

# Notice of Meeting

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# Executive

**Thursday 14 January 2021 at 5.00pm**

This meeting will be held in a virtual format in accordance with The Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panels Meetings) (England and Wales) Regulations 2020.

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Date of despatch of Agenda: Wednesday 6 January 2021

For further information about this Agenda, or to inspect any background documents referred to in Part I reports, please contact Democratic Services Team on (01635) 519462

e-mail: [executivecycle@westberks.gov.uk](mailto:executivecycle@westberks.gov.uk)

Further information and Minutes are also available on the Council's website at [www.westberks.gov.uk](http://www.westberks.gov.uk)



<b>To:</b>	Councillors Steve Ardagh-Walter, Dominic Boeck, Graham Bridgman, Hilary Cole, Lynne Doherty, Ross Mackinnon, Richard Somner, Jo Stewart and Howard Woollaston
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# Agenda

## Part I

Pages

- 1. Apologies for Absence**  
To receive apologies for inability to attend the meeting (if any).
- 2. Minutes** 5 - 18  
To approve as a correct record the Minutes of the meeting of the Executive held on 17 December 2020.
- 3. Declarations of Interest**  
To remind Members of the need to record the existence and nature of any personal, disclosable pecuniary or other registrable interests in items on the agenda, in accordance with the Members' [Code of Conduct](#).
- 4. Public Questions** 19 - 20  
Members of the Executive to answer questions submitted by members of the public in accordance with the Executive Procedure Rules contained in the Council's Constitution.  
  
Please note that the list of public questions is shown under item 4 in the agenda pack.
- 5. Petitions**  
Councillors or Members of the public may present any petition which they have received. These will normally be referred to the appropriate Committee without discussion.

## Items as timetabled in the Forward Plan

Pages

- 6. Cultural Heritage Strategy 2020-30 (EX3807)** 21 - 88  
Purpose: The Cultural Heritage Strategy 2020-30 is presented for approval by the Council's Executive.



## Item not timetabled in the Forward Plan

	Pages
<b>7. Newbury Sports Ground Update (Urgent Item)</b>	89 - 104
Purpose:	
1.1 To update on progress with the development of a sports ground in Newbury.	
1.2 To seek approval from the Executive for the Head of Public Protection and Culture, in consultation with the Portfolio Holder for Leisure and Culture, to enter into the detailed negotiations on the heads of terms with the Newbury Rugby Club in relation to the Newbury Sports Ground project.	
1.3 To make provision for the financial implications of the proposed development within the 2021/22 capital budget and the 2021/22-2024 Medium Term Financial Strategy.	
<b>8. Members' Questions</b>	105 - 106
Members of the Executive to answer questions submitted by Councillors in accordance with the Executive Procedure Rules contained in the Council's Constitution.	
Please note that the list of Member questions is shown under item 8 in the agenda pack.	
<b>9. Exclusion of Press and Public</b>	
RECOMMENDATION: That members of the press and public be excluded from the meeting during consideration of the following items as it is likely that there would be disclosure of exempt information of the description contained in the paragraphs of Schedule 12A of the Local Government Act 1972 specified in brackets in the heading of each item. <a href="#">Rule 8.10.4 of the Constitution refers.</a>	

## Part II

<b>10. Newbury Sports Ground Update (Urgent Item)</b>	107 - 180
<i>(Paragraph 1 – information relating to an individual)</i>	
<i>(Paragraph 3 – information relating to financial/business affairs of particular person)</i>	
<i>(Paragraph 4 – information relating to terms proposed in negotiations in labour relation matters)</i>	
<i>(Paragraph 5 – information relating to legal privilege)</i>	
Purpose:	
1.1 To update on progress with the development of a sports ground in	



**Agenda - Executive to be held on Thursday, 14 January 2021 (continued)**

Newbury.

- 1.2 To seek approval from the Executive for the Head of Public Protection and Culture, in consultation with the Portfolio Holder for Leisure and Culture, to enter into the detailed negotiations on the heads of terms with the Newbury Rugby Club in relation to the Newbury Sports Ground project.
- 1.3 To make provision for the financial implications of the proposed development within the 2021/22 capital budget and the 2021/22-2024 Medium Term Financial Strategy.

Sarah Clarke  
Service Director: Strategy and Governance

**West Berkshire Council Strategy Priorities**

**Council Strategy Priorities:**

**PC1: Ensure our vulnerable children and adults achieve better outcomes**

**PC2: Support everyone to reach their full potential**

**OFB1: Support businesses to start, develop and thrive in West Berkshire**

**GP1: Develop local infrastructure to support and grow the local economy**

**GP2: Maintain a green district**

**SIT1: Ensure sustainable services through innovation and partnerships**

If you require this information in a different format or translation, please contact Moira Fraser on telephone (01635) 519045.



## DRAFT

Note: These Minutes will remain DRAFT until approved at the next meeting of the Committee

### EXECUTIVE

## MINUTES OF THE MEETING HELD ON THURSDAY, 17 DECEMBER 2020

**Councillors Present:** Steve Ardagh-Walter, Dominic Boeck, Graham Bridgman, Hilary Cole, Lynne Doherty, Ross Mackinnon, Richard Somner, Joanne Stewart and Howard Woollaston

**Also Present:** John Ashworth (Executive Director - Place), Nick Carter (Chief Executive), Paul Coe (Service Director, Adult Social Care), Joseph Holmes (Executive Director - Resources), Shiraz Sheikh (Legal Services Manager), Councillor Adrian Abbs, Councillor Jeff Brooks, Stephen Chard (Principal Policy Officer), Councillor Carlyne Culver, Councillor Owen Jeffery, Councillor Rick Jones, Councillor Steve Masters, Councillor Erik Pattenden, Linda Pye (Principal Policy Officer), Councillor Martha Vickers and Councillor Tony Vickers

**Apologies for inability to attend the meeting:** Tess Ethelston (Conservative Group Executive) and Andy Sharp (Executive Director – People)

### PART I

#### 55. Minutes

Councillor Lynne Doherty opened the meeting. She highlighted that this would be the last Executive meeting that John Ashworth, the Executive Director for Place, would attend before his retirement at the end of the calendar year. Councillor Doherty took the opportunity to formally thank John for his years of service to West Berkshire Council. His calm and considered approach was highly valued and he would be much missed.

Councillor Jeff Brooks gave his support to those comments and added best wishes for John for the future.

Councillor Doherty also took the opportunity to wish attendees a Merry Christmas and a safe festive season.

The Minutes of the meetings held on 19 November 2020 were approved as a true and correct record and signed by the Leader.

#### 56. Declarations of Interest

There were no declarations of interest received.

#### 57. Public Questions

A full transcription of the public and Member question and answer sessions are available from the following link: [Transcription of Q&As](#).

- (a) The question submitted by Mr Ian Hall on the subject of the cleanliness of streams would receive a written response from the Portfolio Holder for Transport and Countryside.
- (b) The question submitted by Mr Graham Storey on the subject of the conversion of some of West Berkshire's unsold 'affordable houses for sale' to 'homes for social rent' was answered by the Portfolio Holder for Planning and Housing.
- (c) The question submitted by Mr John Gotelee on the subject of surface water run off at the A339 junction was answered by the Portfolio Holder for Finance and Economic Development.
- (d) The question submitted by Mr William Wood on the subject of the broadcasting of public meetings was answered by the Leader of the Council.

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- (e) The question submitted by Mr Vaughan Miller on the subject of making the current football ground available for the next three years for men's, youth and ladies organised football was answered by the Portfolio Holder for Finance and Economic Development.
- (f) The question submitted by Mr Paul Morgan on the subject of a breakdown of all anticipated costs associated with the replacement football ground was answered by the Portfolio Holder for Finance and Economic Development.
- (g) The question submitted by Mrs Karen Swaffield on the subject of removal of comments from the YouTube video of the Council meeting on 3 December was answered by the Leader of the Council.
- (h) The question submitted by Mr Lee McDougall on the subject of what legal advice the Council acted on to change the football pitch at Faraday Road to a recreational open space was answered by the Portfolio Holder for Finance and Economic Development.
- (i) The question submitted by Mr Lee McDougall on the subject of what the legal advice was to change the football pitch at Faraday Road to a recreational open space was answered by the Portfolio Holder for Finance and Economic Development.
- (j) The question submitted by Mr Darren King on the subject of whether the Council meeting on 3 December 2020 would encourage members of the public from diverse backgrounds to get involved in local politics was answered by the Leader of the Council.
- (k) The question submitted by Mr Jason Braidwood on the subject of the forecasted public use of the proposed recreational space at Faraday Road was answered by the Portfolio Holder for Finance and Economic Development.
- (l) The question submitted by Mr Jason Braidwood on the subject of the source of the supporting data to reach the public use forecasts for the Faraday Road recreational space was answered by the Portfolio Holder for Finance and Economic Development.
- (m) The question submitted by Mr John Stewart on the subject of a contingency plan for the replacement football ground in Newbury would receive a written response from the Portfolio Holder for Finance and Economic Development.

### 58. Petitions

There were no petitions presented to the Executive.

### 59. London Road Development Options (EX3978)

The Executive considered a report (Agenda Item 6) concerning the objectives of development on the London Road Industrial Estate and requested funding to help achieve the objectives through successful development of the site. The project remained a priority as part of the Council Strategy and the report sought to provide a way forward to enable development on the site, in a phased approach, following consideration of the Development Brief, and the consultation on this, as well as the Council's objectives for the site as a whole.

Councillor Ross Mackinnon in introducing the report stated that whilst there would be a holistic overall vision for the regenerated estate the Council was proposing a phased approach to development of the site on a plot by client basis rather than a comprehensive approach which would mean that the use of compulsory purchase orders would be far less likely and there would be a lower risk to the Council.

Paragraph 5.14 stated that the development of the site was economic development led, where high quality regenerations was of equal importance to financial returns and that a

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mixed use should include housing. Two budgetary recommendations had also been included – an in-year one-off budget of £45k to provide funding for feasibility studies and negotiations with the stakeholders and then over the next three years a revenue budget of £100k to provide for consultancy support during the project development where the Council did not have the internal resources available. Councillor Mackinnon pointed out that the Council had not ruled out the option of a Local Development Order either.

Councillor Howard Woollaston seconded the report and stated that the London Road Industrial Estate was the prime regeneration site for Newbury. The report quite rightly proposed a phased developed over the next ten years to allow the Council to pick the most appropriate joint venture partners to be selected for the different elements of this 25 acre site. The main driver was going to be economic development on this site which was already designated for employment purposes. This was likely to be facilitated by residential development which would include significant affordable housing on the southern end of the site. The revenue derived from this would act as a catalyst for the infrastructure works which would allow for commercial development on the larger northern end of the site to enable employment opportunities for local residents. The Council would work in partnership with existing occupiers of the site to relocate them over the medium term.

Councillor Jeff Brooks expressed his concerns about the project management element. It was noted that the Task Group had looked at the previous development proposal for the site and project management was found to be wanting. He noted in paragraph 5.13 that there would be a dedicated lead Project Officer but in his opinion this would just be a glorified Quantity Surveyor who would check what was being spent and what was slipping. That would not actually manage the project. The Executive Director (Resources) was the project sponsor which would not be a dedicated role and also a Member lead which could also not be a dedicated role. He therefore had severe concerns about the robustness of the Council's project management capability and he asked for some reassurance and confidence that the Lead Officer would be capable of undertaking the role. Councillor Mackinnon responded that he had full confidence in the Lead Officer who would be responsible for the day to day management of the project.

Councillor Tony Vickers stated that the Liberal Democrats were very concerned about the lack of clarity over the relationship between the planning side of taking this project forward and the landowner's responsibility. He noted that the production of a supplementary planning document would take place in the next 6 to 24 months and he asked if further clarity could be provided about the necessary division of responsibility as it was about time that there was some clear planning policy around this. Councillor Ross Mackinnon confirmed that his portfolio would oversee the project from a landowner's point of view. The report stated that the Council would be preparing the supplementary planning document over the coming months but Councillor Vickers was asking for things that had not yet happened. Councillor Hilary Cole referred to the Local Plan review and in particular paragraph 7.6 of SP20 which stated that the London Road Industrial Estate was an edge of centre designated employment area which had scope for comprehensive regeneration within the plan period to maximise the potential of the site and office development might be appropriate in that context. There was additional supporting text in DC31 Designated Employment Areas (paragraph 12.7) which stated that in addition the London Road Industrial Estate had scope for comprehensive regeneration within the plan period to maximise the potential of the site. Some mixed use development might be appropriate in the context, such that no net loss of employment floorspace resulted from that development. As a Member on the Planning Advisory Group, Councillor Vickers should be fully aware that the Council had to operate as a local planning authority and as a landowner and those divisions were quite clear and definite. The Local Plan review was

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out for consultation and once the responses to the consultation had been analysed the consultation document would be taken to the Planning Advisory Group to formulate those policies. Councillor Vickers stated that the Project Manager was line managed by the Economic Development Officer who reported to the Head of Planning and Development which in itself seemed to imply that there was a problem. Councillor Ross Mackinnon reiterated that the line management arrangements were what they were but he had full confidence that the Officers would be able to handle those duties responsibly.

Councillor Erik Pattenden noted that Councillor Mackinnon spent a great deal of time answering questions in relation to the fate of the football provision in London Road and he wondered if it was felt that the report could have potentially done more to pacify those concerns and address the needs of the people asking these questions on a regular basis. Councillor Mackinnon responded that he was always happy to answer questions from members of the public. An announcement would be made very shortly in relation to the reprovision of a football facility and therefore the development of the industrial estate and the provision of football in the district would then follow separate paths.

Councillor Adrian Abbs raised concerns about the impact of Covid and the uncertainty as to what the future would hold. Councillor Mackinnon had said that the Council were already committed to spending a further £345k on this project but Councillor Abbs felt that the Council should be thinking of taking a pause to re-evaluate the situation. If the London Road Industrial Estate was a valuable asset to the Council now then it would continue to be a valuable asset. When the Council started on this project it would disrupt the businesses that were currently on the site and the football provision had already been disrupted. He queried where the community value of this development would be. Councillor Mackinnon did not accept that this was a headlong charge as he had just mentioned that there would be a three year budget during which time decisions would need to be made in relation to the precise mix of office accommodation and housing.

### **RESOLVED that:**

#### **1. The Executive resolved to approve the following:**

- (a) a phased approach option to the development of the site within an overall vision for the development as a whole.
  - (b) the objectives of the development as per paragraph 5.14.
  - (c) commissioning a Supplementary Planning Document (SPD) to help better align development proposals with Planning Policy, to set out estate wide design criteria and infrastructure requirements and for the cost of this work to be found out of annual funding requested in this report.
  - (d) a one-off budget of £45,000 to provide funding for feasibility services in the 2020-21 financial year including, as appropriate, negotiations with estate stakeholders with commercial interests.
  - (e) the renaming of the London Road Industrial Estate working in consultation with the public.
2. That the Executive recommended, for inclusion on the budget papers, a revenue budget of £100,000 per annum over the next three years to provide for consultancy support during the project development where the Council did not have internal resources to provide the specific project resources.

### **Other options considered:**

- (1) The Council could continue with a 'do nothing' option of leaving the site as it was and managing leasehold arrangements as they came towards expiry. This had been discounted as it did not support the Council Strategy objectives and the infrastructure on the site would continue to deteriorate.



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- (2) Redevelopment could be delivered by a 'comprehensive approach' as set out in the report. The comprehensive approach required the Council to acquire all interests on the estate to create one large redevelopment site. This would require an enormous upfront financial outlay, either via borrowings or in partnership, and where the potential enhanced financial rewards were marginal compared to a phased redevelopment. Similarly the comprehensive approach was not only more challenging to deliver but where the risks to the Council were greatly increased. For these reasons the comprehensive approach to redevelopment had been discounted.
- (3) The Council had the option to put the site on the market and seek a sale and capital receipt. This had been discounted at present as it would be unlikely to achieve the Council Strategy objectives, and the current market was very uncertain for potential investors in the site.

### **60. Approval to adopt a revised Housing Allocations Policy (EX3902)**

The Executive considered a report (Agenda Item 7) concerning the adoption and implementation of the Housing Allocations Policy.

Councillor Hilary Cole presented the report. She explained that the revised Policy provided the framework that would be used to make decisions on the allocation of social and affordable homes in West Berkshire.

Allocations would be based on a more easily understood banding system than the previous points based system.

The Policy outlined both the nationally set eligibility rules for the Common Housing Register and the rules that could be set at a local level. For example, the Common Housing Register would be closed to non-West Berkshire residents.

The Policy explained the bidding process for available homes and the process for assessing applications against housing need. Reasons were provided to explain why an application would be deferred or refused. Applicants were able to request a review of such a decision.

Councillor Cole was pleased to report that additional priority would be given to key workers and to members of the Armed Forces.

She thanked officers for their thorough work in reviewing the Policy and proposed its adoption. This was seconded by Councillor Steve Ardagh-Walter.

Councillor Carolyn Culver understood from data provided in November 2020 that there were 861 people who qualified for social housing at that time. She queried how many people would qualify for each category of the new banding system.

Councillor Cole explained that there were currently 816 people on the Common Housing Register who would qualify under the new Policy. She was however unable to confirm numbers on a band by band basis. She agreed to provide this in writing.

Councillor Culver then queried how the banding threshold figures of £44k and £60k were arrived at. Councillor Cole believed that these figures had been identified following research undertaken by officers. She would ask officers to confirm on this point.

Councillor Tony Vickers added his thanks to officers for their work. The revised Policy contained many positive improvements. Difficulties with the housing market continued with insufficient social housing to meet demand, but he noted that officers were doing all they could in that respect.

Councillor Tony Vickers queried when the new software would be installed to enable the revised Policy to be fully implemented. Councillor Cole gave her expectation that this

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would be early in the new year. The new software was in the process of being fully tested prior to installation.

Councillor Steve Masters added his awareness of all the hard work undertaken by officers on the Policy, in particular the provision for rough sleepers. He asked for his thanks to be passed on. Councillor Cole agreed to do so.

Councillor Masters then turned to the reference made in the Policy to approaching the private sector on the need to increase the social housing stock. He queried whether the Council would consider providing its own housing stock in some form, rather than a reliance on the private sector. Councillor Masters felt that the London Road Industrial Estate (LRIE) was a potential site on which to do so.

In response, Councillor Cole stated that the Council had no standard housing stock. However, the Council continued to look at ways to improve social housing provision. Social and affordable housing would be considered on Council land as sites came forward. This could therefore be a consideration on the LRIE if housing was to be developed on the site.

Councillor Masters then asked if a commitment would be made to undertake an analysis of the cost benefits of social and affordable housing delivery in-house, in comparison to the private sector.

Councillor Cole pointed out that the Council and Sovereign Housing Association had established the Joint Venture which had provided two small affordable housing schemes which would hopefully be expanded. The possibility of forming a housing company was another consideration. The Council would continue to explore all appropriate avenues.

**RESOLVED that** the revised Housing Allocations Policy, as set out at Appendix A, be adopted and fully implemented when the Housing Department's ICT allocations system was deployed.

### **Other options considered:**

The option not to review and develop a revised Housing Allocations Policy was dismissed due to changes in legislation and associated statutory guidance and the requirement to ensure that our policies reflect these.

## **61. Response to the Local Electricity Bill Motions (EX3966)**

The Executive considered a report (Agenda Item 8) which addressed two motions submitted to Council seeking support of the Local Electricity Bill. The first motion was submitted by Councillor Adrian Abbs at the 3 March 2020 Full Council meeting and the second was from Councillor Steve Ardagh-Walter submitted at the 10 September 2020 Full Council meeting. The report sought to address these motions and to make recommendations as to whether they should be implemented.

Councillor Steve Ardagh-Walter confirmed that the Environment Advisory Group had been very supportive of the motions as were at least two of Berkshire's three MP's. The report had gone into a little bit more detail and had highlighted some ways in which the drafting of the Bill could be improved. For example by encouraging and showing greater direction towards explicit green energy rather than just local energy and the recommendation broadly was to recommend to all our three MP's that this Council was supportive of this sensible change in law and it looked forward to it progressing through Parliament in the early part of the following year. The support was contingent on the resolution of the issues identified in the APSE Energy report which had been attached as Appendix B to the report.

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Councillor Richard Somner confirmed that he was happy to support the proposal and there was clearly cross party support on this as it has been raised by two different parties.

Councillor Tony Vickers stated that some small companies were trying to get into this field by what could be achieved by the Bill. They would be suppliers of renewable energy and he felt that the Council was making it conditional on there being explicit mention of renewable energy. It would be a shame if the Bill fell just because of that as he felt that the majority of the companies that would be formed would be promoting renewable energy. Councillor Steve Ardagh-Walter agreed that it was a good point but the purpose of the Bill was to empower organisations and definitely smaller companies to supply renewable generated electricity for local users at a competitive price.

Councillor Adrian Abbs expressed his disappointment that it had taken so long to get a response to these motions particularly when there had been cross party agreement.

### **RESOLVED that:**

- (1) The Council supported the Local Electricity Bill that this support was contingent on the resolution of the issues identified in the APSE Energy report attached as Appendix B;
- (2) The issues identified within the existing draft of the Bill would be brought to the attention of the local MP's so that they could potentially be addressed as the Bill progressed through Parliament.

### **Other options considered:**

The Motions could be rejected but this would be at significant odds with the Council's Climate Energy Declaration, the associated target of achieving carbon neutrality for both the Council and the district by 2030, the Council's 'maintain a green district' priority for improvement and the recently adopted Environment Strategy which specifically targeted the increased adoption of energy from renewable sources.

## **62. Safer Schools Motion (EX3964)**

The Executive considered a report (Agenda Item 9) concerning the response to the Motion proposing a range of safety and environmental improvements outside schools which was presented to Council by Councillor Erik Pattenden in March 2020.

Councillor Richard Somner confirmed that this report had taken some time and considerable resource to complete due to the complexity of the issues raised. This was the reason for commissioning an independent report from WSP. This report had been discussed at the Transport Advisory Group in October.

Councillor Somner felt that the report was both factual and honest. It identified the work already undertaken by the Council and work that it continued to do. It also gave direction on areas to be focused on further into the future. It was important to ensure that Education colleagues were fully aware of the resources and support that was available to them.

Councillor Steve Ardagh-Walter seconded the report. He stated that the issues raised within it overlapped with many other issues in particular traffic congestion around schools which was certainly a big issue in his ward and general road safety. The issues in the report were complex and he looked forward to the results from this and any follow on work that would take place.

