

DECISION-MAKER:	CABINET
SUBJECT:	ADOPTING SOUTHAMPTON'S CULTURAL STRATEGY 2021-2031
DATE OF DECISION:	17 JANUARY 2022
REPORT OF:	COUNCILLOR Spiros Vassiliou CABINET MEMBER FOR Communities, Culture & Heritage

<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY	
NOT APPLICABLE	
BRIEF SUMMARY	
<p>Southampton has developed a 10-year Cultural Strategy, building on activity and work undertaken in the city over a number of years, the extensive consultation undertaken as part of Southampton's UK City of Culture bid in 2020/21 and the public consultation on this document which ran from 13 September to 31 October 2021.</p> <p>This Cultural Strategy is about our communities, our city, our past, our future and how we sustainability navigate our place in the world together. It describes the strategic context and need for this document, where we are now in terms of the cultural infrastructure and baseline, where we want to be in terms of the vision, principles and priorities, and highlights future investment opportunities.</p> <p>Our proposed Strategy builds upon the city's existing cultural infrastructure, resources and capabilities, as well as the needs and opportunities that exist in the city and wider region. It centres on culture as the glue that connects people and place, and which plays an important contributory part in our economic recovery, regeneration and destination creation. It supports our UK City of Culture 2025 bid in which Southampton has been longlisted from 20 to 8 competing cities.</p>	
RECOMMENDATIONS:	
	<p>(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).</p>

	(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.
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REASONS FOR REPORT RECOMMENDATIONS

1.	<p>Adopting a 10-year Cultural Strategy is recommended as it:</p> <ul style="list-style-type: none"> • 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.	<p>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.</p>
3.	<p>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.</p>
4.	<p>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.</p>
5.	<p>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.</p>

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED	
6.	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.
DETAIL (Including consultation carried out)	
7.	This 10-year Cultural Strategy is about our communities, our city, our past, our future and how we navigate our place in the world together. Southampton is shaping this Cultural Strategy by building on a track record of Culture-led regeneration, place partnerships, connecting to the wider region and the development of our UK City of Culture bid. With decades of strong and sustained cross-party political support for culture, the commitment across the city and with our regional partners has broadened and deepened further during the global pandemic.
8.	It describes the strategic context and need for this document, where we are now in terms of the cultural infrastructure and baseline, where we want to be and highlights future investment opportunities.
9.	To inform the development of this strategy data has been drawn from a range of sources in order to build a baseline of our current position. This has included: <ul style="list-style-type: none"> • Joint Cultural Needs Assessment, led by the University of Southampton in partnership with Solent University, drawing on the Council’s extensive social and economic data • Information collected for the Destination Management Plan • Collation of headline data on the cultural sector
10.	This data was added to by extensive consultation across the city working with the city’s key community, voluntary, cultural and statutory organisations to shape our UK City of Culture 2025 bid and this Cultural Strategy. This work has comprised: <ul style="list-style-type: none"> • 149 hours of consultation with over 1000 people in virtual workshops (including additional ones specifically on the draft cultural strategy over the summer months in 2021) • 16 cross-sector working groups • Residents and councillors in each of 16 electoral wards • Organisations representing young people and minority communities • 3053 responses to city-wide surveys
11.	The draft Cultural Strategy was issued for public consultation from 13 September until the 31 October 2021. The consultation was promoted in the following ways (see Appendix 3): <ul style="list-style-type: none"> • Sent to the Peoples Panel (3,700 members) • SCC owned alerts e.g. City News, Culture Culture, Community Partners, Your City Your Say and Business News • Corporate social media pages as well as cultural venues e.g. SeaCity

