifying and detailing the Council's position and approach would be helpful, particularly in securing grant support.

- 1.3 The attached Cultural Prospectus at appendix 1 has been developed in consultation with the council's key strategic partners and major funding organisations. It is clear about the Place Making role that culture, heritage and landscape has in West Norfolk and its benefits to the local economy.
- 1.4 The borough has had past success in obtaining grant funding, has been selected as one of ten Heritage Action Zones and is beginning to work with a wider range of partners in developing a collaborative approach. The Cultural Prospectus will build on these foundations and improve engagement with key partners, particularly, the Arts Council to help us deliver priority outcomes and actions. Key outcomes include;
  - Increase partner investment
  - Build new audiences
  - New cultural/commercial collaborations
  - A more year round cultural offer
  - A West Norfolk cultural brand
- 1.5 The prospectus identifies six inter-related areas or prioritised activity to deliver outcomes.
  1. Bid development to support cultural capacity and activity
  2. Strengthen delivery partnerships
  3. Key infrastructure development
  4. Creative employment and entrepreneurship
  5. Heritage Action Zone and the Public Realm
  6. Master Planning and Design

The production of the Cultural Prospectus and the thinking around it has contributed to driving activity. This has included new SLA with Norfolk Museum Service and Arts Service; funding to implement a Cultural Education Partnership, new fund bids to Arts Council, partnership work with National Portfolio Organisations (NPO's) and development of proposals for the Guildhall complex.

## **2. Policy**

Cabinet is requested to endorse the Cultural Prospectus.

## **3. Options Considered**

Three options were considered;

- Do Nothing – this was not considered to be satisfactory in that it would not bring about any change to the current position or encourage investment from third parties.
- A Cultural Prospectus – as a fairly short, punchy document produce in a relatively short timescale with input from a limited number of major stakeholders. The document is not a public facing document but rather a positioning document for the borough to help inform funding bids and engage with national funders.

- A Cultural Strategy – this would involve comprehensive stakeholder engagement with meetings and facilitated sessions with local artists, communities, local colleges, libraries, councillors, local and national cultural organisations and national funders. This would produce a public facing strategy document.

#### **4. Financial Implications**

It is clear that there are opportunities for the borough to access national funding to improve the cultural offer in West Norfolk while being neutral in terms of any Borough Council spending.

#### **5. Risk Management**

Adopting the prospectus reduces the risk of the borough continuing to be underfunded by national funding organisations.

#### **6. Personnel Implications**

None

#### **7. Statutory Considerations**

None

#### **8. Equality Impact Assessment (EIA)**

Attached

#### **Declarations of Interest / Dispensations Granted**

None

#### **Background Papers**



**Pre-Screening Equality Impact  
Assessment**

Name of policy/service/function	Cultural Prospectus				
Is this a new or existing policy/ service/function?	New				
Brief summary/description of the main aims of the policy/service/function being screened.  Please state if this policy/service rigidly constrained by statutory obligations	The Cultural Prospectus clarifies the Council's approach to culture and heritage and will enable the Council to improve access to relevant funding. It is likely that the targeting of national funding will make a positive impact for borough residents improving quality of life.				
<b>Question</b>	<b>Answer</b>				
<p><b>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups <b>according to their different protected characteristic</b>, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</b></p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p>	No				
		Positive	Negative	Neutral	Unsure
	Age	✓			
	Disability	✓			
	Gender			✓	
	Gender Re-assignment			✓	
	Marriage/civil partnership			✓	
	Pregnancy & maternity			✓	
	Race			✓	
	Religion or belief	✓			
	Sexual orientation			✓	
Other (eg low income)	✓				
<b>Question</b>	<b>Answer</b>	<b>Comments</b>			
<b>2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?</b>	No				
<b>3. Could this policy/service be perceived as impacting on communities differently?</b>	No				
<b>4. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?</b>	No				
<p><b>5. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?</b> If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section</p>	No	<b>Actions:</b>			
		<b>Actions agreed by EWG member:</b> Allison Bingham			
<b>Assessment completed by: Name</b>					
<b>Job title</b>	<b>Date</b>				

**Please Note: If there are any positive or negative impacts identified in question 1, or there any 'yes' responses to questions 2 – 4 a full impact assessment will be required.**