Councillor Erik Pattenden said that the point of the Motion had been to bring all of the issues under the umbrella of safer schools. If the Council was already doing some of those things in other disparate areas the focus of a safer school did not exist and he

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asked if that focus could be provided to the initiatives that were already underway. Councillor Somner did not agree with the word 'disparate' as there was a programme of works through the department that included liaison with other departments. Highways and Transport would continue to work with the Education Team. The issue was that some of the work that was undertaken was not necessarily solely for the benefit of schools. If the focus was on one area then it was possible that need in other areas would be overlooked and that would be remiss as road safety applied to everyone across the district. Schools would be an important part of that but it was only a part of it. Traction could be gained by making sure that work could be done across the district which was surely the better approach particularly in the current climate. For example the motion suggested that car sharing was an option for schools but mixing families together to get them to school would not be best practice at present. It was essential that the Council was able to adapt but part of that came from being able to provide that resource or methodology across the wider area.

Councillor Adrian Abbs gave an example of how being disparate was an issue within the Council when two departments were not communicating with each other. Efforts needed to be made to ensure this was avoided.

Councillor Tony Vickers noted that at one time there had been a dedicated School Travel Plan Officer post who had worked with schools and he wished that that could be reintroduced. He agreed that the last nine months had been difficult for schools and therefore they had not been able to give this the priority it needed but he hoped that going forward it might become possible. The Government advice was to promote active travel and starting with schools was the best place to start as it would build habits of a lifetime into travel from home to work i.e. walking or cycling. Each individual school was in a different environment and he felt that having a dedicated Officer to pull all this together with support from Highways Officers would be beneficial.

Councillor Somner agreed with the officer comment made in the report in relation to this point. Discussion needed to take place between Public Health and Education Officers to take work forward, and he would ensure this took place.

### **RESOLVED that:**

- (1) The measures proposed in Councillor Pattenden's Motion might be appropriate in certain circumstances in some locations but should not be implemented as a single initiative;
- (2) The Council would continue to implement road safety and environmental improvements outside schools on the basis of identified local needs as part of the annual capital programme;
- (3) The Council would continue to invest in highway infrastructure that promoted and enabled active travel, especially to schools, as part of the annual capital programme;
- (4) The Council would continue to work with schools to deliver road safety initiatives to equip children with the skills and knowledge required to travel to school safely, especially on foot or by bicycle or scooter. The Council should also evaluate the extent to which schools were aware of and engaged with these services;
- (5) The Council would continue to promote active travel to school, which by reducing reliance on car-based transport would lead to an improvement in local air quality and improve the health, fitness and mental wellbeing of children;
- (6) The Council would continue to monitor air quality across the district and to engage with schools to promote initiatives to reduce vehicle idling.

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### **Other options considered:**

Each of the specific suggestions made in Councillor Pattenden's Motion were considered by the consultants and discussed with Council Officers, with comments as to the feasibility of each being made in the report in Appendix A.

### **63. Newbury Town Centre Pedestrianisation (EX3979)**

The Executive considered a report (Agenda Item 10) concerning the response to the Motion regarding the pedestrianisation of roads in Newbury Town Centre, which had been presented to Council by Councillor David Marsh in September 2020.

Councillor Richard Somner stated that as a proposal the report had been discussed in detail at the Transport Advisory Group meeting in October. The position of the authority, Officers and the Portfolio Holder had been consistent in that this had originally been a temporary under exceptional circumstances and whilst it had been popular with some it was equally disliked by others. As could be seen via social media and in press releases it had not found wholesale support in one direction or the other. Councillor Somner reminded Members of the engagement with key stakeholders originally and throughout the temporary measure and this would continue to be the case as the study of the town centre took place. Full consultation would also need to take place for any permanent measure to be enacted should that be the outcome. There was still some concern about removing traffic from one of the town centre routes as it would merely increase traffic on the others. New studies would need to be undertaken to provide up to date figures to include in any debate if that was what came out of the town centre work that was ongoing.

Councillor Carlyne Culver said that she welcomed the fact that full pedestrianisation in the long term option had been included in the paper as she felt that it was really important from the point of view of helping to meet the objectives of the climate emergency in the Environment Strategy by reducing pollution. It would also assist with social distancing at the moment and would enable people to shop safely. She felt that it would be a great asset if full pedestrianisation could be introduced in the future as it would make the town centre an even nicer place to be.

### **RESOLVED that:**

- (1) The measures proposed in Councillor Marsh's Motion would not be implemented, at least in the short term;
- (2) The consultants tasked with undertaking the Newbury Town Centre Study be asked to include the principle of permanent pedestrianisation in their work in order to facilitate consensus or, at least, a way forward on the issue;
- (3) Prior to any informal consultation with stakeholders, the consultants would work with the Highways Network Management team to ensure that any specific proposals made public were in accordance with the relevant road traffic legislation;
- (4) An assessment to be made of the extent to which the capacity that the town centre roads added to the network was actually needed. This would require modelling work by external transport consultants and therefore had time and cost implications;
- (5) Should the above work determine that changes to the pedestrianised hours were desirable and could be implemented on a practical and legal basis a permanent traffic regulation order could be drafted and taken forward to statutory consultation.

### **Other options considered:**

- (1) Implementing a 24-hour traffic free zone on a temporary basis with immediate effect, as proposed by the Motion, was not considered by officers to be reasonable within the legislation. Section 14(1) of the Road Traffic Regulation

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Act 1984 stated that the authority must be “satisfied that traffic on the road should be restricted or prohibited... because of a likelihood of danger to the public”.

- (2) Implementing a 24-hour traffic free zone on a permanent or experimental basis with immediate effect was not possible due to the amount of preparatory work that was required, including the consideration of the issues listed in 5.13 of the report, and the requirement to consult stakeholders.
- (3) Completely ruling out any changes to the traffic-free hours would not be appropriate given the views expressed by Members at Transport Advisory Group and the forthcoming wider study of Newbury town centre, of which vehicular access was a key component.

### 64. **2020/21 Performance Report Quarter Two (EX3884)**

The Executive considered a report (Agenda Item 11) which provided assurance that the core business and Council priorities for improvement measures were being managed effectively.

The report also sought to highlight successes, in particular maintained strong levels of performance for core business areas, supported by the actions taken by the Council, partner organisations and community groups to aid the recovery from Covid-19. In the few cases where performance had fallen below the expected level, details were provided including any further actions.

Councillor Jo Stewart in introducing the report explained that this had been another challenging quarter which included a lead up to a period of lockdown. She then highlighted the following points from the report:

- There had been a continued rise in the number of benefit claimants, in particular young people. Councillor Stewart was therefore very pleased to report that the Council was participating fully in the Kickstart scheme that sought to help get young people into the workplace in both local businesses and within the Council. To date 13 posts had been created within the Council and it was hoped that more would follow.
- The Council had been very busy in distributing grant funding to support local businesses.
- Exception reports had been produced for the collection of Council Tax (reported as ‘amber’) and the collection of Business Rates (reported as ‘red’). These both came as a result of the action taken by the Council to ease the financial burden on residents and businesses by pausing the collection of Council Tax and Business Rates. It was hoped that some of the deficit could be covered by Central Government and further information was awaited on that.
- The report recommended the inclusion of new measures as part of striving to continually improve. These were listed in Appendix D. Two related to befriending schemes within the Health and Wellbeing Portfolio and three in relation to key activities within the Finance and Economic Development Portfolio.

Councillor Stewart concluded her presentation by advising Members that links were provided within the report to its data sources.

Councillor Lynne Doherty took the opportunity to give thanks on behalf of the Executive to the Council’s officers for their continuing hard work, particularly during such a challenging year. The hard work of officers had kept services running as close to normal as possible, as was evidenced in this report.

Councillor Graham Bridgman pointed out that a large number of the key performance indicators had been thrown into disarray by Covid-19. This was making it difficult in some cases to be clear on the progress being made. By way of an example, he referred to

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Adult Social Care. The Care Quality Commission had largely suspended operating meaning areas of improvement in Adult Social Care could not be retested at the present time.

### **RESOLVED that:**

- (1) The strong progress and achievements made, despite challenges and constraints as a result of Covid-19, be noted;
- (2) The impact of the Council's conscious decision to provide additional support to residents and local businesses and any further actions planned had been reviewed, in particular for:
  - Council Tax collected as a percentage of Council Tax due
  - Non domestic rates collected as a percentage of non-domestic rates due
- (3) The inclusion of new measures emerging as a result of Strategic Goals being delivered (as recommended by the OSMC) be approved. The list of measures and further details were provided at Appendix D.

### **Other options considered:**

None considered.

## **65. 2020/21 Revenue Financial Performance Quarter Two (EX3908)**

The Executive considered a report (Agenda Item 12) concerning the in-year financial performance of the Council's revenue budgets as at Quarter Two of 2020/21.

The Quarter Two forecast was an underspend of £1.5m which was 1.1% of the Council's 2020/21 net revenue budget of £131m. The two main services contributing to the underspend were Adult Social Care and Children & Family Services.

Councillor Ross Mackinnon apologised that the table on page 255 of the agenda under paragraph 5.2 had errors in the second column with the figures not being updated from Quarter One and he would ensure that it was corrected and circulated the following morning. However, the over and under spend figures for all directorates and the total were correct. The forecast under spend position at Quarter One had been £600k so it was noted that the forecast under spend had increased by around £900k. This was almost all from the People Directorate and in particular Adult Social Care. Deaths had been higher than the previous year although it was expected that there would be an increase in demand on the service in the second half of the year from clients in step down placements requiring longer term services. Children & Family Services had continued to see a fall in clients requiring placements and a fall in the number of Unaccompanied Asylum Seeking children which was not surprising given the reduction in route transport. Education were forecasting a £200k under spend arising from savings from Home to School Transport, external funding being received and successful trading income.

The total under spend forecast will inform the budget setting process along with decisions on Council Tax and the Adult Social Care precept for 2021/22. It was also noted that the under spend in the current year would not automatically transfer to the following year but the impact on next year's budget would be considered. Covid funding from Government and the impact of the recently announced Local Government Settlement would also be considered.

Councillor Graham Bridgman referred to the under spend in Adult Social Care and the fact that the CCG had picked up the bill for hospital discharges for a period of about six months. However, that period of time was coming to an end and there were a number of individuals who were in step down beds having come out of hospital. This was literally a

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holding area for a decision to be made about their long term care with the possibility of them coming on to the authority's books for long term service provision. Therefore the Adult Social Care model showed quite a steep rise in demand in the long term service provision. Consequently, there were other factors in the Adult Social Care number which would work their way through going forward.

Councillor Jeff Brooks noted that there had been a lot of movement in the forecast over the past 13 weeks. He understood that there was a considerable amount of volatility but he hoped that Officers would work on getting the forecasts to be tighter in their movement quarter on quarter. He also stated that there would be a risk reserve for Adult Social Care and if that was not required what sum would that potentially release into the under spend position.

Councillor Ross Mackinnon responded that Councillor Brooks was right about the numbers it was a big jump from quarter to quarter. In respect of the modelling Officers were continually trying to improve that and he felt that it was in a good place. This had been an unusual year and there had been diverging movement from the budget. Councillor Mackinnon also confirmed that he was part of the Budget Board discussions where the ASC model was closely monitored. In respect of the risk reserve Councillor Mackinnon stated that he was not in a position to discuss that at present and the decision would be made closer to the budget setting process. Councillor Brooks asked what the risk reserve figure was as he thought it was around £900k. Councillor Mackinnon confirmed that the figure was £850k. .

**RESOLVED that** the Quarter Two forecast of a £1.5m under spend be noted.

**Other options considered:**

None considered.

### 66. **2020/21 Capital Financial Performance Quarter Two (EX3909)**

The Executive considered a report (Agenda Item 13) which provided the Quarter Two financial position against the Council's approved capital budget.

Councillor Ross Mackinnon reported that at the end of Quarter Two, expenditure of £44.5 million had been forecast against the revised budget of £56.9 million. An overall forecast underspend of £12.4 million of which £7.3 million was proposed to be re-profiled into 2021/22 and later financial years. It was noted that further re-profiling was likely to follow.

The underspend had increased from the £6 million reported at Quarter One.

The fact that there had been delays to the Capital Programme was not surprising during the pandemic. There had been delays to planned maintenance, transport projects and the refurbishment of Four Houses Corner. ICT projects had also been paused until the review of the Council's office accommodation needs had been concluded. The final stages of the Superfast Broadband project had also suffered a delay, but it was close to completion.

**RESOLVED that** the Quarter Two forecast financial position be noted together with the proposed re-profiling of expenditure from 2020/21 into 2021/22.

**Other options considered:**

None considered.



**67. Treasury Management Mid Term Report - Financial Year 2020/21 (EX3989)**

The Executive considered a report (Agenda Item 14) concerning the treasury management semi-annual and annual reports. This report provided an overview of the treasury management activity for financial year 2020/21 as at 30 September 2020.

Councillor Ross Mackinnon highlighted the Council's borrowing and investment activity over the first six months of 2020/21. The Council had a Capital Financing Requirement of £239m. As at 30 September 2020 the Council held £221.8m of loans – an increase of £2.4m compared to 31 March 2020. PWLB funding margins had lurched quite substantially and there remained a strong argument for diversifying funding sources. During the first two quarters of the financial year the Council became the first authority to successfully launch a community bond which was designed to fund green initiatives in support of the Council Strategy. The target of £1m had been achieved. In relation to investments the Council continued to hold cash balances with banks, building societies and Government including local authorities.

Councillor Jeff Brooks asked if Councillor Mackinnon could confirm that movements would be largely neutral for the Council. Councillor Mackinnon replied that the drop in PWLB rates would not have dropped in this period. So going forward, the PWLB rate dropping back down when it did, it will be back at the original requirements before the artificial bump, so roughly revenue neutral. Councillor Brooks asked if Councillor Mackinnon could come back with what the forward look might be in year.

**RESOLVED** that the report be noted.

**Other options considered:**

None considered.

**68. Members' Questions**

A full transcription of the public and Member question and answer sessions are available from the following link: [Transcription of Q&As](#).

- (a) The question submitted by Councillor Carlyne Culver on the subject of encouraging greater diversity among candidates in future elections was answered by the Portfolio Holder for Internal Governance.
- (b) The question submitted by Councillor Steve Masters on the subject of whether the Universal Basic Income figure of £660 billion was a gross or net figure would receive a written response from the Portfolio Holder for Finance and Economic Development.
- (c) The question submitted by Councillor Steve Masters on the subject of providing examples of when the Green group had 'run to the press' would receive a written response from the Leader of the Council.
- (d) The question submitted by Councillor Lee Dillon on the subject of how the Council would ensure that opposition members were kept informed on LRIE following the removal of an opposition member from the Board would receive a written response from the Leader of the Council.
- (e) The question submitted by Councillor Erik Pattenden on the subject of support given to schools and nurseries to protect teaching and support staff from coronavirus was answered by the Portfolio Holder for Children, Young People and Education.
- (f) The question submitted by Councillor Alan Macro on the subject of Continuing Healthcare Funding would receive a written response from the Portfolio Holder for Adult Social Care.

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- (g) The question submitted by Councillor Alan Macro on the subject of where the level of Continuing Healthcare Funding placed the Berkshire West CCG in the national rankings would receive a written response from the Portfolio Holder for Adult Social Care.
- (h) The question submitted by Councillor Tony Vickers on the subject of the process of enabling the Local Plan to take account of its Master Plan for the LRIE was answered by the Portfolio Holder for Planning and Housing.
- (i) The question submitted by Councillor Martha Vickers on the subject of the request to make the Rail to Refuge scheme permanent was answered by the Portfolio Holder for Transport and Countryside.
- (j) The question submitted by Councillor Adrian Abbs on the subject of increasing the number of candidates applying for senior officer roles was answered by the Portfolio Holder for Internal Governance.
- (k) The question submitted by Councillor Adrian Abbs on the subject of plans to move from the Market Street office within the next 10 years was answered by the Portfolio Holder for Finance and Economic Development.

*(The meeting commenced at 5.00pm and closed at 7.05pm)*

**CHAIRMAN** .....

**Date of Signature** .....

## Item 4:

### **Public Questions to be answered at the Executive meeting on 14 January 2021.**

Members of the Executive to answer questions submitted by members of the public in accordance with the Executive Procedure Rules contained in the Council's Constitution.

(a) **Question submitted by John Gotelee to the Portfolio Holder for Finance and Economic Development:**

*"In respect of the LRIE please could the Executive give a brief explanation of what measures have been taken in order to comply with regulation 64 of The Town and Country Planning (Environmental Impact Assessment) Regulations 2017?"*

(b) **Question submitted by Alan Pearce to the Portfolio Holder for Finance and Economic Development:**

*"Please would the Council confirm why it chose not to undertake and publish an environmental impact assessment, before constructing the new access road from the A339 onto London Road Industrial Estate?"*

(c) **Question submitted by Graham Storey to the Portfolio Holder for Planning and Housing:**

*"Could Councillor Cole provide details of the Joint Venture with Sovereign Housing, including the location and current ownership of the sites, housing delivered and planned, and the mix: (social rent, affordable, market)?"*

(d) **Question submitted by Graham Storey to the Portfolio Holder for Planning and Housing:**

*"Could Councillor Cole provide details of the process being undertaken to examine the possibility of setting up a housing company (mentioned in Executive meeting of 17th December) to deliver social housing including a time frame for decisions and the scope, financial criteria and ambition of this project?"*

(e) **Question submitted by Vaughan Miller to the Portfolio Holder for Children, Young People and Education:**

*"What is the total of the cuts in funding by WBC of Youth Services, Youth Activities and childrens' Safeguarding services over the last 10 years?"*

(f) **Question submitted by Vaughan Miller to the Portfolio Holder for Public Health and Community Wellbeing, Leisure and Culture:**

*"How many of the football pitches currently managed directly or indirectly by WBC are being ruined through over playing?"*

(g) **Question submitted by Alan Pearce to the Portfolio Holder for Transport and Countryside:**

*"Regarding the Swale situated on land west of Tesco, London Road, Newbury, RG14 2BP. Please would the Council say for what reasons a Tree Preservation Order was put on all this land then subsequently removed?"*

(h) **Question submitted by Paul Morgan to the Portfolio Holder for Finance and Economic Development:**

## Item 4:

### Public Questions to be answered at the Executive meeting on 14 January 2021.

Members of the Executive to answer questions submitted by members of the public in accordance with the Executive Procedure Rules contained in the Council's Constitution.

*"Please can the Council provide an updated list of the current members (Councillors and Officers) of the LRIE Steering Group, with their respective roles and responsibilities, and advise of any planned changes expected to this Steering Group's membership or objectives over the next few months?"*

(i) **Question submitted by Paul Morgan to the Portfolio Holder for Finance and Economic Development:**

*"Please explain why the detail requested in relation to the payments made to Strutt and Parker Property Consultants has to be obtained via an Fol request and not provided as part of the response to the public question I previously submitted?"*

(j) **Question submitted by Vaughan Miller to the Portfolio Holder for Children, Young People and Education:**

*"Has the council applied for and received any new funding for youth services from the £500 Million youth investment fund promised in the Conservative manifesto of 2019 and due to start in April 2020?"*

(k) **Question submitted by John Stewart to the Portfolio Holder for Public Health and Community Wellbeing, Leisure and Culture:**

*"In the Annual Infrastructure Funding Statement published on 20 Dec 2020, in Table 14 "Projects to which s106 funds have been allocated" it states that £375,000.00 is allocated for "Henwick Worthy Sports Facility - New sports pitch x 1, possibly 2 pitches if match funding becomes available". Please can you provide the details, timescales and business case for this project?"*

(l) **Question submitted by John Stewart to the Portfolio Holder for Public Health and Community Wellbeing, Leisure and Culture:**

*"In the "Annual Infrastructure Funding Statement" published on 20 Dec 2020, in Table 12 "Infrastructure funded by s106 in 2019/20" it states that £33,421.03 was spent on a "Henwick Worthy sports facilities project". Please can you provide details of this project?"*

(m) **Question submitted by Lee McDougall to the Portfolio Holder for Public Health and Community Wellbeing, Leisure and Culture:**

*"Can Cllr Woollaston please confirm that Sport England and the Football Association have been provided with the necessary and expected details regarding the Council's proposed announcement that is due to be made later this month regarding a possible replacement football ground?"*

(n) **Question submitted by Jason Braidwood to the Portfolio Holder for Finance and Economic Development:**

*"Is Cllr Mackinnon aware that using Sport England's formal guidance on grass pitch usage that 8 -10 children's organised football matches could be played at Faraday Road each week?"*

# Cultural Heritage Strategy 2020-30

<b>Committee considering report:</b>	Executive
<b>Date of Committee:</b>	14 January 2021
<b>Portfolio Member:</b>	Councillor Howard Woollaston
<b>Date Portfolio Member agreed report:</b>	26 November 2020
<b>Report Author:</b>	Paul James, Culture & Libraries Manager
<b>Forward Plan Ref:</b>	EX3807

## 1 Purpose of the Report

Following the decision of Operations Board in February 2020 for officers to conduct a stakeholder and public consultation on the draft strategy (delayed by the Covid-19 pandemic until September/October) the Cultural Heritage Strategy 2020-30 is presented for approval by the Council’s Executive.

## 2 Recommendations

- 2.1 That the Executive approve the Cultural Heritage Strategy 2020-30.
- 2.2 To set up the Cultural Heritage Strategy Delivery Group with key stakeholders and:
  - Develop the Delivery/Action Plan with specific actions, outcomes, measures and resources to deliver the vision and strategic themes - and seek approval of the Executive for the Plan within 6 months of the Group’s inception.
  - To report on progress to the Health & Wellbeing Board and the Culture & Leisure Programme Board as required.
  - Review / refresh the strategy every 2 years to reflect progress and any changes required to deliver on the vision and objectives.

## 3 Implications and Impact Assessment

Implication	Commentary
<b>Financial:</b>	The strategy calls for co-ordination of actions by the council and stakeholders to maximise inward investment in culture and heritage in West Berkshire. Covid-19 has had a considerable negative impact on the sector and business, as well as the general public, and business / sector recovery is a high priority.

<b>Human Resource:</b>	The strategy assumes the council shall continue to deliver culture and heritage services while seeking new and innovative ways of delivering them over the next 10 years (Review of Libraries Service and Review of Culture Services 2021).			
<b>Legal:</b>	Delivering on the strategy requires the council to work in partnership with the key stakeholders in culture and heritage. This may involve partnership projects that require some advice from Legal Services.			
<b>Risk Management:</b>	A clear strategy and delivery plan involving key stakeholders reduces risks for the sustainability of the sector – for example, by seeking new investment from external sources.			
<b>Property:</b>	See Human Resource above.			
<b>Policy:</b>	The strategy contains six strategic themes, each leading to an associated high-level objective. These have been arrived at through consultation with the public and stakeholders and take into consideration a number of key strategic documents including the West Berkshire Vision 2036, West Berkshire Council strategies for Leisure, Environment, Economic Development, Health and Wellbeing, and the Core Strategy Development Plan Document (Policy CS19: Historic Environment and Landscape Character) in conjunction with regional and national strategies and plans including Arts Council England, Historic England, NHS, and Visit Britain/Visit England.			
	<b>Positive</b>	<b>Neutral</b>	<b>Negative</b>	<b>Commentary</b>
<b>Equalities Impact:</b>	X			The purpose of the strategy is to improve access to cultural heritage for all.