	<ul style="list-style-type: none"> Partner communication channels such as SVS, GO! and City of Culture 2025
12.	All questionnaire results were analysed and presented in graphs by the Data, Intelligence and Insight Team (see Appendix 2). Respondents were given opportunities throughout the questionnaire to provide written feedback on the proposals, with additional opportunity to provide feedback in letters and emails.
13.	<p>In total there were 640 respondents, 90% (569) of whom were Southampton residents, followed by 18% (112) who work or study in the city. Meanwhile, 9% (57) were from the third sector and 4% (28) from private businesses.</p> <p>With the breakdown by:</p> <ul style="list-style-type: none"> Gender: 58% Female/ 42% Male Age: 71% aged 45-74, 8.2% Under 35 Ethnicity: 88% White British, 12% Ethnic groups <p>Overall, there were more than 1000 individual comments.</p>
14.	<p>In terms of response to the draft vision, the majority (81%) agreed with it; with the highest support in the under 35s (86%) and 76% from different Ethnic backgrounds. Free text comments included for example:</p> <p><i>“Overall it’s an excellent vision, forward facing and fits with the aspirations of the wider cultural sector. It’s great to have a LA with this vision for the future of our city”</i></p> <p><i>“I’m excited by the idea of encouraging 'everyday creativity' across Southampton's many communities and see this as a way of encouraging communication across the city and between its diverse communities.”</i></p> <p><i>“This is a very wide-ranging vision. I look forward to a 'distillation 'and a more conclusive version”</i></p> <p><i>“If you can't articulate the vision in twenty words you have failed.”</i></p>
15.	<p>In terms of the response to the four goals, Reflect and Represent, Relevant and Resonant, Reimagine and Regenerate, Responsible and Resilient agreement ranged from 78-82% (). Overall, females agreed more strongly than males with the goals. There was a strong desire for climate change to be threaded throughout the goals and the document, in addition to the specific section dedicated to this matter. Free text comments included:</p> <p><i>“I like the goals, and they are well-explained in the strategy document.”</i></p> <p><i>“I think the goals are excellent, some need a bit more refining to what the end outcome is.”</i></p> <p><i>“I think these priorities are the first text I've seen that really seem relevant to culture and specific to Southampton.”</i></p> <p><i>“The wording of these goals is woolly in places.”</i></p>

16.	<p>The four priorities that outlined the step changes ranged from 81-84% agreement, with over 90% of under 35s supporting the priorities which centred on destination creation, innovation, skills, inclusion and health and wellbeing. Free text comments included:</p> <p><i>“This does a good job of capturing what I've heard called the 'Southampton problem' - lots of nice things around/outside the city, but nothing in the city itself.”</i></p> <p><i>“It is a hugely disparate place that needs a strategic, joined up long term plan.”</i></p> <p><i>“Develop policies for real change in supporting growth in the creative industries.... I would like to see a commitment to building and supporting a sustainable set of creative and cultural industries - which in turn would support the cultural growth of the city.”</i></p> <p><i>“There is far, far too much empty retail space in Southampton? Why don't you make these spaces affordable studio spaces for artists in the way that Brighton did 30 years ago (and is now an extremely wealthy city).”</i></p> <p><i>“Also employment & training opportunities for young people, middle aged career changers and older workers who are still capable of work and want to be involved in the community?”</i></p> <p><i>“I understand future proofing and encouraging the creativity of the young but not to the exclusion of the majority of the city's wider population. Otherwise I love the vision as long as it's for all to embrace and not the creative few.”</i></p> <p><i>“Health & Wellbeing is a huge for both children and adults.”</i></p> <p><i>“I believe that there should also be a focus on A Culture of Sustainability, both environmental and societal, and I think that empowering people to innovate for ecological and environmental sustainability should be a top priority.”</i></p>
17.	<p>On the investment priorities, which outlined SCC-led and other independent-led projects, 76% of respondents supported them, with those aged over 75 agreeing to them to the highest extent (82%).</p>
18.	<p>As a result of the public consultation, the attached is an amended version of the Cultural Strategy.</p> <p>The next steps are to develop an action plan by November 2022, aligned to our UK City of Culture bid progress and outcomes. Whether Southampton wins or not, the city is likely to attract investment as has happened in other places such as Plymouth, Leicester, Sunderland and Paisely, and this strategy will be important in this context.</p>
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
19.	<p>Aligned to our UK City of Culture ambitions, the Cultural Strategy and the adopted Destination Management Plan identify a number of capital and revenue projects that will require investment in Southampton's development as a cultural destination. These will be financed by a combination of internal,</p>