<b>A</b> Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?	X			The strategy has been developed through consultation with stakeholders and the public including community groups and parish councils.
<b>B</b> Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?	X			The strategy aims to improve access to cultural heritage for all.
<b>Environmental Impact:</b>	X			The strategy includes an objective to increase understanding and protection of our unique historic environment.
<b>Health Impact:</b>	X			The strategy includes an objective to contribute to strategies and plans that improve health and wellbeing.
<b>ICT Impact:</b>		X		None
<b>Digital Services Impact:</b>	X			The strategy is linked to the reviews of Library Services and Cultural Services. In those reviews there will be proposals for more digital solutions.

<p><b>Council Strategy Priorities:</b></p>	<p>X</p>			<p>The strategy helps to achieve the following strategic aims and priorities: The Council's vision and priorities for improvement: Working together to make West Berkshire an even greater place in which to live, work and learn. Ensure sustainable services through innovation and partnership. Maintain a green district. Support everyone to reach their full potential. Ensure our vulnerable children and adults achieve better outcomes. The Health &amp; Well-Being Boards' strategic objectives: Beautiful landscapes and strong cultural offering. Everyone can fulfil their potential. Health &amp; Wellbeing of everyone is prioritised.</p>
<p><b>Core Business:</b></p>	<p>X</p>			<p>See Council Strategy priorities above.</p>
<p><b>Data Impact:</b></p>		<p>X</p>		<p>No issues for data security that are not already covered by compliance with GDPR by the council and stakeholder organisations.</p>



<p><b>Consultation and Engagement:</b></p>	<p>The strategic objectives were developed in consultation with stakeholders in October/November 2019. The public and stakeholder consultations on the draft strategy were postponed due to Covid-19. This gave an opportunity to consider the impacts on the sector and the public. The draft strategy went out for consultation with the public and for more detailed consultation with stakeholders in September/October 2020.</p> <p>This included the public, WBC members, WBC Heads of Service, WBC managers (Public Health, Education, Adult Social Care, Countryside, Planning, Libraries, Culture services, leisure, Economic Development), performing and visual arts organisations, arts centres, theatres, arts festivals, community arts groups, digital arts, film and video production, web and digital creatives; heritage, history and archaeology clubs, groups and societies, West Berks Heritage Forum; community groups and organisations (Volunteering, BAMER, stroke care, dementia, hearing impaired, sight impaired, physical and learning disabilities, Parkinson’s disease, carers support, dementia, autism/Asperger’s, Health watch, Phoenix Resource Centre); Greenham Common Trust; Environment (Countryside Agency, Natural England, BBOWT, North Wessex Downs, Thatcham Nature Discovery Centre); Health &amp; Well-Being Strategy Group; Housing Strategy Group; Economy and tourism (Tourism SE, Thames Valley LEP, Newbury Racecourse, Newbury Showground, Newbury BID, Hungerford Chamber of Commerce, Thames Valley Chamber of Commerce, Newbury West Berks EDC, Great West Way); Head teachers; Parish and town councils.</p>
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## 4 Executive Summary

- 4.1 The purpose of the Cultural Heritage Strategy 2020-30 is to set out a strategic vision for West Berkshire - the council and key stakeholder organisations working together.
- 4.2 For the purposes of this strategy, we use the term **cultural heritage** to describe the combined definitions that are used by, for example, Arts Council England, DCMS and Historic England. These encompass arts (performing arts, visual arts, digital arts, crafts), architecture, libraries, museums, galleries, broadcasting, film, the music industry and also the historic environment (landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices).
- 4.3 Our Vision:
  - By 2030
    - We will have a sustainable, resilient and thriving cultural heritage sector that supports creativity and innovation, continuing to make a significant contribution to the economy.

- The cultural heritage sector will have increased its contribution to the health and wellbeing of residents, and there will be improved access to cultural heritage and activities.
- We will have supported an increase in cultural education learning, training and career progression.
- Our unique cultural heritage and historic environment will have been protected and its significance promoted.

4.4 Strategic themes:

The strategy includes six strategic themes, each leading to associated high-level objectives. These have been arrived at through consultation with the public and stakeholders and take into consideration other key strategic documents including the West Berkshire Vision 2036<sup>1</sup>, West Berkshire Council strategies for Leisure, Environment, Economic Development, Health and Wellbeing, and the Core Strategy Development Plan Document (Policy CS19: Historic Environment and Landscape Character), in conjunction with regional and national strategies and plans including Arts Council England, Historic England, NHS, and Visit Britain/Visit England.

These are:

<b>6 Strategic themes</b>	<b>Objectives</b>
<b>Sustainability</b>	Ensure our cultural and heritage organisations are sustainable and thrive. This is linked to Economic Development.
<b>Health and Wellbeing</b>	Contribute to the improvement in the health and wellbeing of all our residents.
<b>Education, Training and Employment</b>	Improve access to cultural education, training and employment opportunities.
<b>Access</b>	Improve access to cultural heritage and activities for all. Across all consultations there were many comments about the importance of access to culture and the heritage for all and this is now a strategic theme.
<b>Historic Environment</b>	Protect and promote our unique cultural history, heritage and historic environment.
<b>Economic Development</b>	Increase domestic and international tourism to generate income, investment and increase economic resilience. This is linked to sustainability.

- 4.5 The strategy is a key document alongside strategies for health and wellbeing, the environment, leisure and economic development.
- 4.6 The strategy draws on a wide range of information sources (local, regional and national data, policies, strategies and reports) which have been referenced, with the consultation responses, as the evidence base for the strategy.
- 4.7 In October/November 2019 the draft objectives were developed through consultation with stakeholders. A draft strategy was agreed by Operations Board in February 2020 for stakeholder and public consultations in April 2020. This was postponed to September/October 2020 due to the Covid-19 pandemic. This presented an opportunity

to reflect on the impacts of Covid-19 on cultural heritage – organisations, practitioners – as well as communities. The consultation – with the public and a more detailed consultation with stakeholders – included questions about those impacts.

- 4.8 The consultations with the public and stakeholders (see list on Page 5) on the draft strategy showed strong support for the strategic themes and objectives.
- 4.9 Their responses to the impacts of Covid-19 highlight the existential threat to many cultural and heritage organisations of all sizes. Therefore, the strategic theme of ‘Sustainability’ is a higher priority than it was before the pandemic.
- 4.10 The need for access to culture and the heritage for all came across very strongly in the consultations and ‘Access’ has been added as a strategic theme in its own right, whereas previously it was included under Health and Wellbeing.
- 4.11 When the strategy is adopted by the council a Delivery Group with key stakeholders who have the relevant expertise will be formed to develop the Delivery/Action Plan for approval by the Council’s Executive and oversee its delivery.

## 5 Supporting Information

Cultural Heritage Strategy 2020-2030.

### Introduction

5.1 The report seeks to

- present the strategy for adoption by the Council.
- summarise the results of the stakeholder and public consultations which have informed the development of the strategy
- set out the purpose and membership of the Delivery Group.

### Consultation on the draft strategy - September/October 2020

5.2 **Stakeholder consultation results.** The stakeholder consultation was sent to 160 organisations, groups, individuals and businesses (see page 5). There were 71 responses. The survey asked 28 questions about them and/or their organisation, sought feedback on the proposed objectives and actions and included questions about the impacts of COVID-19 and their ability to secure funding support during the pandemic.

<b>Stakeholder responses to the proposed objectives</b>	<b>Agree / Strongly Agree</b>
Ensure our cultural and heritage organisations thrive and are as sustainable as possible	94.4%
Contribute to the improvement of the health and wellbeing of all our residents	93%
Improve access to cultural education, learning and employment	95.7%
Protect and promote our unique cultural history, heritage and environment	95.8%

Stakeholder responses to the proposed objectives	Agree / Strongly Agree
Increase domestic and international tourism to generate income, investment and increase economic resilience	77.1%
Across all consultations there were many comments about the importance of <b>Access</b> to culture and the heritage for all and this has been added as a new objective in its own right.	

We also collected information about the possible actions required to deliver the strategy. The responses were positive about the actions we proposed and we collected information and proposals that will benefit the Delivery Plan.

93% of stakeholder respondents said they had been negatively affected by COVID-19. 75% of respondents said they were not eligible for financial support. Of those who were eligible 78.6% applied for financial support. We collected information about the negative effects and what funding sources they had applied for. One conclusion is that more could be done to co-ordinate grant funding advice, support and inward investment.

5.3 **Public consultation results.** There were 235 responses. The survey asked 26 questions designed to understand their attitudes/what they felt was important about culture and heritage (these link to the strategic themes and objectives); whether they participate in events/activities and what they participate in; how they find out about events activities and the impacts of COVID-19, including whether they participated in online activities during lockdown. See table on next page.

Public responses to questions linked to the strategic themes and objectives in the strategy	Agree / Strongly Agree
<b>The arts and heritage makes a significant contribution to West Berkshire's economy;</b> providing jobs and attracting people to the area to go to the theatre, museums and for holidays, spending money in West Berkshire.	76.5%
<b>The arts are an important part of children and young people's education.</b> Subjects such as English and Drama help children and young people to gain confidence, and skills such as improved communication and team working.	93.4%
<b>Access to training, apprenticeships and higher education in the arts and heritage sector</b> is important for improving the local economy and people's life chances.	82.9%
<b>Everyone should have the opportunity to access the arts and heritage</b> across West Berkshire regardless of where they live, age, income, health, and education.	95.9%
<b>The arts and heritage make a contribution to the health and wellbeing of its residents,</b> e.g. arts activities for people who would otherwise be socially isolated, music groups for people with dementia, arts groups for people with mental health and/or physical difficulties.	91.9%
<b>A strong arts and heritage offer,</b> e.g. theatre, museums, countryside, festivals, historic buildings, brings visitors and tourists to the area, which encourages spending.	88.6%
There should be <b>more arts and heritage events to bring tourists and visitors to West Berkshire</b> and help to increase people spending money in the area and help the local economy.	74.7%
We need <b>more publicity and marketing to bring tourists and visitors to West Berkshire</b> to enjoy its arts and heritage.	73.4%
<b>It's easy to find out what is going on in terms of arts and heritage events, activities and opportunities in West Berkshire.</b>	33.8%
<b>Rural communities in West Berkshire have reasonable access to arts and heritage compared to urban communities.</b>	16.9%
<b>West Berkshire already has a strong arts and heritage offer,</b> e.g. arts venues, festivals, events, activities, museums and places of historical interest to visit.	60.5%
<b>A strong arts and heritage offer is an important part of why I choose to live and/or work in West Berkshire.</b>	22%
<b>Do you think there are enough organised arts and heritage activities in West Berkshire for people...</b>	
With physical health conditions	15.8%
With mental health conditions	14.1%
Who are socially isolated	9.3%
Of all age groups	32.7%
31% of respondents participated in events/activities online during the Covid-19 Lockdown.	

## Governance / Reporting / Delivery

- 5.4 A Delivery Group shall be set up with key stakeholders.
- 5.5 The Delivery Group to report to the Culture & Leisure Programme Board and the Health & Wellbeing Board.
- 5.6 The stakeholder survey asked respondents to provide information if they would like to be considered as a member of the board. 18 responded positively.
- 5.7 The Cultural Heritage Strategy Project Board propose that the membership of the Delivery Group shall be as follows:
- Chair: West Berkshire Council Executive Portfolio Holder: Public Health and Wellbeing, Leisure and Culture.
  - West Berkshire Council elected member / Heritage Champion.
  - 1 representative for arts venues/organisations.
  - 1 representative for heritage organisations. Propose: the Chair of the West Berkshire Heritage Forum.
  - 1 representative for the economy/tourism.
  - 1 representative for community organisations. Propose: the Director of West Berkshire Volunteer Centre.
  - 1 representative Town Councils. Possibly on an annual rotation.
  - 1 representative Parish Councils. Possibly on an annual rotation. OR the senior WBC officer responsible for liaison with parish councils.
  - The senior WBC officer responsible for Culture & Libraries.

The external representatives/stakeholders to have a deputy to cover in their absence.

The group shall invite council officers (for example, Education, Adult Social Care, Countryside, Leisure) and other stakeholders if/as required.

### 5.8 Terms of reference

- Develop the Delivery/Action Plan with specific actions, outcomes, measures and resources to deliver the vision and strategic themes - and seek approval of the Executive for the Plan within 6 months of its inception.
- To report on progress to the Health & Wellbeing Board and the Culture & Leisure Programme Board as required.
- Review / refresh the strategy every 2 years to reflect progress and any changes required to deliver on the vision and strategic themes.
- To report progress to residents via the media.

### 5.9 Selection of representatives of external organisations.

- The sectors represented by external organisations should be asked to propose their representative and deputy.
- To assist them we will provide the terms of reference and an outline person specification.

## Proposals

- 5.10 That the strategy be adopted by the council's Executive.
- 5.11 To set up the Cultural Heritage Strategy Delivery Group with key stakeholders as described above.
- 5.12 Develop the detailed Delivery/Action Plan within 6 months of the inception of the Delivery Group for approval by the council's Executive.

## 6 Other options considered

- 6.1 To not develop a Cultural Heritage Strategy for the district. This would mean that the many benefits of developing and delivering a strategy in partnership with key stakeholders would not be realised, leading to possible negative outcomes (for example, lack of inward investment) and missed opportunities to improve the cultural heritage offer for all in the district.

## 7 Conclusion

- 7.1 Culture and heritage touch everybody's lives and we are fortunate to have an abundance of arts, crafts, heritage and community organisations, tourism providers, events and activities and a wealth of beautiful and historic places and landscapes to enjoy in West Berkshire.
- 7.2 The strategy sets out strategic themes and objectives for the next ten years to make this cultural and heritage "offer" even better for residents and visitors and these can be delivered through strong partnership working with key stakeholder organisations. The Delivery Plan and actions shall be developed by the Delivery Group which includes key stakeholders with the specialist knowledge, experience and networks to assist in driving this forwards.
- 7.3 We wish to thank the members of the public and stakeholders who participated in the consultations to develop the strategy. They clearly supported the vision and strategic themes. They also stressed the importance of 'access for all' to the cultural heritage. As a result 'Access' has been added as a strategic theme in its own right as well as being included in the objectives of other strategic themes. It was also clear that the Covid-19 pandemic has had a significant negative impact on our cultural and heritage organisations, and on the livelihoods of those working in the sector. Therefore, working together to increase inward investment in our cultural heritage is key to recovery.

## 8 Appendices

Appendix A: Equality Impact Assessment – Stage One

Appendix B: Data Protection Impact Assessment – Stage One

Appendix C: West Berkshire Cultural Heritage Strategy 2020-30

**Subject to Call-In:**

Yes:  No:

**Wards affected:** All

**Officer details:**

Name: Paul James  
Job Title: Culture and Libraries Manager  
Tel No: (01635) 519075  
E-mail: paul.james@westberks.gov.uk

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**Document Control**

Document Ref:		Date Created:	
Version:		Date Modified:	
Author:			
Owning Service			

**Change History**

Version	Date	Description	Change ID
1			
2			



## Appendix A

### Equality Impact Assessment (EqIA) - Stage One

We need to ensure that our strategies, policies, functions and services, current and proposed have given due regard to equality and diversity as set out in the Public Sector Equality Duty (Section 149 of the Equality Act), which states:

- (1) A public authority must, in the exercise of its functions, have due regard to the need to:
  - (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;*
  - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; This includes the need to:
    - (i) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;*
    - (ii) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;**
  - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it, with due regard, in particular, to the need to be aware that compliance with the duties in this section may involve treating some persons more favourably than others.**
- (2) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.*
- (3) Compliance with the duties in this section may involve treating some persons more favourably than others.*

The following list of questions may help to establish whether the decision is relevant to equality:

- Does the decision affect service users, employees or the wider community?
- (The relevance of a decision to equality depends not just on the number of those affected but on the significance of the impact on them)
- Is it likely to affect people with particular protected characteristics differently?
- Is it a major policy, or a major change to an existing policy, significantly affecting how functions are delivered?
- Will the decision have a significant impact on how other organisations operate in terms of equality?
- Does the decision relate to functions that engagement has identified as being important to people with particular protected characteristics?
- Does the decision relate to an area with known inequalities?
- Does the decision relate to any equality objectives that have been set by the council?

Please complete the following questions to determine whether a full Stage Two, Equality Impact Assessment is required.

<b>What is the proposed decision that you are asking the Executive to make:</b>	To agree / adopt the Cultural Heritage Strategy 2020-30
<b>Summary of relevant legislation:</b>	We have followed Arts Council England and DCMS advice about best practice in developing a cultural heritage strategy.
<b>Does the proposed decision conflict with any of the Council's priorities for improvement?</b> <ul style="list-style-type: none"> <li>• Ensure our vulnerable children and adults achieve better outcomes</li> <li>• Support everyone to reach their full potential</li> <li>• Support businesses to start develop and thrive in West Berkshire</li> <li>• Develop local infrastructure including housing to support and grow the local economy Maintain a green district</li> <li>• Ensure sustainable services through innovation and partnerships</li> </ul>	<b>No X <input type="checkbox"/></b> <b>If yes, please indicate which priority and provide an explanation</b>
<b>Name of Budget Holder:</b>	<b>Paul James, Culture &amp; Libraries Manager.</b>
<b>Name of Service/Directorate:</b>	<b>Public Protection and Culture / Place</b>
<b>Name of assessor:</b>	Paul James
<b>Date of assessment:</b>	5 <sup>th</sup> November 2020
<b>Version and release date (if applicable):</b>	

Is this a .... ?		Is this policy, strategy, function or service ... ?	
<b>Policy</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<b>New or proposed</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Strategy</b>	Yes	<b>Already exists and is being reviewed</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Function</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<b>Is changing</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Service</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>		

<b>(1) What are the main aims, objectives and intended outcomes of the proposed decision and who is likely to benefit from it?</b>	
<b>Aims:</b>	To adopt the Cultural Strategy
<b>Objectives:</b>	Increase access to and engagement with cultural heritage in West Berkshire for all.
<b>Outcomes:</b>	

<b>Benefits:</b>	<p>Improved access for residents and tourists, leading to improved health and wellbeing</p> <p>Increased inward investment in culture and heritage and a more sustainable cultural heritage offer.</p>
------------------	--

**(2) Which groups might be affected and how? Is it positively or negatively and what sources of information have been used to determine this?**

*(Please demonstrate consideration of all strands – Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex and Sexual Orientation)*

<b>Group Affected</b>	<b>What might be the effect?</b>	<b>Information to support this</b>
Age	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Disability	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Gender Reassignment	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Marriage and Civil Partnership	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Pregnancy and Maternity	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Race	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Religion or Belief	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Sex	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).
Sexual Orientation	Improved access, health and wellbeing through cultural heritage activities.	Cultural Heritage Strategy 2020-30 (vision, strategic themes and objectives).

<b>Further Comments:</b>
The strategy aims to improve equality of access to West Berkshire’s cultural heritage for all.

<b>(3) Result</b>	
<b>Are there any aspects of the proposed decision, including how it is delivered or accessed, that could contribute to inequality?</b>	<b>No</b>
The strategy aims to improve equality of access to cultural heritage for all.	
<b>Will the proposed decision have an adverse impact upon the lives of people, including employees and service users?</b>	<b>No</b>
The strategy aims to improve equality of access to cultural heritage for all.	

**If your answers to question 2 have identified potential adverse impacts and you have answered ‘yes’ to either of the sections at question 3, or you are unsure about the impact, then you should carry out a EqlA 2.**

**If an EqlA 2 is required, before proceeding you should discuss the scope of the Assessment with service managers in your area. You will also need to refer to the EqlA guidance and template – <http://intranet/index.aspx?articleid=32255>.**

<b>(4) Identify next steps as appropriate:</b>	
<b>EqlA Stage 2 required</b>	<b>No</b>
<b>Owner of EqlA Stage Two:</b>	
<b>Timescale for EqlA Stage Two:</b>	

**Name: Paul James**

**Date: 5<sup>th</sup> November 2020**

**Please now forward this completed form to Pamela Voss, Equality and Diversity Officer (pamela.voss@westberks.gov.uk), for publication on the WBC website.**

## Appendix B

### Data Protection Impact Assessment – Stage One

The General Data Protection Regulations require a Data Protection Impact Assessment (DPIA) for certain projects that have a significant impact on the rights of data subjects.

Should you require additional guidance in completing this assessment, please refer to the Information Management Officer via [dp@westberks.gov.uk](mailto:dp@westberks.gov.uk)

Directorate:	Place
Service:	Public Protection and Culture
Team:	Culture and Libraries
Lead Officer:	Paul James
Title of Project/System:	Cultural Heritage Strategy 2020-30
Date of Assessment:	5 <sup>th</sup> November 2020

#### Do you need to do a Data Protection Impact Assessment (DPIA)?

	Yes	No
<p><b>Will you be processing SENSITIVE or “special category” personal data?</b></p> <p><i>Note – sensitive personal data is described as “data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation”</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Will you be processing data on a large scale?</b></p> <p><i>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Will your project or system have a “social media” dimension?</b></p> <p><i>Note – will it have an interactive element which allows users to communicate directly with one another?</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Will any decisions be automated?</b></p> <p><i>Note – does your system or process involve circumstances where an individual’s input is “scored” or assessed without intervention/review/checking by a human being? Will there be any “profiling” of data subjects?</i></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Yes	No
Will your project/system involve CCTV or monitoring of an area accessible to the public?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Will you be using the data you collect to match or cross-reference against another existing set of data?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Will you be using any novel, or technologically advanced systems or processes?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</p>		

If you answer “Yes” to any of the above, you will probably need to complete [Data Protection Impact Assessment - Stage Two](#). If you are unsure, please consult with the Information Management Officer before proceeding.

# West Berkshire Cultural Heritage Strategy 2020-2030



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*Cover images (top to bottom): The Corn Exchange | Shaw House outdoor theatre | Storytime at Newbury Library | Festival of Light, The Corn Exchange, photo Alex Harvey-Brown | The Hound of the Baskervilles in the Watermill Theatre Garden. photo Pamela Raith Photography| Interactive app at West Berkshire Museum*



# Foreword

## Foreword by Councillor Howard Woollaston

Culture and heritage touch everybody's lives and we are fortunate to have an abundance of arts, heritage and community organisations, events and activities and a wealth of beautiful and historic places and landscapes to enjoy in West Berkshire.

Our vision is that by 2030 we will have a sustainable, resilient and thriving cultural heritage sector which continues to contribute to the local economy, increases its contribution to the health and wellbeing of residents (through improved access to cultural heritage and cultural education and learning) and that our precious historic environment is protected and better understood for the enjoyment of all.

Many thanks to the individuals and organisations who helped in the development of this strategy by taking the time to consider what is important and unique about the cultural heritage in West Berkshire, and what we can do together to make it even better.

The strategy will be delivered by The West Berkshire Cultural Heritage Strategy Delivery Group – a partnership between the council and key partners who have the knowledge, experience and networks to develop the right actions and ensure that progress is maintained to succeed in our vision.



**Cllr Howard Woollaston,**  
Executive Portfolio Holder: Public Health &  
Community Wellbeing, Leisure and Culture

“Culture and heritage touch everybody's lives and we are fortunate to have an abundance of arts, heritage and community organisations, events and activities and a wealth of beautiful and historic places and landscapes to enjoy in West Berkshire.”

“The strategy recognises the uniqueness of the area – its rural and urban communities, its heritage, historic buildings and landscape, the richness of the arts in all its forms”



# Vision

By 2030 we will have a **sustainable, resilient and thriving** cultural heritage sector that **supports creativity and innovation, continuing to make a significant contribution to the economy.**

The cultural heritage sector will have **increased its contribution to the health and wellbeing of residents**, and there will be **improved access to cultural heritage and activities.**

We will have supported an **increase in cultural education learning, training and career progression.**

Our **unique cultural heritage and historic environment will have been protected** and its **significance promoted.**

This document contains six strategic themes, each leading to an associated high-level objective. These have been arrived at through consultation with the public and partners and take into consideration a number of key strategic documents including the West Berkshire Vision 2036<sup>1</sup>, West Berkshire Council strategies for Leisure<sup>2</sup>, Environment<sup>3</sup>, Economic Development<sup>4</sup>, Health and Wellbeing<sup>5</sup>, and the Core Strategy Development Plan Document (Policy CS19: Historic Environment and Landscape Character)<sup>6</sup> in conjunction with regional and national strategies and plans including Arts Council England, Historic England, NHS, and Visit Britain/ Visit England.

These are:

- **Sustainability:** Ensure our cultural and heritage organisations are sustainable and thrive.
- **Economic Development:** Increase domestic and international tourism to generate income, investment and increase economic resilience.
- **Health and Wellbeing:** Contribute to the improvement in the health and wellbeing of all our residents.
- **Access:** Improve access to cultural heritage and activities.
- **Education, Training and Employment:** Improve access to cultural education, training and employment opportunities.
- **Heritage and the Historic Environment:** Protect and promote our unique cultural history, heritage and historic environment.

<sup>1</sup> <https://info.westberks.gov.uk/CHttpHandler.ashx?id=46989&p=0>

<sup>2</sup> Draft Leisure Strategy – no link available

<sup>3</sup> <https://info.westberks.gov.uk/CHttpHandler.ashx?id=46989&p=0>

<sup>4</sup> <https://info.westberks.gov.uk/drafteds>

<sup>5</sup> <https://info.westberks.gov.uk/CHttpHandler.ashx?id=33954&p=0>

<sup>6</sup> <https://info.westberks.gov.uk/CHttpHandler.ashx?id=36373&p=0>

# Introduction

**‘Each community has its own culture – its own history, museums and traditions. In this global, interconnected economy, what is local and unique has a special value and should be supported and encouraged’<sup>7</sup>**

The term ‘Cultural Heritage’ means something different to all of us. It is a term which includes a broad and diverse range of creative, cultural and heritage professions, activities, buildings and landscapes.

For the purposes of this strategy and the accompanying Delivery Plan, when we refer to **cultural heritage**, we are using the combined definitions below (a. b. and c.) which are widely used when describing cultural heritage.

Where we use the term **arts and culture**, we are referring to the definitions a. and b. below\*

- a. In May 2007 the Department for Digital, Culture, Media & Sport (DCMS)<sup>8</sup> defined **arts and culture** as: Arts, Libraries, Museums, Galleries, Broadcasting, Film and the Music Industry, Architecture and the Historic Environment (landscape and built heritage).
- b. The DCMS mapping document for the Creative Industries produced in 1998<sup>9</sup> defined the creative industries as: Advertising, Architecture, Crafts, Design, Fashion, Film, Music, Performing Arts, Publishing, TV, and Radio.

Where we use the term **heritage**, we are referring to the definition used by Historic England<sup>10</sup>

- c. **Heritage** includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a social dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.

*Note: The National Endowment for Science and the Arts<sup>11</sup> has undertaken research into the inadequacy and ‘incompleteness’ of the DCMS definition and made recommendations for a more inclusive and accurate definition. As yet this has not been widely adopted, so for the purposes of this strategy we are using the DCMS 1998 listing.*

<sup>7</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/510798/DCMS\\_The\\_Culture\\_White\\_Paper\\_\\_3\\_.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/510798/DCMS_The_Culture_White_Paper__3_.pdf)

<sup>8</sup><https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport>

<sup>9</sup>DCMS (1998) ‘Creative Industries Mapping Document 1998.’ D

<sup>10</sup>[https://historicengland.org.uk/advice/hpg/hpr-definitions/#cat\\_H](https://historicengland.org.uk/advice/hpg/hpr-definitions/#cat_H)

<sup>11</sup>[https://media.nesta.org.uk/documents/a\\_dynamic\\_mapping\\_of\\_the\\_creative\\_industries.pdf](https://media.nesta.org.uk/documents/a_dynamic_mapping_of_the_creative_industries.pdf)

Whilst individual understanding will vary according to personal perception and engagement with cultural heritage, the benefits to individuals, including wellbeing, the economy, personal and academic development are recognised and evidenced.

This strategy links with and delivers on the collective aims in the West Berkshire Vision 2036<sup>12</sup>, and is therefore not a stand-alone document. This strategy outlines the high-level themes, objectives, aims and actions we have as a council for the district's cultural heritage sector through to 2030.

## **Covid-19 Pandemic**

The Covid-19 pandemic has had a significant negative impact on the cultural heritage sector with 93% of responders to the stakeholder consultation stating they had been impacted.

Throughout 2020, many organisations and individuals, particularly freelancers, are struggling to survive economically. The resulting economic downturn presents challenges on a scale not encountered for decades. It is clear from the public and stakeholder consultation responses conducted for this strategy- and the previously unprecedented steps taken by for example, Arts Council England<sup>13</sup> and the National Lottery Heritage Fund<sup>14</sup> - that the cultural heritage sector is at a critical point.

This strategy aims to support the sector, and in so doing, the significant contribution it makes to people's health and wellbeing, the economy, education and training, improving people's access to cultural heritage and activities, whilst protecting what is one of West Berkshire's most valued assets- its historic environment.

There is evidence to show that cultural participation can contribute to social relationships, community cohesion, and/or make communities feel safer and stronger. Research has found positive links between cultural participation and improved social skills and engagement with the wider community, and evidence that culture can play a role in tackling crime<sup>15</sup>.

Much of this strategy focusses on participation, whether that is for health and wellbeing, education, training, volunteering, for example: to help protect our scheduled monuments, or for pure enjoyment. The consultation feedback confirms that while there are a large number and range of events and activities in the district, some residents are unable to access these.

This strategy aims to improve access, creating more inclusive provision, so that as many residents as possible who wish to engage with our cultural heritage can do so.

<sup>12</sup><https://info.westberks.gov.uk/CHttpHandler.ashx?id=46989&p=0>

<sup>13</sup><https://www.artscouncil.org.uk/>

<sup>14</sup><http://www.heritagefund.org.uk/>

<sup>15</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/416279/A\\_review\\_of\\_the\\_Social\\_Impacts\\_of\\_Culture\\_and\\_Sport.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/416279/A_review_of_the_Social_Impacts_of_Culture_and_Sport.pdf)

## Strategy Delivery – A Phased Approach

The strategy will be delivered in phases. The Covid-19 pandemic had had a considerable negative impact and has shifted the focus of the earlier stages of its delivery. Support and economic recovery is a priority to continue to provide residents and visitors with a strong cultural heritage offer. Working across services within the council and with partners in all sectors- such as economic development, tourism, health and wellbeing, education and training, planning and the environment- is very important to encourage inward investment, fully utilise what we already have and protect and support the cultural heritage sector to ensure benefits are delivered to communities.

Partners: we will be looking to work collaboratively with public, private and community sector services and providers including extending our reach to include those not previously worked with. This will be alongside local organisations, charities and volunteers to deliver this strategy. This is key, as we want to engage with those with an interest in the cultural heritage of this district, and complement existing provision, adding value and opportunities.

Over the next 10 years this strategy will need to be adapted to reflect changes to local need, regional and national cultural heritage policies, strategies, and the wider context such as the impact of Covid-19 on health and wellbeing and the economy.

Now more than ever, it is crucial that we work closely and cooperatively partners to deliver focussed and targeted support, projects/programmes for the sector and communities of West Berkshire.

In developing this strategy it has become clear that we require more data regarding the cultural heritage sectors. This is important as we are reliant upon this to measure the current state of cultural heritage across the district, and to set meaningful targets to indicate progress. A method for regular data gathering and processing will be one of the actions in the first phase of the Delivery Plan.



*Craft and Chat group at Newbury Library*

## Delivery Plan

Through consultation with partners it was apparent that the Delivery Plan will be more effective and deliverable if developed with a range of partners. This is due to the delivery of this strategy:

- covering a breadth of specialisms and they should be part of planning.
- being reliant on partnership working.
- requiring input from organisations/individuals who represent the diversity of the population of West Berkshire.
- requiring grassroots and strategic knowledge and thinking.
- so that it delivers the requirements of the sector.

We will form a Delivery Group to develop a Delivery Plan. This is a document which outlines the actions, projects/programmes to deliver this strategy, specifying timescale, partners and resources required. It will indicate links to other West Berkshire Council Strategies and Plans (i.e. Leisure, Economic Development, Health & Wellbeing, Environment), Key Performance Indicators and measures will be set accordingly.

“Over the next 10 years this strategy will need to be adapted to reflect changes to local need, regional and national cultural heritage policies, strategies, and the wider context such as the impact of Covid-19 on health and wellbeing and the economy.”

# Context and Strategy Themes

West Berkshire has a significant cultural heritage offer, with theatres, museums, festivals, visual arts, music, historic buildings and a beautiful landscape. This is combined with individual artists, makers, and creative professionals, small and medium enterprises (SME's), particularly film production and a developing digital/gaming sector. It is difficult to quantify exactly the number of community groups, societies and clubs, and those who give up their time to volunteer in the cultural heritage sector. However, through consultation with the public, and the development of this strategy, we can say with confidence that West Berkshire has a vibrant cultural heritage sector.

This is not to say that there are parts of West Berkshire which are not well served, a fact which has been supported through the results of the public consultation. Many have cited a lack of provision in rural areas and access to activities/performance in urban locations to be a barrier. Improving access for all is an important theme in this strategy and the accompanying delivery Plan.

In April 2019, Arts Council England with research conducted by Centre for Economics and Business Research (CEBR)<sup>16</sup> estimated the arts and culture (cultural heritage) industry contributed £10.8 billion a year to the UK economy (based on data from the Office of National Statistics), a growth of £390 million in a year.

Productivity in the arts and culture industry between 2009 and 2016 was greater than that of the economy, with gross value added per worker at £62,000 for arts and culture, compared to £46,800 for the wider UK economy.

Although we do not hold detailed accurate figures specifically for our district, given the profile of the arts, culture and heritage in West Berkshire we can reasonably state this district benefits economically from cultural heritage. Therefore, it is crucial we continue to support our organisations, small and medium enterprises (SME's), and individuals in the cultural heritage sectors. Given the impact of the Covid-19 pandemic this has never been more important.



*The Hound of the Baskervilles in the Watermill Theatre Garden.  
Pamela Raith Photography*

<sup>16</sup>[https://www.artscouncil.org.uk/sites/default/files/downloadfile/Economic%20impact%20of%20arts%20and%20culture%20on%20the%20national%20economy%20FINAL\\_0\\_0.PDF](https://www.artscouncil.org.uk/sites/default/files/downloadfile/Economic%20impact%20of%20arts%20and%20culture%20on%20the%20national%20economy%20FINAL_0_0.PDF)



Cultural heritage is not just about income generation. There is strong, growing evidence which indicates its importance to peoples' health and wellbeing. Through this strategy, we aim to strengthen partnership working, and continue to develop and increase the arts and heritage projects/programmes which provide a range of benefits to all. We will increase initiatives which specifically deliver on health and wellbeing, led and delivered by the district cultural heritage sector, with a specific focus on those identified in West Berkshire Vision 2036<sup>17</sup>.

All arts and cultural activities are significantly associated with happiness and relaxation. In research conducted by Fujiwara and MacKerron published by Arts Council England, Cultural Activities, Artforms and Wellbeing, 2015<sup>18</sup>, these types of activities ranked highly.

Activities people participate in	Percentage of survey respondents
Theatre, dance, concert	8.735
Singing, performing	7.731
Exhibition, museum, library	7.457
Hobbies, arts, crafts	5.737
Talking, chatting socialising	3.789
Drinking alcohol	3.646
Listening to music	3.518
Childcare, playing with children	2.888
Reading	2.331
Watching TV, film	2.084
Housework, chores, DIY	-0.651

Activities people participate in	Percentage of survey respondents
Exhibition, museum, library	6.017
Hobbies, arts, crafts	4.618
Theatre, dance, concert	4.483
Singing, performing	4.171
Reading	4.124
Drinking alcohol	4.045
Watching TV, film	3.562
Listening to music	3.027
Talking, chatting, socialising	2.859
Childcare, playing with children	0.877
Housework, chores, DIY	-3.668

West Berkshire has a range of heritage settings such as museums, historic houses, archives, heritage landscapes, residential areas and towns with historic buildings. There is strong evidence to suggest that creative and heritage related activity in a heritage environment, healthcare setting, day to day exposure to one or more of these settings, or volunteering in a heritage setting, have a range of benefits to people's health and wellbeing<sup>19</sup>.

People across our district value our heritage. A recent report regarding public perceptions of heritage<sup>20</sup> published by the National Heritage Lottery Fund found the most important aspects of heritage with the highest levels of support are:

- museums/libraries/archives (83%).
- historic buildings/monuments (82%).
- land/natural heritage (81%).

Although these figures are for the UK, they echo those on a regional level and present a clear indication that residents consider our heritage to be of value.

<sup>17</sup><https://info.westberks.gov.uk/CHttpHandler.ashx?id=46989&p=0>

<sup>18</sup>[https://www.artscouncil.org.uk/sites/default/files/download-file/Cultural\\_activities\\_artforms\\_and\\_wellbeing.pdf](https://www.artscouncil.org.uk/sites/default/files/download-file/Cultural_activities_artforms_and_wellbeing.pdf)

<sup>19</sup><https://www.whatworkswellbeing.org/theimpactofhistoricplacesandassetsoncommunitywellbeing>

<sup>20</sup><https://www.heritagefund.org.uk/publications/public-perceptions-heritage>

## Strategic Themes

There are six strategic themes.

Sustainability and Economic Development should be considered as a joint priority and given their importance in terms of economic recovery from the Covid-19 pandemic are likely to require more urgent attention.

Without sustaining (Sustainability) our cultural heritage sector through, increased partnership working resulting in greater access to external funding, and generating new income streams through initiatives such as tourism, increasing visitor numbers and spend (Economic Development), we will be unable to deliver on other themes identified through consultation and outlined in this strategy. Much of West Berkshire's rich and diverse cultural heritage sector, a highly valuable asset, will diminish resulting in a loss of expertise, venues, and talent, all of which are central to the objectives and aims in this strategy, and those identified in other West Berkshire strategies such as West Berkshire Vision 2036.

The themes are interlinked with the need for residents to be able to access cultural heritage for the purposes of health and wellbeing, education and enjoyment. For example, our historic environment is a unique part of West Berkshire from listed buildings to the character of the landscape. Conserving and raising awareness of it for now and future generations is important.

“Our historic environment is a unique part of West Berkshire from listed buildings to the character of the landscape. Conserving and raising awareness of it for now and future generations is important.”



*Donnington Castle, photo courtesy of English Heritage.*

## Sustainability

The Covid-19 pandemic has shown that, for many, cultural heritage is key to their health and wellbeing. It provides a creative way of connecting with others, reducing social isolation, providing creative activities and new skills (either for the first time or rediscovery). More people are accessing local green spaces and going for walks in their towns and villages, therefore the historic environment has never been more important as a way of reducing the negative impacts of the virus on health and wellbeing.

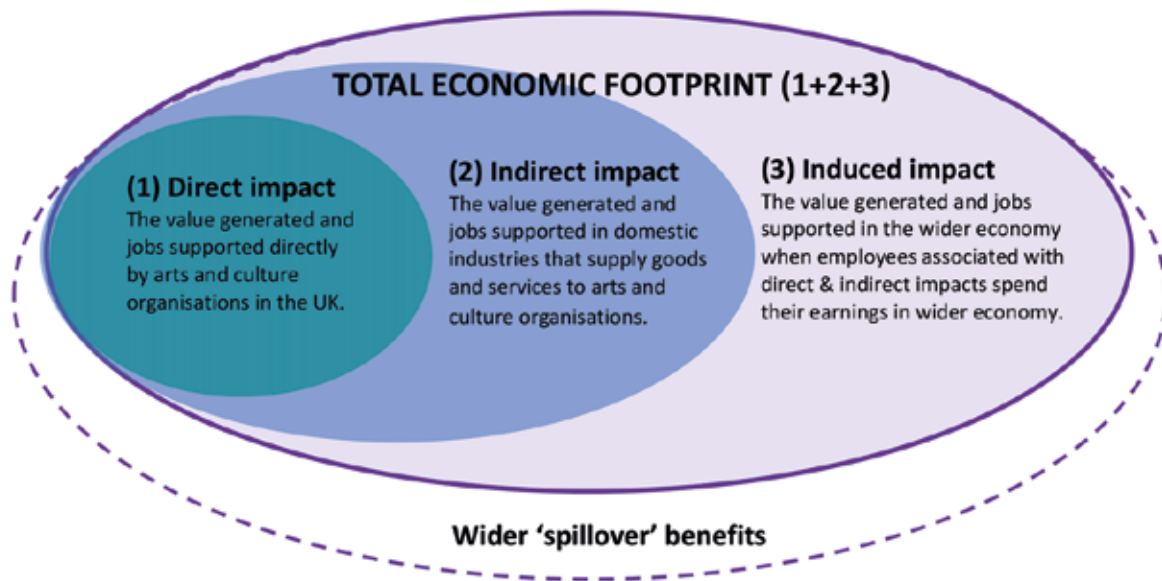
Whilst this is a positive result, there has and continues to be a significant cost to the cultural heritage sector starting with the national lockdown, and the subsequent restrictions on public gatherings, performances, screenings and tourism of which the districts cultural heritage sector plays a role. With the roll-out of vaccines it is hoped that this will improve throughout 2021.

As already noted, a priority must be the survival of our cultural heritage sector. Whilst organisations such as the Corn Exchange (Newbury) Trust, Zippo Circus, Cirque Berserk Ltd have been successful in gaining a grant through the Arts Council England Cultural Recovery Fund<sup>21</sup>, this only goes part way in supporting them and there is still much to be done. It should be taken into consideration that many organisations, small and medium enterprises (SME's) and individuals have been unable to access financial support. This was evidenced through the results of the stakeholder consultation with only 24.1% reporting they were eligible to apply for financial support, with the Coronavirus Job Retention Scheme being the second most applied for scheme (23.1 %); 'other' was cited as the first with responders choosing not to specify the source of support.

Economic Development and Sustainability are linked, and the promotion of the district's cultural heritage specifically in relation to tourism and income generation is one element of the strategic approach to supporting and increasing the economic resilience of the sector. Tourism requires a phased approach, with short, medium, and longer-term planning and delivery. This inward investment represents an opportunity for the cultural heritage sector, working with local businesses, tourism providers, and partners to develop and increase resilience over the course of this strategy.

One aspect of the economic development theme of this strategy, which was supported by results from the consultation with residents and partners, and is related to increasing visitor numbers to the district, is increasing public awareness of 'the wealth and diversity of cultural heritage activities, events and places across the district'. The extent and form this takes will be identified through partnership working in the development of the Delivery Plan. There are examples of how local authorities have successfully undertaken the branding and marketing of their districts/counties. These will be reviewed as part of the project planning process should this action be ratified.

The cultural heritage sector has a far-reaching impact on the economy, and to protect and support it, is to protect and support the wider economic ecology of the district.



Source: Cebr analysis

Wider multiplier impacts of the arts and culture industry<sup>22</sup>:

Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector. When indirect (supply chain) and induced (wider spending) effects are considered, it is estimated that the arts and culture industry (including both market and non-market elements) supported £48bn in turnover, £23bn in GVA, 363,713 jobs and £13.4bn in employee compensation in 2016.

This implies:

- For every £1 in turnover directly generated by the arts and culture industry, an additional £1.24 in output is supported in the wider economy through indirect and induced multipliers.
- For every £1 of GVA generated by the arts and culture industry, an additional £1.14 of GVA is supported in the wider economy through indirect and induced multipliers.
- For every 1 job directly created by the arts and culture industry, an additional 1.65 jobs are supported in the wider economy through indirect and induced multipliers.
- For every £1 in employee compensation paid to workers directly employed in the arts and culture industry, an additional £1.21 in employee compensation is supported in the wider economy through indirect and induced multipliers.

<sup>22</sup>[https://www.artscouncil.org.uk/sites/default/files/download-file/Economic%20impact%20of%20arts%20and%20culture%20on%20the%20national%20economy%20FINAL\\_0\\_0.PDF](https://www.artscouncil.org.uk/sites/default/files/download-file/Economic%20impact%20of%20arts%20and%20culture%20on%20the%20national%20economy%20FINAL_0_0.PDF)



Source: ONS, Cebr analysis

The cultural heritage sector has a strong track record in partnership working. West Berkshire has the breadth and diversity of organisations, individuals and businesses to develop joint initiatives, and to undertake, where appropriate, increased cross sector strategic schemes. By doing so there is scope to attract inward investment and access external funding from a range of sources.