	external and partnership sources and business cases developed as appropriate.
<u>Property/Other</u>	
20.	Property implications will be considered on a strategic and case by case basis, aligned to key strategies and plans such as the Local Plan, Economic Growth Strategy, UK City of Culture bid and levelling up ambitions. There are additional implications with regard to the impact of climate change and the need to integrate adaptability, sustainability and resilience into future schemes.
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
21.	Section 1, Localism Act 2011 provides a 'general power of competence', giving local authorities the legal capacity to do anything that an individual can do that is not specifically prohibited.
<u>Other Legal Implications:</u>	
22.	None.
RISK MANAGEMENT IMPLICATIONS	
23.	The risk of not adopting the Cultural Strategy impacts on the UK City of Culture bid, opportunities for attracting future investment, raising the ambitions, profile and perceptions of Southampton and its economic and social recovery. Adopting the strategy provides a focus and direction of travel for growing the cultural and creative sector and its contribution to economic, social and environmental outcomes.
24.	The risk of limited stakeholder support and engagement with the Cultural Strategy is reduced by the scale of prior and subsequent consultation to shaping the strategy. Whilst the strategy is 'owned' by the Council, it is a living document steered through city-wide partnerships and will be reviewed annually to monitor progress and align to wider strategies.
25.	The risk of insufficient resource and capacity impacts on the city's ability to deliver this Cultural Strategy, UK City of Culture preparedness as well as other city-wide strategies. These need to be mitigated through the process of business planning, prioritisation, skills and talent development and exploring internal and external funding opportunities.
POLICY FRAMEWORK IMPLICATIONS	
26.	The Cultural Strategy draws upon the wider policy framework which includes: <ul style="list-style-type: none"> • Arts Council England's Let's Create Strategy and investment principles • National Lottery Heritage Fund's Strategic Funding Framework 2019-2024 • Government's Environment Bill 2021 • Cultural Cities Enquiry 2019 and Cultural Cities Recovery Report 2020 • Solent Local Enterprise Partnership 2050 Vision and Recovery Plan • Council's Corporate Plan 2020-2025 • Council's Economic Growth Strategy 2020-2030 • Council's Destination Management Plan 2021-2031 • Strategic plans of the University of Southampton and Solent University

<ul style="list-style-type: none"> • Joint Health and Wellbeing Strategy • Southampton Health and Care Strategy <p>And emerging strategies, plans and policies including:</p> <ul style="list-style-type: none"> • Council's Local Vision and Plan • Council's Children and Young People's Strategy • Council's Adults and Wellbeing Strategy • Council's Global Partnerships Strategy • Council's Leisure Strategy and Parks and Open Spaces Strategy • Safer City Partnership Strategy • UNICEF Child Friendly City status plans • Southampton Cultural Education Partnership Vision • Royal Society of Arts' Learning City and strategies around the Future of Work • A city-wide Heritage Strategy and the Council's Heritage Asset Management Plan • Monuments and Memorial Policy and Public Arts Strategy • Festivals and Events Strategy and Creative Industries Strategy
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KEY DECISION?	Yes
WARDS/COMMUNITIES AFFECTED:	ALL
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	Appendix 1 Southampton's Cultural Strategy 2021-2031
2.	Appendix 2 Summary of Public Consultation Feedback
3.	Appendix 3 Cultural Strategy Communication Plan

Documents In Members' Rooms

1.	None
Equality Impact Assessment	
Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.	ESIA drafted as part of the consultation process
Data Protection Impact Assessment	
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.	No
Other Background Documents	
Other Background documents available for inspection at:	
Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None