Examples include:

- Cultural heritage organisations working more collaboratively with Clinical Commissioning Groups, to lead, create and deliver targeted health and wellbeing programmes (i.e. Mental health, dementia) and the potential to trial arts and health initiatives to assist in recovery from Covid-19.
- Covid-19 has created an increased need for social prescribing as evidenced by The National Academy for Social Prescribing (NASP) being awarded £5 million in funding to support people to stay connected and maintain their health and wellbeing. The NASP will be working with, amongst others, Arts Council England and Natural England, to develop and deliver 'Covid-19 specific' initiatives.
- Cultural heritage organisations working with Leisure, and healthcare providers to develop and deliver creative health walks, facilitating access to our Area of Outstanding Natural Beauty and the historic environment combined with participation in creative activities (for example, painting and photography).
- Increased collaboration with higher education institutions (HEI's) provides opportunities for accessing funds both directing through universities and through grants (for example, the Arts and Humanities Research Council) and associated inward investment through business partnerships. HEI's can access funding often not available directly to the cultural heritage sector for 'non-academic' activities. However, through partnership working there is scope to create, trial and develop innovative cultural heritage projects.

In so doing we not only have the potential to develop high quality initiatives, maximise existing resources, we sustain the areas of cultural heritage sector, providing employment opportunities.

- Use of Community Infrastructure Levy (CIL)<sup>23</sup> is one way in which we can work with partners to raise funds from developers. Although, much of this capital is used to support new facilities it is possible to bid for cultural heritage work and, or create opportunities for the inclusion of for example, public art within new developments as part of placemaking schemes. Whilst the forthcoming review of the planning system may impact on this it is worth including it in this strategy.

### Summary of Sustainability Objectives, Aims and Actions

<b>OBJECTIVES</b>	<b>AIMS</b>	<b>ACTIONS</b> To be developed by the Delivery Group
Ensure our cultural and heritage organisations are as sustainable as possible and can thrive.	Provide support and increased economic resilience for organisations, small and medium enterprises (SME's) and individuals in the cultural heritage sector.	<ul style="list-style-type: none"> <li>• Increase inward investment through joint initiatives and external funding.</li> <li>• Increase and develop joined up working between organisations and effective strategic partnership working.</li> </ul>



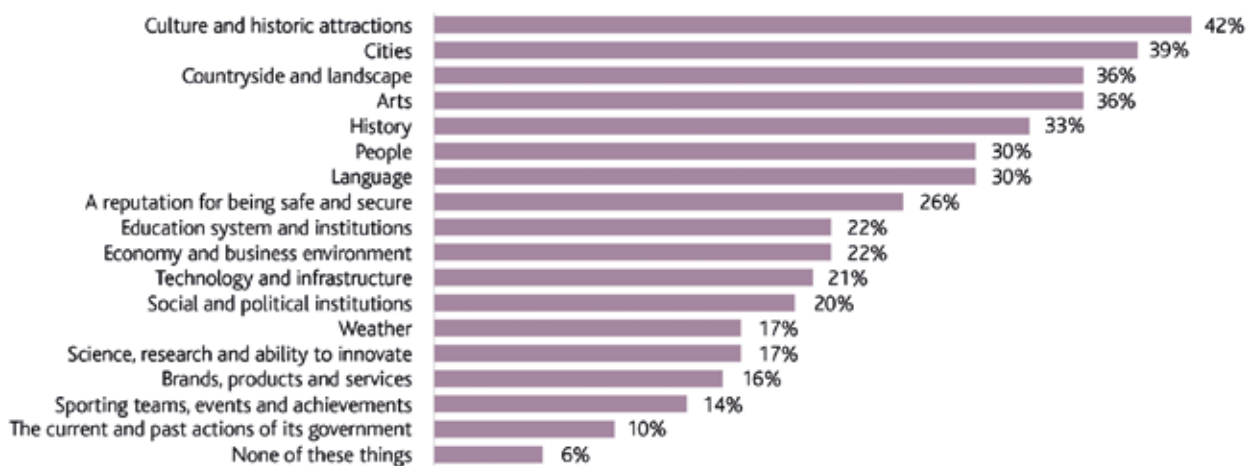
*The Pheonix Resource Centre*

<sup>23</sup><https://historicengland.org.uk/research/heritage-counts/heritage-and-economy/>

## Economic Development

**‘Visitors don’t make a culture and heritage distinction – they don’t think “Oh I’m visiting a castle now which is heritage and a contemporary gallery now which is cultural”. They just want to visit and be immersed in both the contemporary and historical culture of a place to feel that they understand and know it better<sup>24</sup>.’**

Research by the British Council shows that cultural attractions are the most commonly mentioned factor in terms of what makes the UK an attractive place to visit while the arts were the fourth most commonly mentioned reason<sup>25</sup>.



Source: Department for Culture, Media & Sport *The Culture White Paper*

Heritage tourism accounts £2.0 billion per year<sup>26</sup> (2019) in the South East, with £7.6 billion being attributed to the arts and culture tourism across the UK (2011)<sup>26</sup>.

Developing our tourism offer in relation to cultural heritage has the potential to generate income into the sector as a whole through visits to museums, historic houses, galleries, theatres, performances, festivals, and increasing secondary spend via for example, retail (for example, merchandise, work created by artists/craftspersons), and food and drink.

44% of visitors to Britain are motivated by cultural attractions and the economic impact of cultural tourism is substantial – in 2016 alone, overseas visitors spent £889m on Museums and galleries in the UK<sup>28</sup>.

There has been an increase in the demand for experiential tourism (engaging with local history and culture). The local cultural and heritage sector is well placed to offer a range of interesting, exciting and attractive experiences which generate income and raise the profile of what West Berkshire has to offer.

<sup>24</sup><https://englandscreativecoast.org/2017/12/01/cultural-tourism-why-bother/>

<sup>25</sup>British Council <https://www.britishcouncil.org/sites/default/files/as-others-see-us-report.pdf>

<sup>26</sup><https://historicengland.org.uk/research/heritage-counts/heritage-and-economy/>

<sup>27</sup>[https://www.artscouncil.org.uk/sites/default/files/download-file/Value\\_arts\\_culture\\_evidence\\_review.pdf](https://www.artscouncil.org.uk/sites/default/files/download-file/Value_arts_culture_evidence_review.pdf)

<sup>28</sup><https://visitenglanddiscoverengland/summaryinsightsonoverseasvisitorstoenglandsregions/august2016>



Whilst there is a need to protect our natural environment and control numbers which could negatively impact on the landscape, ecology and visitor experience (through crowded paths and increase noise levels, there is potential to attract visitors whilst managing numbers.

Cultural Heritage tourism not only generates income to the sector itself but has a positive impact on the economy through supporting local pubs, restaurants, hotels, B&B's, and retail. A strong economy is advantageous to the cultural heritage sector directly and indirectly. An example of this is Sussex Modern<sup>29</sup> which promotes the landscape, arts, culture, and vineyards of Sussex, providing visitors (both domestic and international) with information, trails, and 'packages' with visits to for example winemakers and/or galleries for an experiential trip including i.e. creative sessions, wine tasting and or dinner.

The Local Government Association refer to the 'pulling power' of arts and culture: visitors to a theatre, museum, or festival spend money on their ticket or entrance fee, meals in local restaurants, spending in local shops, or perhaps hotel bookings as part of their visit. The 500,000 visitors to the Hepworth Wakefield Museum during its first year contributed an estimated £10 million to the local economy in Wakefield and a recent economic impact of the Yorkshire Sculpture Park estimated its annual contribution to the local economy to be £5 million<sup>30</sup> (LGA, 2013).

Whilst international tourism is currently (2020) on the downturn due to the pandemic, it is hoped that during the life of this strategy the situation will improve. The pandemic has led to an increase in domestic tourism and West Berkshire is well placed to take advantage of this.

There is an increase in what is termed 'microgapping'<sup>31</sup> – experiential holidays for domestic holiday makers. Supported and marketed by Visit Britain. This is due to a number of factors including: Redundancies and reduced wages mean that people are no longer looking for long or expensive holidays, and the UK offers a more financially safe option<sup>32</sup>.

Holidays within the UK are not only a financially safer option for most, but many people will find staying with the UK to be a less stressful option as there are less concerns about local health advice differing from home.

46% of trips within the UK in 2019 were to large towns and cities. This has now changed and it is likely that travel habits will change significantly in the short term due to people avoiding crowded spaces where you need to be in close quarters with other people, even when new vaccines are available for all<sup>33</sup>.

Another consideration is climate change and the environmental impact of long-distance travel.

In the 25-49 age group, 30% say they would consider swapping a holiday abroad for one in the UK to reduce the impact of travel on the environment, a 2% increase over just 6 months<sup>34</sup>.

<sup>29</sup><https://www.sussexmodern.org.uk>

<sup>30</sup>[https://www.artscouncil.org.uk/sites/default/files/download-file/Value\\_arts\\_culture\\_evidence\\_review.pdf](https://www.artscouncil.org.uk/sites/default/files/download-file/Value_arts_culture_evidence_review.pdf)

<sup>31</sup><https://trade.visitbritain.com/destination-uk/microgapping-uk/#page-2>

<sup>32</sup><https://www.schofields.ltd.uk/staycations-uk-travel-2020-21/>

<sup>33</sup><https://www.schofields.ltd.uk/staycations-uk-travel-2020-21/>

<sup>34</sup><https://yougov.co.uk/>

Visit Britain/Visit England<sup>35</sup> (a non-departmental body funded by the Department of Digital, Culture, Media and Sport) has, and continues to invest in tourism, with initiatives such as Discover England. Funding<sup>36</sup> worth £40m has been made available to develop new bookable English tourism products. Bookable products are something that can be booked by a visitor. Examples include, a vineyard tour, a visit to a castle, a behind the scenes experience. These 'products/experiences' are open to anyone wishing to book and are therefore available to domestic and international travellers. Cultural heritage organisations (and others such as breweries, wildlife and nature conservation, sporting) have benefitted from this funding and the wider opportunities it presents to generate income.

Examples of successful projects specifically relating to the cultural heritage sector, leading to increased footfall resulting in income generation, including those delivered across districts/counties include. England's Creative Coast<sup>37</sup> (funded by Visit England, Arts Council England Cultural Destinations Fund, South East LEP, and local authorities) builds on the success of Margate's Turner Contemporary Gallery which in its first year of trading was responsible for generating £13.9m across the Kent economy<sup>38</sup>. England's Creative Coast aims to grow the South East visitor economy by 3% by 2020<sup>39</sup> with a range of visitor 'attractions' and experiences, marketed in a coherent and targeted manner.

**'When it comes to selecting a holiday destination culture and heritage was found to be an important element'**

Source: HPI research, Leveraging Britain's Culture & Heritage.

In 2019 Reading was the 20th most visited destination by domestic tourists, with 237,000 visitors Oxford was 9th with 581,000, with London ranked highest with 21,713,000<sup>40</sup>.

Given West Berkshire's proximity, its cultural heritage and wider offer. It is feasible to suggest that through this strategy, this district can benefit from tourism, supported by inward investment through Visit Britain/Visit England, and related schemes, to generate income and increase resilience by expanding revenue streams.

**'Visitors should be encouraged to take advantage of the brilliant things that West Berkshire has to offer.'**

Local resident responding to public consultation.



*Thatcham Festival*

<sup>35</sup><https://www.visitbritain.org>

<sup>36</sup><https://trade.visitbritain.com/destination-uk/discover-england-fund/>

<sup>37</sup><https://www.englishcreativecoast.com>

<sup>38</sup>[https://www.artscouncil.org.uk/sites/default/files/infographics/Evidence\\_review\\_Infographic\\_March\\_2014.jpg](https://www.artscouncil.org.uk/sites/default/files/infographics/Evidence_review_Infographic_March_2014.jpg)

<sup>39</sup><https://englishcreativecoast.org/about/>

<sup>40</sup><https://www.visitbritain.org/town-data>

## Heritage tourism in numbers



Source: Cebr, 2019b

### Summary of Economic Development Objectives, Aims and Actions

OBJECTIVES	AIMS	ACTIONS To be developed by the Delivery Group
Increase domestic and international tourism to generate income, investment and increase economic resilience.	Promote and raise awareness to potential visitors, of the wealth and diversity of culture and heritage. For example: historic buildings and landscapes, events and creative industries in the district.	<ul style="list-style-type: none"> <li>• Develop partnerships and programmes across cultural, heritage, landscape and tourism sectors to create experiential tourism opportunities.</li> <li>• Increase public awareness of the wealth and diversity of cultural and heritage activities, events and places across the district.</li> <li>• Develop partnerships including with Destination Management Organisations, to create and promote experiential tourism opportunities and promote these to tourism providers.</li> <li>• Research and seek financial support from external funders / investors to develop tourism.</li> </ul>

## Health & Wellbeing

Cultural heritage has an important role to play in the health and wellbeing of people of all ages. Those who had attended a cultural place or event in the previous 12 months (pre-Corvid-19) were almost 60 per cent more likely to report good health compared to those who had not, and theatre-goers were almost 25 per cent more likely to report good health<sup>41</sup>.

There is evidence which supports this both in terms of ‘the prevention of mental and physical illness [and] enhancing quality of life from engagement with the arts<sup>42</sup>.

There is also strong evidence on the benefits of arts engagement for cognition in older age, including memory, executive function, and that the arts can reduce physical decline in older adults, including improving gait, strength and balance<sup>43</sup>.

Museums and heritage settings have an equally important part in creating and delivery initiatives for which there is strong evidence regarding the benefits to health and wellbeing. There are many examples. National Museums Liverpool run dementia friendly Memory Walks which not only increase physical exercise but elicit group reminiscence that becomes part of a shared cultural heritage with important implications for collective wellbeing<sup>44</sup>.

Such sharing plays a vital role in place making and there are examples of where reminiscences have then formed part of a wider project to create plays, performed at local venues and aired on radio as is the case with a project in Oxford<sup>45</sup>.

**‘I think the current pandemic has taught us all the importance of the arts in providing people with an outlet for their concerns. I am aware that, for example, music can be a great help for people with dementia.’**

Local resident responding to public consultation.

Nationally, it has been estimated that there are approximately 255,000 young carers and 110,000 carers themselves over the age of 85. As noted in the 2014 NHS Five Year Forward View, ‘the five and a half million carers in England make a critical and underappreciated contribution not only to loved ones, neighbours and friends, but to the very sustainability of the NHS itself<sup>46</sup>.

<sup>41</sup><https://www.artscouncil.org.uk/exploring-value-arts-and-culture/value-arts-and-culture-people-and-society>

<sup>42</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/918253/The\\_role\\_of\\_arts\\_in\\_improving\\_health\\_and\\_wellbeing.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/918253/The_role_of_arts_in_improving_health_and_wellbeing.pdf)

<sup>43</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/918253/The\\_role\\_of\\_arts\\_in\\_improving\\_health\\_and\\_wellbeing.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/918253/The_role_of_arts_in_improving_health_and_wellbeing.pdf)

<sup>44</sup><http://www.houseofmemories.co.uk/things-to-do/memorywalks>

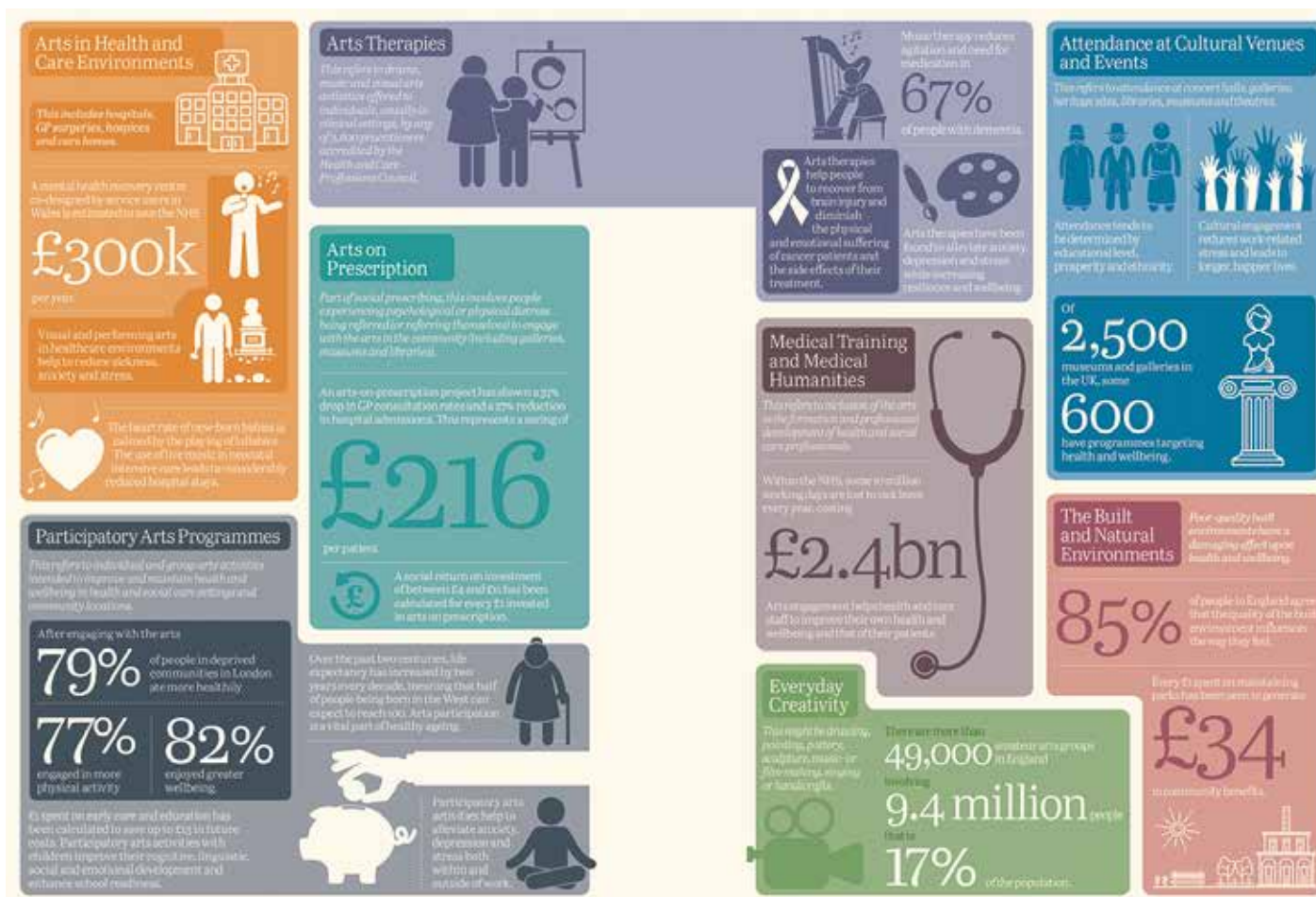
<sup>45</sup><http://www.artshealthandwellbeing.org.uk/case-studies/museum-oxford-morris-motors-centenary-reminiscence-project>

<sup>46</sup>[www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf](http://www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf)

**‘Ongoing research is demonstrating that access to programmes which incorporate arts- and healthbased interventions leads to increased independence, improved self-esteem, confidence and resilience and allows individuals to build a peer support network.’<sup>47</sup>**

Rebecca Johnson, Occupational Therapist and Clinical Lead, Breathe Arts Health Research (originally part of Guy’s and St Thomas’ Charity; now a social enterprise that designs and delivers arts-in-healthcare programmes).

Carers are often struggling financially, restricted as to where and when they can go out, and have limited time or energy to spend on themselves away from their caring duties. As a result their health is poor (87% of carers report poor mental health, 83% poor physical health), 91% report suffering from depression and anxiety, and they are often socially isolated<sup>48</sup>. Poor wellbeing in carers also has a knock-on effect on the people they care for, so there are real benefits in supporting carers. Museums, galleries and theatres are all well placed to support them through a range of activities designed specifically for target groups, or as is sometimes the case (for example: Birmingham Museums Creative Carers Programme) schemes to support carers and those they care for.



Source: Creative Health: The Arts for Health and Wellbeing.

<sup>47</sup><https://culturallearningalliance.org.uk/wp-content/uploads/2018/04/Arts-Health-and-Wellbeing-Briefing.pdf>

<sup>48</sup><https://museumsandwellbeingalliance.files.wordpress.com/2018/04/museums-as-spaces-for-wellbeing-a-second-report.pdf>

Social prescribing- the prescription of creative and cultural activities by health care professionals, and other referral services, to people experiencing anxiety, stress-related symptoms, depression or other mental and physical health problems<sup>49</sup> is now an established initiative with seven social prescribers working across the district.

This structured and targeted approach is proven to be an effective means of tackling a range of health and wellbeing difficulties. The cultural heritage sector is constantly creating and delivering programmes, successfully supporting patients, and alleviating pressure on other healthcare services. Our communities across the district, benefit from this provision and the pandemic has generated an increased need for social prescribing initiatives with a particular focus on for example, singing, movement and physical exercise and access to green spaces. Our cultural heritage sector is well placed to work in partnership with Berkshire West Clinical Commissioning Group (CCG) to respond.

**When I first heard about the Social Prescribing Service, I immediately felt it would play an important part in delivering holistic care to my patients, and indeed it has<sup>50</sup>**

Dr Doon Lovett, who is based at Tilehurst Surgery.

Volunteers are a valuable asset to our cultural heritage organisations, many of whom could not function without them. However, there is also evidence that volunteering in cultural heritage settings has a range of positive effects on people's health and wellbeing. This includes reducing social isolation, improved cognitive function (i.e. learning new skills), with many experiencing a greater sense of safety in their day to day lives as they feel part of their community.

This feeds into the importance of our cultural heritage sector and the need to protect and support it, as outlined in the Sustainability strand of this strategy.

Culture and Connections' at Ripon Museum Trust is a supported volunteering programme organised on social prescribing lines with people of all ages with mental health issues such as social isolation, anxiety and lack of confidence. This is an example of how volunteer schemes can be developed in partnership with healthcare providers to increase positive health and wellbeing outcomes<sup>51</sup>.

We know that our natural landscape is of great importance to the local community. West Berkshire benefits from having a range of open spaces including historic parks and gardens, and Areas of Outstanding Natural Beauty and Sites of Specific Scientific Interest. These are an important asset for local people to enjoy as a leisure activity, bringing benefits to health and wellbeing.

Accessible outdoor space is often referred to as 'Green Infrastructure' or 'GI'. Natural England, provides helpful information on the multiple benefits of effectively using and protecting the landscape/open spaces and we will seek to employ this as part of our Cultural Heritage Strategy and Delivery Plan, linking in with West Berkshire Leisure<sup>52</sup>, and Environment<sup>53</sup> Strategies.

<sup>49</sup><https://www.artscouncil.org.uk/letscreate>

<sup>50</sup><https://www.berkshirewestccg.nhs.uk/newsroom/news/posts/2019/2019/march/social-prescribing/>

<sup>51</sup>[www.riponmuseums.co.uk/events/special\\_projects/culture\\_and\\_connections\\_at\\_ripon\\_museums](http://www.riponmuseums.co.uk/events/special_projects/culture_and_connections_at_ripon_museums)

<sup>52</sup>NOT CURRENTLY ON WBC WEBSITE SO NO LINK AVAILABLE

<sup>53</sup><https://info.westberks.gov.uk/CHttpHandler.ashx?id=49068&p=0>

National surveys that monitor engagement in the natural environment<sup>54</sup> show that between 2009 and 2019 the majority of people are motivated to visit the natural environment for health and exercise, with the age group 16-34 the smallest (23.7%), over 55's (32.06%) and the largest participating age group being 35-54 (44.24%). Local residents who do spend time in the natural outdoors do so regularly, reporting either 'once a week' (21.94%), 'several times a week' (24.2%) or every day' (12.72%).

Greater numbers of people across different sectors of the population are now visiting the natural outdoors than ever before. With the pandemic and resulting 'lockdown' the desire to access the natural environment increased. Therefore, the need to work with colleagues in Leisure, and Countryside Service to increase access to our Areas of Outstanding Natural Beauty and historic landscapes, parks and gardens is important, as is appropriately maintaining and protecting these important areas.

Exposure to cultural heritage (for example landscape, historic buildings, performing, visual arts, museums) and, or participation in cultural heritage activities is beneficial to people's health and wellbeing.

For others, a more structured approach is required, and through this strategy we aim to work with partners to increase and develop existing provision, and create new initiatives with a particular focus on those identified in the West Berkshire Vision 2036<sup>55</sup>.

**Over 60% of respondents to the public consultation felt that the arts and heritage are important to health and wellbeing.**

**'It would be good to have more (cultural heritage activities) especially for people with dementia.'**

Local resident responding to public consultation.

### Summary of Health and Wellbeing Objectives, Aims and Actions

OBJECTIVES	AIMS	ACTIONS To be developed by the Delivery Group.
Contribute to the improvement of the health and wellbeing of all our residents.	Develop the cultural and heritage sector to meet short, medium, and long-term needs of residents, taking a lifespan approach.	<ul style="list-style-type: none"> <li>• Develop strategic partnerships.</li> <li>• Develop and deliver effective projects and programmes which meet health and wellbeing priorities as identified in council and health service strategic plans.</li> <li>• Increase access to culture and heritage for our rural and urban communities including children and young people.</li> </ul>

<sup>54</sup><https://defra.maps.arcgis.com/apps/MapSeries/index.html?appid=2f24d6c942d44e81821c3ed2d4ab2ada>

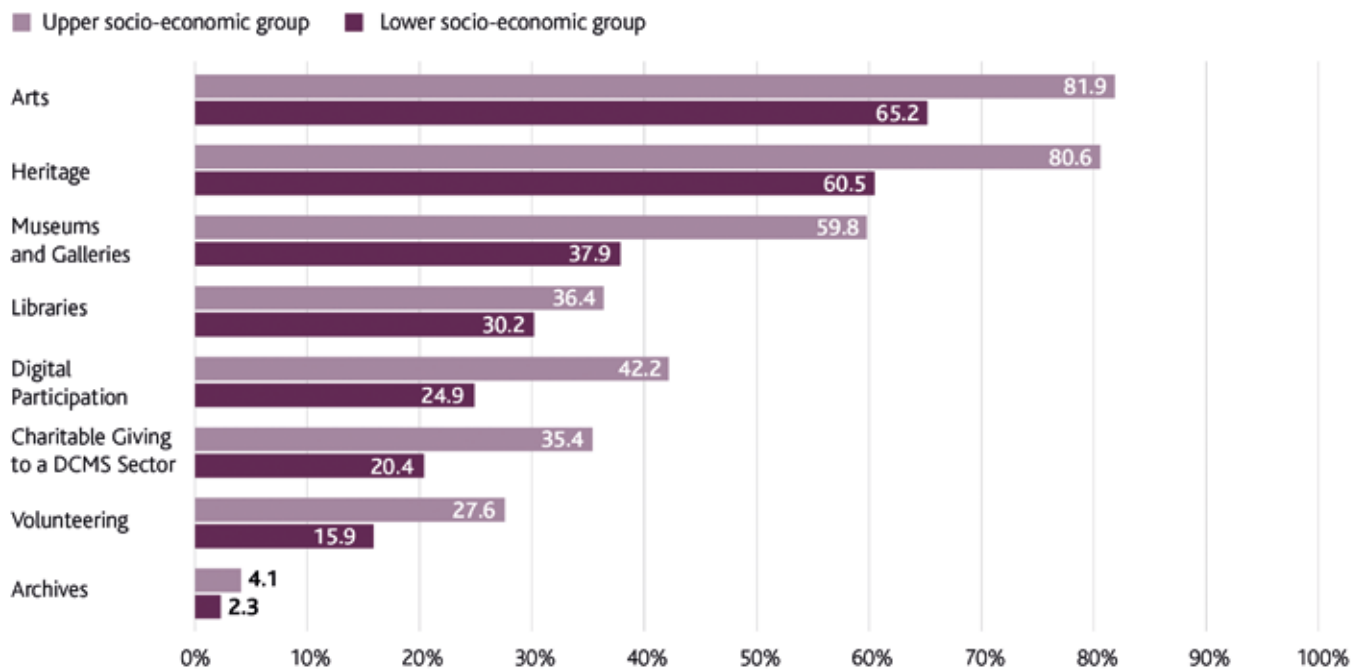
<sup>55</sup>REFERENCE VISION 2036

## Access

Access to cultural heritage activities varies across the district, with some residents having fewer opportunities to participate than others.

**‘Everyone should have the chance to experience culture, participate in it, create it, and see their lives transformed by it’<sup>56</sup>**

Participation in culture is often significantly lower among those from a lower socio-economic background (as defined by the Index of Multiple Deprivation<sup>57</sup>. Disability, age, limited/no access to public transport are also factors which can create barriers to participation.)



Source: Department for Culture, Media & Sport The Culture White Paper

<sup>56</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/510798/DCMS\\_The\\_Culture\\_White\\_Paper\\_\\_3\\_.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/510798/DCMS_The_Culture_White_Paper__3_.pdf)

<sup>57</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/510798/DCMS\\_The\\_Culture\\_White\\_Paper\\_\\_3\\_.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/510798/DCMS_The_Culture_White_Paper__3_.pdf)





*Ace Space music festival hosted by Shaw House, Newbury*

Those living in rural communities (Defra, ONS classifications and local authority classifications<sup>58</sup>) face difficulties, particularly if combined with one or more of the above. Factors identified by the Arts Council England Rural Evidence and Data Review 2019<sup>59</sup>. This has been echoed by responders to the public and stakeholder consultation undertaken as part of the development of this strategy.

**‘It would be good to be able to access these things (cultural heritage activities), particularly in rural areas’**

Local resident responding to public consultation.

We know there are a range of benefits to participation in cultural heritage activities. It is therefore important that through this strategy we seek to improve access for those who want to enjoy such activities. This is not necessarily straightforward or easy to resolve, however, we aim to improve access. One of the first steps the Delivery Group will take will be to better understand what residents (particularly those from rural areas) would like to access/participate in, and then find solutions to barriers. Through the Delivery Plan we will take a phased and focussed approach.

Taking into consideration the current restrictions in place due to Covid-19 we need to work in a more imaginative way, this means taking a varied approach working with local specialists in digital, gaming and publishing creating safe online activity, combined with other participatory programmes which are accessible for those without the internet. If we do not take this route, we will not deliver on the objective to reduce inequality of access.

**Summary of Access Objectives, Aims and Actions**

<b>OBJECTIVES</b>	<b>AIMS</b>	<b>ACTIONS</b> <b>To be developed by the Delivery Group</b>
To strive to create equality of opportunity for residents to access the district’s cultural heritage and activities.	Improve access to the district’s cultural heritage and activities through a variety of measures, responding to need.	<ul style="list-style-type: none"> <li>• Increase access to existing cultural heritage activities.</li> <li>• Create new accessible activities responding to demand .</li> <li>• Develop the above with a specific focus initially for those in rural locations with limited/no access to transport with restricted mobility (for example, disability) and, or health considerations.</li> </ul>

<sup>58</sup><https://www.gov.uk/government/statistics/the-rural-urban-definition>

<sup>59</sup><https://www.artscouncil.org.uk/community-and-place/rural-evidence-and-data-review>

## Education, Training and Employment

The inclusion of arts and culture in education from pre-school onwards is important. It provides those who have strengths in these subjects equivalent opportunities for learning, academic achievement, and the option to pursue a career in this diverse and varied sector (for example. design, architecture, publishing, digital, gaming, artists, performers, makers, arts administrators, senior managers, and chief executives), and for all pupils to gain a range of skills.

Evidence shows that engaging in culture can increase the likelihood of a young person going on to further and higher education<sup>60</sup>. One study showed that 16-18 year olds who participated in the arts and those who visited heritage sites or libraries were more likely to go on to further education in subsequent years<sup>61</sup>. There is a range of data showing a clear relationship between culture and educational attainment.

Inclusion of arts and culture in education has been proven to enable pupils to gain for example, strong communication skills, confidence, increased team working; and for some a route to re-engage with education.

Despite this we know that, as with general access to cultural heritage, not all children and young people have equality of opportunity when it comes to arts and culture in school/education settings. This is particularly the case for those from deprived backgrounds.

**‘We know that there is startling evidence that those from the most educationally deprived backgrounds are least likely to engage with cultural activities, perpetuating the cycle of exclusion’.**

Darren Henley, CEO of Arts Council England.

Initiatives such as Arts Awards<sup>62</sup> and Artsmark<sup>63</sup> (managed by Trinity College London in association with Arts Council England), led in West Berkshire, by Artswork<sup>64</sup> (Arts Council England Bridge Organisation), can provide schools, Pupil Referral Units, and alternative education provision with a structured programme to deliver arts initiatives with support and guidance.

Arts Awards not only benefit pupils/participants but provide opportunities for informal Continued Professional Development, for example teachers and employment for professionals within the cultural heritage sector. Successful completion of a Gold Level Arts Award can assist with application for higher education courses and in some instances relate to UCAS points. This is one example of how the cultural heritage can be supported in schools and other settings with children and young people. It should be noted that Arts Awards can be offered by other organisations providing access and a range of options for children and young people. The settings include: Museums, libraries, galleries, arts centres, theatres, heritage organisations, performing groups, youth centres, in addition to youth justice settings, and healthcare services.

<sup>60</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/304896/Quantifying\\_the\\_Social\\_Impacts\\_of\\_Culture\\_and\\_Sport.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/304896/Quantifying_the_Social_Impacts_of_Culture_and_Sport.pdf).

<sup>61</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/446273/Health\\_and\\_educational\\_benefits\\_of\\_sport\\_and\\_culture.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/446273/Health_and_educational_benefits_of_sport_and_culture.pdf)

<sup>62</sup>[www.artsaward.org.uk](http://www.artsaward.org.uk)

<sup>63</sup>[www.artsmark.org.uk](http://www.artsmark.org.uk)

<sup>64</sup>[www.artswork.org.uk](http://www.artswork.org.uk)

The Artsmark Award is the only creative quality standard for schools and education settings, accredited by Arts Council England. This programme supports settings to develop and celebrate their commitment to arts and cultural education.

In 2015, the programme was refreshed to align with School Improvement Plans and support core EBacc (English Baccalaureate) and STEM (science, technology, engineering and mathematics) priorities, giving the curriculum breadth and balance.

There are a number of advantages for schools and other education settings in undertaking and gaining an Artsmark Award:

- Build young people's confidence, character and resilience through arts and cultural education.
- Support the health and wellbeing of pupils through arts and culture.
- Strengthen pupil voice and develop young people's leadership skills through Artsmark.
- Settings can use Artsmark's clear and flexible framework to embed creativity across the whole curriculum and use it to address school improvement priorities.
- Celebrate schools and education settings long-term commitment to cultural education with pupils, parents and your local community.
- Access professional support, advice and resources to strengthen your arts provision.

Artsmark and Ofsted:

- Meet Ofsted's requirements for Quality of Education by using the Artsmark framework to maintain a broad and ambitious curriculum that connects learning across all subjects.
- Equip pupils with the cultural capital they need to succeed in life and nurture their imagination and creativity through a high-quality arts and cultural education.
- Artsmark clearly demonstrates how you support personal development and provides evidence to Ofsted on how you meet its spiritual, moral, social, cultural requirements.

Artsmark is open to primary, secondary and special schools, pupil referral units, youth offending teams and sixth form colleges.

Through this strategy we will seek to support schools and education settings in gaining an Artsmark Award. The Delivery Plan Board will be tasked with considering and planning this aspect of the strategy, taking into consideration challenges faced by the education and associated sector's as a result of Covid-19.



*Code Club at West Berkshire Libraries.*

It is important to recognise that schools, Pupil Referral Units and alternative education settings currently employ artists, cultural heritage organisations, and/or artists to design and deliver extracurricular activities, however, there is no data available. Arts Awards are just one way in which children and young people can and should be able to access cultural heritage, and a 'one size fits all' approach is not the answer.

The Local Cultural Education Partnership<sup>65</sup> model piloted by Arts Council England and now adopted by over 90 cities/counties/districts in England is an effective mechanism to create a meaningful partnership approach, delivering initiatives and projects which respond to the needs of children and young people in that specific area. West Berkshire currently has no such partnership in place. This strategy, through the delivery plan, will explore options for the formation of this or a similar body.

Source: ACE Cultural Education Portal for West Berkshire.<sup>66</sup>

**Number of Children & Young People**



West Berkshire      South East  
**39,063**   **2,132,480**

**Multiple Index of Deprivation Ranking**

West Berkshire  
 Very Low Deprivation

**291st out of 353**  
 in the UK

- 289 Harrogate
- 290 Ribble Valley
- 291 West Berkshire**
- 292 Reigate and Banstead
- 293 Wycombe

**Number of National Portfolio Organisations**



West Berkshire

**2**

**Local Authority investment in Arts & Culture**



West Berkshire

**£2,885**

**Grants for the Arts for Young People**



West Berkshire

**1**

grants worth

**£14,870**

**Number of educational establishments**



**99**

West Berkshire

<sup>65</sup><https://www.artscouncil.org.uk/children-and-young-people/working-partnership>

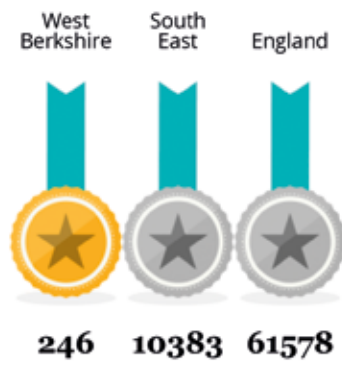
<sup>66</sup><https://www.artscouncil.org.uk/research-and-data/children-and-young-people>

**% of Schools with Artsmark Awards**

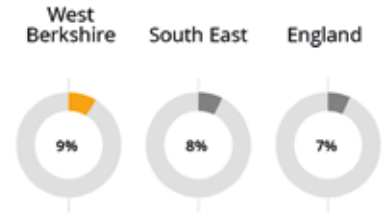


Region	Percentage
West Berkshire	11%
South East	12%
England	15%

**Number of Children & Young People with Arts Award**



**GCSE entries in Arts Subjects**



**% of Children in Poverty**



Region	Percentage
West Berkshire	10%
South East	15%
England	20%

**‘The arts and culture may not be the main economic driver within West Berkshire, but it still has a vital role to play in providing jobs and opportunity for all.’**

Local resident responding to public consultation.

Through the provision and equality of access to high quality and varied cultural heritage activities and learning opportunities, we aim to support and nurture their talents, skills, and provide them with the choice to pursue cultural heritage studies. There are barriers to higher and further education which this strategy alone is unable to tackle. However, through this strategy we aim to link with the council's Vision 2036<sup>67</sup> and Economic Development Strategy<sup>68</sup> to support local businesses and colleges in offering apprenticeships including the new T Level pathway, and the development of the cultural heritage sector with particular reference to small and medium enterprises (SME's) and new business development.

The cultural heritage sector is often thought of as not offering many opportunities for employment; however, this perception is dependent on which field being considered. For example, it is estimated that 11% of firms in the heritage sector have a skill gap in their workforce, and that 6% operate with at least one skill shortage. As a result, £140 million of potential GVA were lost in 2016.

This will in turn provide a strong economic environment for work-based training and employment. Whilst this strategy recognises there are particular challenges at present (2020) due to Covid-19, and a shrinking economy, over the life of this strategy the objectives and aims reading education, training and employment remain pertinent. Industries such as digital, gaming and publishing are considered likely to continue to grow. This combined with the objectives and aims under the economic development strand of this strategy, will provide employment opportunities across the wider cultural heritage sector.

**'I personally have done an apprenticeship within West Berkshire (at a library), and it was incredibly valuable, leading to the career I now have. To have apprenticeships, higher education and training opportunities within arts and heritage help establish not only skills for individuals, but a sense of community belonging and engagement.'**

Local resident responding to public consultation.

### Summary of Education, Employment and Training Objectives, Aims and Actions

<b>OBJECTIVES</b>	<b>AIMS</b>	<b>ACTIONS</b> To be developed by the Delivery Group
Improve access to cultural education, learning and employment.	Support the education and cultural heritage sector to develop and deliver arts and creative learning opportunities, training, and career progression.	<ul style="list-style-type: none"> <li>• Support and promote opportunities for apprenticeships and paid internships, through partnerships with local cultural and heritage organisations and businesses.</li> </ul>

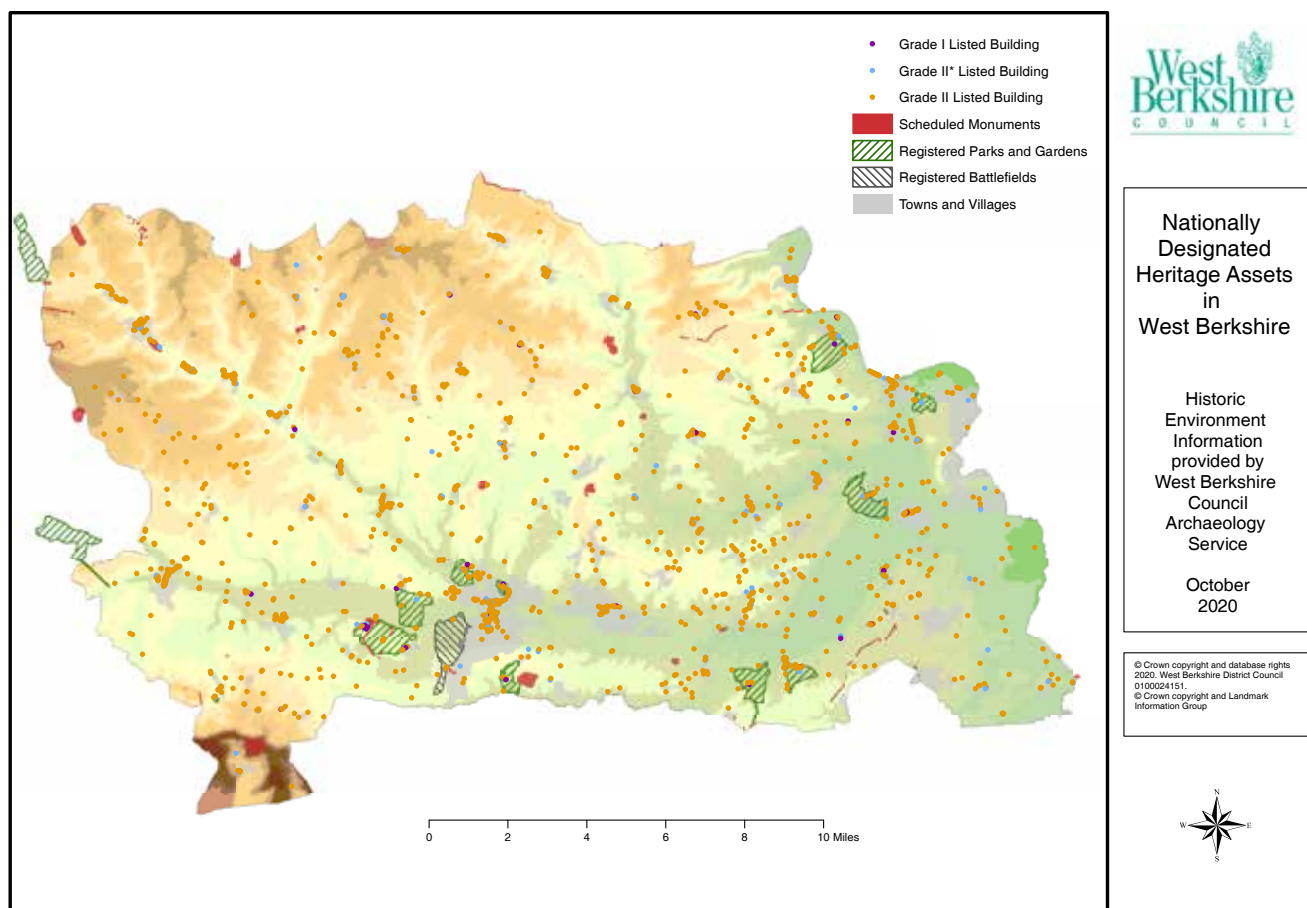
<sup>67</sup><https://info.westberks.gov.uk/CHttpHandler.ashx?id=46989&p=0>

<sup>68</sup><https://www.westberks.gov.uk>

## Heritage and the Historic Environment

Through the consultation conducted as part of the development of this strategy we have evidence of the significance of the district's heritage and historic environment to communities and partners.

West Berkshire has a wealth of heritage assets with nearly a hundred Scheduled Monuments and just under two thousand Listed Buildings as well as several Registered Parks and Gardens and one Registered Battlefield<sup>69</sup>. Much of the district is within an Area of Outstanding Natural Beauty (AONB)<sup>70</sup>.



It is important these heritage assets are monitored and conserved. Through this strategy we aim to ensure they are protected for current and future generations. This provides an opportunity to work in partnership with local organisations and engage more widely with communities to promote the understanding and appreciation of the historic environment.

Historic England employs a designation / classification system for heritage assets. For example, historic buildings of significant importance to the national heritage are designated in a listing system – Grade I or Grade II Listed. Many features that make up West Berkshire's historic environment are important to the local heritage but do not meet the criteria for designation under Historic England's scheme. There are opportunities for local groups and residents to help record these as part of a "local listing" initiative to increase our appreciation of the richness of the local heritage.

For example, West Berkshire Council has been working in partnership with the West Berkshire Heritage Forum and local communities to compile a 'West Berkshire Local List of Heritage Assets<sup>71</sup>'. This initiative has enabled communities to identify and raise awareness of heritage assets that do not meet the criteria for national designation and raise awareness of them.

<sup>69</sup><https://www.northwessexdowns.org.uk/>

<sup>70</sup><https://historicengland.org.uk/listing/the-list/>

<sup>71</sup><https://info.westberks.gov.uk/loclist>



In addition to the physical cultural heritage in our landscape, towns and villages, there are objects held in collections of West Berkshire Museum<sup>72</sup>. Through display and interpretation, schools and public engagement programmes, residents and visitors of all ages have the opportunity to gain an increased understanding of the historic environment. It is important to enable as many people as possible, from a wide range of backgrounds, to be able to have access to these artefacts.

**‘The protection and preservation of our culture and heritage is a singular opportunity to educate and provide enjoyment for our and future generations.’**

Response to consultation.

Protecting and conserving our historic environment and heritage has proven wide ranging benefits which are interconnected with the other ‘themes’ included in this strategy and other West Berkshire strategies which seek to promote and improve health and wellbeing, economic development, leisure, and education. For example, studies have shown that visiting heritage sites is strongly associated with life satisfaction<sup>73</sup>.

### The value and Impact of Heritage and the Historic Environment<sup>74</sup>



<sup>72</sup><https://www.westberkshireheritage.org/west-berkshire-museum>

<sup>73</sup><https://historicengland.org.uk/content/heritage-counts/pub/2014/heritage-and-wellbeing-pdf/>

<sup>74</sup><https://historicengland.org.uk/content/heritage-counts/pub/2014/heritage-infographic2-pdf/>

Volunteering on heritage projects and programmes has evidenced benefits to participants. A study by the National Lottery Heritage Fund found<sup>75</sup>:

- Over 75% reported a significant increase in wellbeing after a year.
- Almost 60% reported long term sustained wellbeing improvements over two to three years.
- More than 30% of people gained employment or other new opportunities for getting into work.
- Participants also reported improvements in cognitive ability and an enhanced sense of belonging.

**‘I can see life in a different way now, I don’t want to stay home, lonely and depressed any more. I want to get out there and get a job so that I can become more independent financially’<sup>76</sup>**

Through this strategy we aim to work in partnership with existing groups and organisations to increase the number and diversity of those undertaking volunteering in relation to the district’s historic environment.

There are examples of good practice which engage with young people and those from more diverse backgrounds in monitoring the condition of listed buildings. Winchester City Council Historic Environment Team gained funding and worked in partnership with Historic England, and community organisations to train young people to photograph and record designated and non-designated local historic assets. This information was then used to draw up a new listing and formed the basis for further assessment and future works according to condition and ‘risk’.

This scheme not only assisted in the monitoring and reporting of historic assets, it provided skills-based training for those young people involved, some of whom were not in education, employment or training.

Such schemes can attract external funding (for example, Historic England, and Natural England). Similar schemes, along with Historic Environment apprenticeships (funded via the Apprenticeship Levy) have been undertaken by for example, National Parks, and have created new partnerships, and increased the diversity of those volunteering and training in historic environment programmes.

The Heritage at Risk Register<sup>77</sup> produced by Historic England, is a record of heritage assets which are in decline. However, the majority of West Berkshire’s historic buildings are Listed as Grade II and are therefore not included in the national register.

As part of our aim to increase volunteering schemes, we will develop a programme with partners to undertake the recording and monitoring of Grade II listed buildings. This will provide West Berkshire Council with important data, create an opportunity to work with historic environment groups who have never previously volunteered in heritage activities, or would like to reconnect. For example, this could be a pilot “social prescribing” initiative, or an intergenerational scheme with young people mentored by older people with the relevant knowledge and experience.

**‘Historic places matter – they help remind us of our past, bring communities together in the present with a shared sense of history, and can inspire our future through their beauty, interest, and potential for new uses. Creativity and heritage go hand in hand and can help engage people through new creative experiences and opportunities to connect with each other.’**

Hilary McGrady, (former) Director-General, National Trust.

<sup>75</sup><https://www.heritagefund.org.uk/news/heritage-volunteering-boosts-wellbeing>

<sup>76</sup><https://www.heritagefund.org.uk/news/heritage-volunteering-boosts-wellbeing>

<sup>77</sup><https://historicengland.org.uk/advice/heritage-at-risk/>

Through this strategy we aim to develop more joined-up working with a range of organisations to engage a wider range of people, and enhance their understanding, appreciation and enjoyment of West Berkshire's historic and cultural assets and landscape.

There are numerous examples of how this is being done imaginatively and successfully:

- Researchers, developers and heritage producers are interested in the way video games allow millions of players around the world to play with and within the past and using games to engage students with history. This is known as archaeogaming<sup>78</sup> is just an example of a new approach to exploring archaeology through a digital game.
- Developers are also looking at new methods for conducting real archaeology in gaming environments. Augmented and virtual reality experiences are being developed by historic houses across the country, with a view to enhancing the visitor experience and diversity- Weston Park's augmented reality app 'The Enchanted Glen' and Castle Howard's hugely popular Christmas experience being a few examples. The Historic Royal Palaces and the National Trust have both invested in this new approach and have seen visitor numbers and diversity increase. West Berkshire is home to game developers and film production companies, and this provides an opportunity for us to not only present our historic environment in an engaging way, but to economically support the cultural heritage sector.

**'Once lost these areas are hard, if impossible, to regenerate. In a time of difficulty the option to visit, learn about and experience culture, heritage and landscape can prove a lifeline to many and the economic benefits of such opportunities could be a major element in regeneration of our economy.'**

Response to consultation.

The National Endowment for Science, Technology and the Arts (Nesta), Arts Council England, The National Heritage Lottery Fund, UK Research and Innovation Fund (Audience of the Future) continue to fund the research, trial, and delivery of such schemes, with Historic England supporting (through funding and training) the use of augmented reality (XR technology) to map and record the structures which are unsafe to enter, thus allowing for monitoring and for people to experience them as if at first hand.

Such initiatives provide opportunities to partner with the higher education sector, providing skills, expertise and access to funding (for example Arts and Humanities Research Council).

The digital route is not the only path and there are many examples of where artists, musicians, writers and so on have collaborated with the heritage sector to bring to life and engage a wider demographic, increase understanding, appreciate and enjoyment of the historic environment. Many of these projects/programmes have included 'residencies' or outreach work in community, healthcare, and/or education settings, increasing access.



Images L-R: © Cath Rawas/Hecate Arts

<sup>78</sup>[https://www.theheritagealliance.org.uk/wp-content/uploads/2019/09/InspiringCreativity\\_THAreport.pdf](https://www.theheritagealliance.org.uk/wp-content/uploads/2019/09/InspiringCreativity_THAreport.pdf)

A good example is a schools and community project which explored Cromford Mills, the home of Sir Richard Arkwright's first mill complex, birthplace of the modern factory system.

- A Creative Residency was established with workshops taking place at the mill, in schools and in the community. The project was based on the history of the mill, buildings created by Arkwright, stories connected with these sites, and of how the mill and Cromford families were affected by the War. Locally the path between the church and mill (both built by Arkwright) and is known as 'The Poppy Path' and 150 banners were created to line the pathway. Textiles and pigment were used to reflect and teach people about the mill's heritage and that of the village. A wide range of local people and visitors to the mill attended the workshops, and were encouraged to explore the site and local area inspired by the information available.
- Stories from the project were used to inspire The Tinderbox Theatre Company and Peak Ballet to develop processional performance pieces. For their commemoration event held on 11 November, the public were invited to follow the performance along a poppy path lined with the banners.
- Community archaeology projects provide opportunities to teach and engage people not usually engaged in the historic environment. Through the development of this strategy we know that young people, and particularly those from disadvantaged backgrounds are less likely to participate in activities relating to heritage in general and archaeology. This reflects the national trend and is why for example Historic England launched their successful 'Kick the Dust' programme (funded by the National Lottery Heritage Fund).<sup>79</sup>
- Unloved Heritage? Falling in Love with Archaeology<sup>80</sup> is the name given to a programme of community archaeology activities designed to engage, enthuse and inspire young people throughout Wales to get involved with their local heritage. Each of the projects was developed with partners and young people to make them relevant, and to meet the requirements of the region's archaeology and communities. Using activities ranging from traditional archaeology, recording music, recording buildings, and making public art, creating an app and heritage trail, young people have enthusiastically engaged with the projects.
- One of these projects was run by Gwynedd Archaeological Trust (GAT) which focused on the heritage of Dyffryn Nantlle's once lucrative slate quarrying industry. Over the course of the project GAT, along with the community group Dyffryn Nantlle 2020, have worked with local young people whilst they explore, learn and interpret their heritage, making this an intergenerational project.

**'East Ilsley itself is steeped in History and Heritage from the old Sheep Sale days and we have a very active local history society as well. It is important that these historical events and facts thrive into the future and help educate the children so they can learn more about the area they live. Anything that promotes this all over West Berkshire is a great thing.'**

Response to consultation.

<sup>79</sup><https://www.heritagefund.org.uk/blogs/what-kick-dust>

<sup>80</sup>[https://www.theheritagealliance.org.uk/wp-content/uploads/2019/09/InspiringCreativity\\_THAreport.pdf](https://www.theheritagealliance.org.uk/wp-content/uploads/2019/09/InspiringCreativity_THAreport.pdf)

## Summary of Heritage and the Historic Environment Objectives, Aims and Actions

<b>OBJECTIVES</b>	<b>AIMS</b>	<b>ACTIONS</b> To be developed by the Delivery Group
Protect and promote our unique cultural history, heritage and environment.	Protect and promote cultural assets across West Berkshire – historic buildings and landscapes, Areas of Outstanding Natural Beauty, Sites of Special Scientific Interest, museum and archaeology.	<ul style="list-style-type: none"> <li>• Increase investment through strategic partnership applications to external funding bodies. For example: The National Lottery Heritage Fund.</li> <li>• Increase volunteering schemes. For example: monitoring of Scheduled Monuments and Listed Buildings.</li> <li>• Increase and develop joined up working and partnerships, including with non-arts arts/heritage organisations, to engage a wider demographic, and enhance their understanding, appreciation and enjoyment of West Berkshire’s historic and cultural assets and landscape.</li> </ul>



Former Cruise missile shelter complex, Greenham Common airbase. Historic England: Scheduled Monument number 1021040.



*Outdoor Theatre at Shaw House, Newbury*

# Our Vision for Cultural Heritage in West Berkshire 2030

By 2030 we will have a **sustainable, resilient and thriving** cultural heritage sector that **supports creativity and innovation, continuing to make a significant contribution to the economy.**

The cultural heritage sector will have **increased its contribution to the health and wellbeing of residents**, and there will be **improved access to cultural heritage and activities.**

We will have supported an **increase in cultural education learning, training and career progression.**

Our **unique cultural heritage and historic environment will have been protected** and its **significance promoted.**

# Cultural Heritage Strategy Themes, Objectives, Aims and Actions to be delivered by 2031

The table below outlines the Cultural Heritage Strategy Themes, Objectives, Aims and Actions to be delivered by 2031. These have been arrived at through a process of consultation with partners and public, with consideration given to West Berkshire Council strategies, relevant national and regional policies and strategies, and in response to external factors such as the significant impact of the Covid-19 pandemic.

<b>THEMES</b>	<b>OBJECTIVES</b>	<b>AIMS</b>	<b>ACTIONS</b> To be developed by the Delivery Group
<b>Sustainability</b>	Ensure our cultural and heritage organisations are as sustainable as possible and can thrive.	Provide support and increased economic resilience for organisations, small and medium enterprises (SME's) and individuals in the cultural heritage sector.	<ul style="list-style-type: none"> <li>• Increase inward investment through joint initiatives and external funding.</li> <li>• Increase and develop joined up working between organisations and effective strategic partnership working.</li> </ul>
<b>Economic Development</b>	Increase domestic and international tourism to generate income, investment and increase economic resilience.	Promote and raise awareness to potential visitors, of the wealth and diversity of culture and heritage. For example: historic buildings and landscapes, events and creative industries in the district.	<ul style="list-style-type: none"> <li>• Develop partnerships and programmes across cultural, heritage, landscape and tourism sectors to create experiential tourism opportunities.</li> <li>• Increase public awareness of the wealth and diversity of cultural and heritage activities, events and places across the district.</li> <li>• Develop partnerships including with Destination Management Organisations, to create and promote experiential tourism opportunities and promote these to tourism providers.</li> <li>• Research and seek financial support from external funders / investors to develop tourism.</li> </ul>
<b>Access</b>	To strive to create equality of opportunity for residents to access the district's cultural heritage and activities.	Improve access to the district's cultural heritage and activities through a variety of measures, responding to need.	<ul style="list-style-type: none"> <li>• Increase access to existing cultural heritage activities.</li> <li>• Create new accessible activities responding to demand.</li> </ul>



THEMES	OBJECTIVES	AIMS	ACTIONS To be developed by the Delivery Group
			<ul style="list-style-type: none"> <li>• in rural locations with limited/no access to transport.</li> <li>• with restricted mobility (for example, disability) and, or health considerations.</li> </ul>
<b>Health and Wellbeing</b>	Contribute to the improvement of the health and wellbeing of all our residents.	Develop the cultural and heritage sector to meet short, medium, and long-term needs of residents, taking a lifespan approach.	<ul style="list-style-type: none"> <li>• Develop strategic partnerships.</li> <li>• Develop and deliver effective projects and programmes which meet health and wellbeing priorities as identified in council and health service strategic plans.</li> <li>• Increase access to culture and heritage for our rural and urban communities including children and young people.</li> </ul>
<b>Education, Training and Employment</b>	Improve access to cultural education, learning and employment.	Support the education and cultural heritage sector to develop and deliver arts and creative learning opportunities, training, and career progression.	<ul style="list-style-type: none"> <li>• Support and promote opportunities for apprenticeships and paid internships, through partnerships with local cultural and heritage organisations and businesses.</li> </ul>
<b>Heritage and the Historic Environment</b>	Protect and promote our unique cultural history, heritage and environment.	Protect and promote cultural assets across West Berkshire – historic buildings and landscapes, Areas of Outstanding Natural Beauty, Sites of Special Scientific Interest, museum and archaeology.	<ul style="list-style-type: none"> <li>• Increase investment through strategic partnership applications to external funding bodies. For example: The National Lottery Heritage Fund.</li> <li>• Increase volunteering schemes. For example: monitoring of Scheduled Monuments and Listed Buildings.</li> <li>• Increase and develop joined up working and partnerships, including with non-arts arts/heritage organisations, to engage a wider demographic, and enhance their understanding, appreciation and enjoyment of West Berkshire’s historic and cultural assets and landscape.</li> </ul>

## Actions to Deliver the Vision

Actions will be delivered through the Delivery Plan which will be developed following the ratification of this strategy.

The Delivery Plan, with targets and measures, will accompany this strategy. and be used to track progress, and for monitoring and evaluation purposes.

For reference, the Delivery Plan template is included in the appendices (appendix 2).

Projects/programmes will be selected for inclusion in the Delivery Plan according to a set criteria and 'score sheet'. This allows for the council, partners to take a considered, targeted approach, selecting and prioritising projects/programmes in line with this strategy, and allows for transparency in decision making. It should be noted that over the life of this strategy this method for selection will be reviewed and is subject to change according to changing demands and external factors.

The Delivery Plan Project/Programme Selection Sheet is included in the appendices (appendix 3)



*Ace Space music festival hosted by Shaw House, Newbury*

# Appendices

## Appendix: 1

### Governance, reporting and communication

#### The Cultural Heritage Delivery Group

The Cultural Heritage Delivery Group will be tasked with the development of the Delivery Plan. This includes assessing the viability and prioritisation of new projects/programmes, taking into consideration resources required. Setting targets, measures and Key Performance Indicators to assess and maintain progress.

The Cultural Heritage Delivery Group will report to the West Berkshire Health and Wellbeing Board who will have oversight of the work of the Delivery Group and how the strategy contributes to other major strategies in the district.

There will be an annual West Berkshire Cultural Heritage Forum event for community, voluntary, arts, heritage, environment, education, business and tourism organisations to communicate and feedback on progress.

BODY	PURPOSE	PARTNERS / MEMBERS
<p>Manages the delivery of the strategy (objectives and actions).</p> <p>Develops the Delivery Plan to ensure it can deliver on the vision and objectives.</p>	<p>Develops the Delivery/Action Plan.</p> <p>Manages the delivery of the strategy (objectives and actions).</p> <p>Develops the Delivery Plan to ensure it can deliver on the vision and objectives.</p> <p>Listens to / communicates with partners.</p> <p>Reports to the Council's Health and Wellbeing Board.</p> <p>Liaison with national bodies including: Arts Council England, Historic England, Public Health England,</p>	<p>Chair: West Berkshire Council Executive Portfolio Holder: Public Health and Wellbeing, Leisure and Culture.</p> <p>West Berkshire Council elected member / Heritage Champion.</p> <p>1 representative for arts venues/ organisations.</p> <p>1 representative for heritage organisations.</p> <p>1 representative for the economy/ tourism.</p> <p>1 representative for community organisations.</p> <p>1 representative Town Councils.</p> <p>1 representative Parish Councils.</p> <p>The senior West Berkshire Council officer responsible for Culture &amp; Libraries.</p>

## Appendix: 2

### Supporting Information and Reference Material

#### Baseline: data and research

#### Alignment with key council strategies

In developing this strategy we have conducted a review of West Berkshire Council and Public Health strategies to ensure the objectives align with the longer-term and wider strategic view of the challenges facing residents in terms of health, the economy, the environment and demographic change. These are:

- **West Berkshire Vision 2036.**

An exploration into what makes West Berkshire a fantastic place to live, work and learn now and in the future.

- **Joint Health and Wellbeing Strategy 2017-2020.**

The framework for joint working with colleagues in the health sector, looking at health inequalities and producing assessments of local need.

- **Economic Development Strategy 2019-2036.**

Considers how the council and its partners might meet the economic challenges likely to emerge in the coming years.

- **Local Transport Plan 2011-2026.**

The framework for the delivery of all aspects of transport and travel for West Berkshire.

- **Core Strategy Development Plan 2006-2026.**

Sets out a long-term vision for West Berkshire to 2026 and translates this into spatial terms, setting out proposals for where development will go, and how this development will be built. The Core Strategy aims to make the different settlements within West Berkshire even more attractive places within which to live, work and enjoy leisure time.

- **Environment Strategy 2019-2023.**

Sets the Councils ambition and vision towards our response to the Climate Emergency.

- **The Natural Environment in Berkshire Biodiversity Strategy 2014-2020.**

Sets out objectives to enhance across habitats and ecosystems on land, species, people and some more general targets.

- **Leisure Strategy 2021 -2031.**

**The following is a summary of objectives in these key strategies which are considered of particular relevance to this strategy:**

- To improve health, safety and wellbeing and reduce inequalities
- A West Berkshire with beautiful and diverse natural landscapes and a strong cultural offering
- To ensure that the character and distinctiveness of the natural, built and historic environment is conserved and where possible, enhanced
- To improve accessibility to community infrastructure / promote and maximise opportunities for sustainable travel
- To support a strong, diverse and sustainable economic base which meets identified needs
- To support the protection of the natural environment and reduce carbon emissions

## Appendix: 3

### External Reports, Research Papers, Plans, and Strategies

Source	Document
NHS	10 Year Long Term Plan
Arts Council England	<p>Arts and Older People Survey, 2015</p> <p>Cultural Activities, Artform and Wellbeing, 2015 The Value of Arts &amp; Culture to People and Society</p> <p>Evidence review of the economic contribution of Libraries Cultural and Creative Spill overs</p> <p>The Economic Impact of Museums in England, 2018</p> <p>Active Lives Survey, Mid November 2015- Mid May 2017</p> <p>Funding data: All organisations in receipt of funding from Arts Council England, and sums received (available per financial year)</p> <p>Education Data Portal</p> <p>Rural Evidence and Data Review 2019</p> <p>The Value of Arts and Culture to People and Society</p> <p>Arts Council England Lets Create Strategy 2020- 2030</p> <p>Case: The Culture and Sport Evidence Programme- A review of the Social Impacts of Culture and Sport 2015</p> <p>Research to understand the resilience, and challenges to this, of Local Authority Museums, 2015</p> <p>Children and Young People</p>
The National Lottery Heritage Fund	Heritage Volunteering Boosts Wellbeing, 2017
The Heritage Alliance	Inspiring Creativity, 2019
Centre for Economics and Business Research (CEBR)	Contribution of the arts and culture industry to the UK economy, April 2019

<b>What Works - Heritage and Wellbeing</b>	<p>Visual Arts and Mental Health</p> <p>Heritage and Wellbeing</p> <p>Music, Singing and Healthy Adults Music, Singing and Wellbeing</p> <p>The Impact of Historic Places and Assets on Community Wellbeing</p>
<b>Crafts Council</b>	Can Culture do Healthcare
<b>All Party Parliamentary Group on Arts, Health and Wellbeing</b>	Inquiry Report- Creative Health: The Arts for Health & Wellbeing, 2017
<b>Department of Health and Social Care</b>	The National Academy of Social Prescribing and Covid-19
<b>Ministry of Housing, Communities &amp; Local Government</b>	National Planning Policy Framework, 2019
<b>Historic England</b>	<p>Heritage Counts: The Value of Heritage, 2014</p> <p>Heritage and Wellbeing, 2014 (Daniel Fujiwara Thomas Cornwall Paul Dolan)</p> <p>Kick the Dust, 2017</p> <p>Conservation Principles, Policies and Guidance, 2008 Neighbourhood Planning and the Historic Environment, Historic England Advice Note 11, 2018</p>
<b>Hey, G and Hind, J</b>	<i>Solent-Thames Research Framework for the Historic Environment Resource Assessments and Research Agendas</i> . Project Report. Oxford Wessex, 2014
<b>North Wessex Downs AONB</b>	North Wessex Downs Area of Outstanding Natural Beauty Management Plan 2019-2024, 2019
<b>West Berkshire Heritage Forum</b>	The West Berkshire Historic Environment Action Plan, 2011



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WBC/PPC/PJ/1120



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## Newbury Sports Ground Update

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<b>Committee considering report:</b>	Executive
<b>Date of Committee:</b>	14 January 2021
<b>Portfolio Member:</b>	Councillor Howard Woollaston
<b>Date Portfolio Member agreed report:</b>	30 December 2020
<b>Report Author:</b>	Paul Anstey
<b>Forward Plan Ref:</b>	Urgent Item

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### 1 Purpose of the Report

- 1.1 To update on progress with the development of a sports ground in Newbury.
- 1.2 To seek approval from the Executive for the Head of Public Protection and Culture, in consultation with the Portfolio Holder for Leisure and Culture, to enter into the detailed negotiations on the heads of terms with the Newbury Rugby Club in relation to the Newbury Sports Ground project.
- 1.3 To make provision for the financial implications of the proposed development within the 2021/22 capital budget and the 2021/22-2024 Medium Term Financial Strategy.

### 2 Recommendations

- 2.1 To carry out a public consultation in relation to the proposed provision to develop a new sports ground with facilities at Newbury Rugby Club.
- 2.2 To approve and recommend the allocation of funds (as detailed in the Part 2 Report) in the 2021/22 Capital Programme to the Council meeting on 2<sup>nd</sup> March 2021 (as part of the Budgetary framework).
- 2.3 To acknowledge the findings of the Consult QRD report and to approve and recommend the allocation of funds (as detailed in the Part 2 Report) to the 2021/22 Revenue budget to the Council meeting on 2<sup>nd</sup> March 2021 (as part of the Budgetary framework) to operate the site for the term of the lease, once negotiated.
- 2.4 To approve the draft heads of terms (as detailed in the Part 2 Report) with the Newbury Rugby Club.
- 2.5 To delegate authority to the Head of Public Protection and Culture, in consultation with the Portfolio Holder for Leisure and Culture, to enter into detailed negotiation on the heads of terms with the Newbury Rugby Club with final documents to be considered by the Executive.

### 3 Implications and Impact Assessment

Implication	Commentary
<b>Financial:</b>	There are both capital and revenue implications as a result of this report. The details are all laid out in the Part 2 report. These will be dependent on the future negotiations with Newbury Rugby Club.
<b>Human Resource:</b>	There are HR implications as a result of this report. These will be dependent on the future negotiations with Newbury Rugby Club.
<b>Legal:</b>	The heads of terms (initial draft in the Part 2 Report) will outline the extent of discussions held so far. The final heads of terms, any other agreements and lease with Newbury Rugby Club will be updated based on the outcome of negotiations. A further approval will be sought from the Executive prior to entering into any works and on detailed agreements.
<b>Risk Management:</b>	<p>The project is being overseen by the Culture and Leisure Programme Board (CLPB), the following key risks have been identified:</p> <ul style="list-style-type: none"> <li>- Failure to deliver a sports ground in Newbury i.e. doing nothing has significant strategic and reputational risks i.e. we have committed to a project by virtue of the approved Playing Pitch Strategy (jointly with sport England and sport governing bodies);</li> <li>- Financial overspend;</li> <li>- Failure to agree a suitable Heads of Terms with NRC Committee;</li> <li>- Failure to get planning permission;</li> <li>- Inability to generate estimated levels of income from the site;</li> <li>- Unresolvable surface water sewer problems;</li> <li>- Rejection of the finalised lease offer through the wider membership of Newbury Rugby Club;</li> </ul>

	<ul style="list-style-type: none"> <li>- Failure to get support for the project from either or all of Sport England, Rugby Football Union or the Football Association; and</li> <li>- Completion of all appropriate site surveys and legal searches on the land in question.</li> </ul>			
<b>Property:</b>	<p>The overall negotiation for the preferred option includes a parcel of land on the Newbury Rugby Club site, agreed with them as the best option for a new sports ground. This would work alongside their existing rugby operations and have the Council operate as a tenant on their land. The summary details are:</p> <ul style="list-style-type: none"> <li>- Lease of land;</li> <li>- Specific site area includes a pitch, car parking and space for ancillary buildings as required by the sport's governing bodies; and</li> <li>- All the land is within the current footprint of Newbury Rugby Club of which they own the freehold.</li> </ul>			
<b>Policy:</b>	<ul style="list-style-type: none"> <li>- This project is pursuant to the objectives laid out in the Executive approved Playing Pitch Strategy.</li> <li>- Key element of the draft Leisure Strategy.</li> </ul>			
	<b>Positive</b>	<b>Neutral</b>	<b>Negative</b>	<b>Commentary</b>
<b>Equalities Impact:</b>				
<b>A</b> Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?	X			A well designed sports ground in Newbury will improve the sport and leisure opportunities for residents with disabilities.

## Newbury Sports Ground Update

<b>B</b> Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		X		None
<b>Environmental Impact:</b>			X	This is a construction project so there will be some carbon emissions as a result, this will be minimised through appropriate construction methods and the project will seek to reduce life time carbon footprint. Options for solar PV will be explored.
<b>Health Impact:</b>	X			There will be more year round sport and leisure opportunity for the community.
<b>ICT Impact:</b>		X		None
<b>Digital Services Impact:</b>		X		None
<b>Council Strategy Priorities:</b>	X			This is a key piece of local infrastructure and delivers against the Council Strategy, Health and Wellbeing Strategy and the Leisure Strategy.
<b>Core Business:</b>	X			This project will improve the overall sport and leisure offer and build community relations with key sport partners.
<b>Data Impact:</b>		X		None
<b>Consultation and Engagement:</b>	Cllr Woollaston, Nick Carter, Joseph Holmes, Andy Sharp, Shiraz Sheikh, Sarah House, Jim Sweeting			

## 4 Executive Summary

- 4.1 In February 2020 the Council approved the Playing Pitch Strategy (PPS) which identified demand for playing pitches and the key actions the Council needed to take in order to improve the overall facilities to support community sport and physical activity objectives. The highest priority in the action plan was to seek a suitable replacement for the Faraday Road Sports Ground which has not been used since the last tenants vacated. This work had links to the London Road Industrial Estate project and much work was carried out to improve co-ordination between the different objectives of the Council.
- 4.2 A range of options were considered and the Council commissioned a series of feasibility studies on land under their control to establish where a future sports ground could be developed. In addition, the Council considered the potential of Newbury Rugby Club's site and opened communication with its Chairman and members of their governing Committee to establish if there was an appetite for a joint project. There is also a clear 'Plan B' to develop a site at 'The Diamond' on Pigeons Farm in Greenham, Newbury should this preferred route be unsuccessful.
- 4.3 The Council engaged with the Chairman of Newbury Rugby Club to establish whether there was an appetite for a new community sports ground on their land. They agreed to exploratory confidential talks and over the intervening months a series of discussions has led to the commissioning of a site feasibility study.
- 4.4 The study looked at whether it would be possible to construct and operate a Step 6 Community Ground and 3G playing pitch. This is the Council's primary objective as set out in the Playing Pitch Strategy which was approved by the Executive in February 2020 and in line with the objectives of the Leisure Strategy (in draft and due for approval in early 2021).
- 4.5 The study has demonstrated that the site is a very practical option for the Council but there are financial considerations to agree before the project moves into its next phase.
- 4.6 Independent external consultants have been employed to establish estimates for the financial implications of this project and to meet the Council's objectives both capital (the majority in 2021/22 with a small sinking fund thereafter) and revenue (from 2022/23 onwards) allocations will be needed. There are risks associated with the operation of such a facility including income projections and the potential for future partnerships with sports clubs and/or organisations.
- 4.7 This project is now part of the governance arrangements set up under the new Culture and Leisure Programme Board and a project plan has been developed to show a pathway through to completion of the site for the end of March 2022. External project management capacity is being sought now that funding has been secured through Corporate Programme Board. This would see construction beginning in mid/late 2021 subject to a successful procurement process.

## 5 Supporting Information

### Background

- 5.1 In February 2020 the Council approved the Playing Pitch Strategy (PPS). The highlights of this were as follows:
- (a) Deficit of pitches but not across all age ranges/sports types;
  - (b) Deficit of Artificial Grass Pitches;
  - (c) A need to replace Faraday Rd Sports Ground at Step 6 (a definition which means there needs to be seating, changing, floodlights, hospitality etc.); and
  - (d) There were many opportunities to reduce the deficit by working with schools to increase community use of their existing facilities and develop new facilities on their site.
- 5.2 The highest priority on the action plan was to seek a suitable replacement for the Faraday Road Sports Ground which has not been in use since the last lease expired.
- 5.3 In support of this priority three feasibility studies were commissioned to look at sites that were in the Council's ownership. Northcroft, Henwick and 'The Diamond' on Pigeons Farm, Greenham were assessed. All were considered feasible and reports were submitted to Corporate Board and then Operations Board. At this point it was requested to extend our search to sites that were not in Council ownership but that might present a better option, Newbury Rugby Club was mentioned at this stage.
- 5.4 The Head of Public Protection and Culture approached the Club and through a range of informal discussions was given permission to conduct a feasibility study on an area of their site.
- 5.5 The proposed provision to develop a new sports ground with facilities at Newbury Rugby Club will be subject to public consultation in line with the Council's consultation process and the summary of consultation responses will be considered by the Executive prior to entering into detailed agreements.

### Surfacing Standards Limited (SSL) Report

- 5.6 The SSL Report was commissioned to establish whether it was feasible to construct a Step 6 Community Ground and 3G playing pitch on Newbury Rugby Club's site. The key information is as follows:
- (a) Planning and Highways issues appear manageable;
  - (b) Sport England will be a statutory consultee and it is predicted that their potential concerns and considerations can be dealt with;
  - (c) There is ample room for required parking;
  - (d) Flood risk assessment will be required;

## **Newbury Sports Ground Update**

- (e) More detailed survey work on surface water management is essential;
- (f) Any works associated with the slope linking the proposed site to the main rugby pitch will increase the costs significantly;
- (g) A new electricity connection will be needed; and
- (h) More discussions are required about the nature and extent of pavilion provision (This will be linked to joint use discussions between Newbury Rugby Club, Sport England, RFU and the FA).

5.7 Costs will be dealt with in the Part 2 report.

### **Consult QRD Report**

5.8 The Consult QRD report was commissioned to establish a preliminary income and expenditure forecast. The key information is as follows:

- (a) The site would be available for hire to the wider community;
- (b) Newbury Rugby Club would have use of the site (subject to negotiations);
- (c) Operational staff would be required (assumed to be Council run to start – future negotiations may change this); and
- (d) The income budget would be profiled at the estimated average.

### **Heads of Terms Negotiations with Newbury Rugby Club**

5.9 The Head of Public Protection and Culture has been engaged with the Chairman of the club and has established a good working relationship. The outline of the proposal has been discussed and the expectation is that it will be received favourably.

5.10 The format and content of the Heads of Terms document has been discussed at Culture and Leisure Programme Board (CLPB). The key items are:

- (a) Agreement for lease to cover works required to build a sports ground;
- (b) A desire for a long term lease with a reasonable break clause;
- (c) An annual lease payment subject to negotiation (maximum set as per Part 2 report);
- (d) The Council reserves the right to assign all or part of the lease to allow for future arrangements that might include sporting governing bodies, clubs or community groups; and
- (e) There will be a Joint Use Agreement to detail how the site will operate practically, including how access to the site will be managed through construction phase to completion and final use.

## **Newbury Sports Ground Update**

- 5.11 It is expected that this negotiation will continue with the wider Management Board and then presented to the Clubs Trustees. Over time a more detailed Joint Use Agreement will be populated to deal with the practical on-site relationships.
- 5.12 Once a final lease is agreed with the Club it will return to the Executive in April 2021 for approval.
- 5.13 With the ability for the Council to sub-lease, it may be possible that the financial implications of this project will change over time however there will not be a back to back arrangement in relation to the lease and sub-leases and joint use agreements from day 1.

### **Outline Project Plan – Timescales for Completion**

- 5.14 This project is being planned for delivery by the end of March 2022.
- 5.15 A headline project plan has been populated and considered by CLPB.
- 5.16 A project manager will be appointed to oversee this through to completion. Funding for this has been confirmed (£50k) through the Corporate Programme Board.
- 5.17 Communications relating to the project will be agreed based on the timescales of the project plan and link in with the key dates of Newbury Rugby Club i.e. their next Financial AGM is the next opportunity for the clubs members to be updated on the proposals.
- 5.18 The relationship with Newbury Rugby Club is good, they see themselves as a community club and want to improve their long term sustainability. They want to have a relationship with the Council and are open to the idea of sharing their facilities. A key consideration will be the ability to develop the site without them losing their identity as a rugby club. This will be key in the negotiations.
- 5.19 Risks to the project are as follows:
- Failure to deliver a sports ground in Newbury i.e. doing nothing has significant strategic and reputational risks i.e. we have committed to a project by virtue of the approved Playing Pitch Strategy (jointly with Sport England and sports governing bodies);
  - Financial overspend;
  - Failure to agree a suitable Heads of Terms with NRC Committee;
  - Failure to get planning permission;
  - Inability to generate estimated levels of income from the site;
  - Unresolvable surface water sewer problems;
  - Rejection of the finalised lease offer through the trustees and loss of trust through the wider membership of Newbury Rugby Club;
  - Failure to get support for the project from either or all of Sport England, Rugby Football Union or the Football Association; and



## **Newbury Sports Ground Update**

- Completion of all appropriate site surveys and legal searches on the land in question.
- Negative feedback from the community on the preferred option.

### **5.20 Mitigation arrangements include:**

- A clear priority site, with a credible Plan B at 'The Diamond' Pigeons Farm, Greenham;
- Close working with Sport England and the national governing bodies to maximise external grant opportunities;
- Clear worst case financial planning and proposals for both the capital programme and MTFS;
- Good working relationship with decision makers at the club to shape the scope and content of the lease;
- Detailed site survey work to understand surface water infrastructure and early engagement with estate management staff;
- Early engagement with wider committee members to understand the rugby led requirements for a new pitch, training scheduling and facilities for youth progression;
- Early engagement with Sport England, RFU, FA and Football Foundation through feasibility reports; and
- Clear identification through feasibility reports of issues to carry out detailed work including pre-app and site specific infrastructure.
- A clear consultation and engagement approach with the community as part of the project plan.

## **Proposals**

5.21 To carry out a public consultation in relation to the proposed provision to develop a new sports ground with facilities at Newbury Rugby Club.

5.22 To approve and recommend the allocation of funds (as detailed in the Part 2 Report) in the 2021/22 Capital Programme to the Council meeting on 2<sup>nd</sup> March 2021 (as part of the Budgetary framework).

5.23 To acknowledge the findings of the Consult QRD report and to approve and recommend the allocation of funds (as detailed in the Part 2 Report) to the 2021/22 Revenue budget to the Council meeting on 2<sup>nd</sup> March 2021 (as part of the Budgetary framework) to operate the site for the term of the lease, once negotiated.

5.24 To approve the draft heads of terms (as detailed in the Part 2 Report) with the Newbury Rugby Club.

5.25 To delegate authority to the Head of Public Protection and Culture, in consultation with the Portfolio Holder for Leisure and Culture, to enter into detailed negotiation on the heads of terms with the Newbury Rugby Club with final documents to be considered by the Executive.

## 6 Other options considered

6.1 The Council commissioned feasibility studies at 3 locations where the Council was the land owner; Northcroft, Henwick, The Diamond. Each were deliverable to varying degree. Northcroft was considered too risky to proceed given observations about planning issues. Henwick was deliverable but was discounted by Operations Board because it was outside the Newbury settlement and The Diamond site was seen as a satisfactory but not ideal location.

6.2 Redevelop Faraday Road – the option to retain a sports ground at this location has been discounted through the London Road Industrial Estate Project Board given the wider regeneration aspirations of the Council which have been in place for nearly 20 years.

6.3 Locate a new sports ground at ‘The Diamond’ at Pigeons Farm, Newbury. This site is not considered as desirable by the Project Board and has more issues to contend with based on the SSL report commissioned. The site is owned by the Council and can accommodate a step 6 facility.

## 7 Conclusion

7.1 The Playing Pitch Strategy has been approved by the Executive and the strategic importance of creating a new fit for purpose community sports ground is significant. The proposals in this report are a clear demonstration of progress in this regard.

7.2 The financial implications of this report are based on independent assessment and the request for both capital and revenue allocations are the best available estimates. There are indications that this position can be improved but the project is adopting a cautious approach at this stage.

7.3 The options evaluated show that whilst not in our ownership, the Newbury Rugby Club site shows the most promise. This is due to the existing use of the site, the links to the sporting community, the likely planning implications of such a project and the feedback from key partners at this stage. Plan B is ‘The Diamond’ at Pigeons Farm, Greenham and is also considered deliverable.

7.4 Newbury Rugby Club are a willing partner and the site is currently the optimum option. The SSL report shows clear advantages in terms of delivery but comes with some costs that need to be carefully considered. The capital and revenue implications of this project need to be weighed against the overall community benefit and the alignment with strategic priorities.

7.5 The result of the negotiations will lead to a finalised lease and associated documents for approval by the Executive, hopefully in April 2021.

7.6 Ultimately the project will deliver a focal point for high level sport, allowing football and/or rugby, to progress up the sporting pyramid and allow for future development should the

various clubs be more successful. This will be a high quality artificial grass pitch, stadium, floodlights, changing rooms and hospitality option which is exactly what the Council said it would deliver.

## 8 Appendices

### 8.1 Appendix A – Equalities Impact Assessment

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#### Subject to Call-In:

Yes:  No:

- |  |                                     |
|--|-------------------------------------|
| The item is due to be referred to Council for final approval   | <input type="checkbox"/>            |
| Delays in implementation could have serious financial implications for the Council   | <input type="checkbox"/>            |
| Delays in implementation could compromise the Council's position   | <input type="checkbox"/>            |
| Considered or reviewed by Overview and Scrutiny Management Committee or associated Task Groups within preceding six months | <input type="checkbox"/>            |
| Item is Urgent Key Decision  | <input checked="" type="checkbox"/> |
| Report is to note only   | <input type="checkbox"/>            |

#### Officer details:

Name: Paul Anstey  
Job Title: Head of Public Protection and Culture  
Tel No: 01635 519837  
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## Appendix A

### Equality Impact Assessment (EqIA) - Stage One

We need to ensure that our strategies, policies, functions and services, current and proposed have given due regard to equality and diversity as set out in the Public Sector Equality Duty (Section 149 of the Equality Act), which states:

- (1) A public authority must, in the exercise of its functions, have due regard to the need to:
  - (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;*
  - (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; This includes the need to:
    - (i) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;*
    - (ii) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;**
  - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it, with due regard, in particular, to the need to be aware that compliance with the duties in this section may involve treating some persons more favourably than others.**
- (2) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.*
- (3) Compliance with the duties in this section may involve treating some persons more favourably than others.*

The following list of questions may help to establish whether the decision is relevant to equality:

- Does the decision affect service users, employees or the wider community?
- (The relevance of a decision to equality depends not just on the number of those affected but on the significance of the impact on them)
- Is it likely to affect people with particular protected characteristics differently?
- Is it a major policy, or a major change to an existing policy, significantly affecting how functions are delivered?
- Will the decision have a significant impact on how other organisations operate in terms of equality?
- Does the decision relate to functions that engagement has identified as being important to people with particular protected characteristics?
- Does the decision relate to an area with known inequalities?
- Does the decision relate to any equality objectives that have been set by the council?

Please complete the following questions to determine whether a full Stage Two, Equality Impact Assessment is required.

<b>What is the proposed decision that you are asking the Executive to make:</b>	Receive delegated authority to enter into negotiations with a third party to lease land for the provision of a sports ground, with associated budget to complete the project.
<b>Summary of relevant legislation:</b>	n/a
<b>Does the proposed decision conflict with any of the Council's priorities for improvement?</b> <ul style="list-style-type: none"> <li>• Ensure our vulnerable children and adults achieve better outcomes</li> <li>• Support everyone to reach their full potential</li> <li>• Support businesses to start develop and thrive in West Berkshire</li> <li>• Develop local infrastructure including housing to support and grow the local economy Maintain a green district</li> <li>• Ensure sustainable services through innovation and partnerships</li> </ul>	<b>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></b> <b>If yes, please indicate which priority and provide an explanation</b>
<b>Name of Budget Holder:</b>	<b>Paul Anstey</b>
<b>Name of Service/Directorate:</b>	<b>Public Protection and Culture</b>
<b>Name of assessor:</b>	Paul Anstey
<b>Date of assessment:</b>	23/12/2020
<b>Version and release date (if applicable):</b>	

Is this a .... ?		Is this policy, strategy, function or service ... ?	
<b>Policy</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<b>New or proposed</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<b>Strategy</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<b>Already exists and is being reviewed</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Function</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<b>Is changing</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Service</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		

<b>(1) What are the main aims, objectives and intended outcomes of the proposed decision and who is likely to benefit from it?</b>	
<b>Aims:</b>	Meet the objectives set out in the Playing Pitch Strategy
<b>Objectives:</b>	Deliver a step 6 sports ground
<b>Outcomes:</b>	Increased physical activity, meet demand for artificial grass pitches in the Newbury area.

<b>Benefits:</b>	Improved facilities for sports, improved health and wellbeing through physical activity.
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**(2) Which groups might be affected and how? Is it positively or negatively and what sources of information have been used to determine this?**  
*(Please demonstrate consideration of all strands – Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex and Sexual Orientation)*

Group Affected	What might be the effect?	Information to support this
Age	Those who are of an age that play sport as part of club activities will be positively impacted on through a new sports ground being available.	Output from Playing Pitch Strategy.
Disability	New facilities will be built in way to minimise barriers to those with a disability and want to play sport.	Output from Playing Pitch Strategy.
Gender Reassignment	n/a	
Marriage and Civil Partnership	n/a	
Pregnancy and Maternity	n/a	
Race	n/a	
Religion or Belief	n/a	
Sex	n/a	
Sexual Orientation	n/a	

**Further Comments:**

**(3) Result**

<b>Are there any aspects of the proposed decision, including how it is delivered or accessed, that could contribute to inequality?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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**Please provide an explanation for your answer:**

<b>Will the proposed decision have an adverse impact upon the lives of people, including employees and service users?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Please provide an explanation for your answer:

If your answers to question 2 have identified potential adverse impacts and you have answered 'yes' to either of the sections at question 3, or you are unsure about the impact, then you should carry out a EqlA 2.

If an EqlA 2 is required, before proceeding you should discuss the scope of the Assessment with service managers in your area. You will also need to refer to the EqlA guidance and template – <http://intranet/index.aspx?articleid=32255>.

<b>(4) Identify next steps as appropriate:</b>	
<b>EqlA Stage 2 required</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Owner of EqlA Stage Two:</b>	
<b>Timescale for EqlA Stage Two:</b>	

Name: Paul Anstey

Date: 23/12/2020

Please now forward this completed form to Pamela Voss, Equality and Diversity Officer (pamela.voss@westberks.gov.uk), for publication on the WBC web

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## Item 8:

### **Member Questions to be answered at the Executive meeting on 14 January 2021.**

Members of the Executive to answer questions submitted by Councillors in accordance with the Executive Procedure Rules contained in the Council's Constitution.

(a) **Question submitted by Councillor Martha Vickers to the Portfolio Holder for Public Health and Community Wellbeing, Leisure and Culture:**

*"Given that we know from the last OSMC agenda papers that there was a 38.6% increase in criminal incidents of Domestic Abuse during the period of Lockdown, how is this Council planning to prevent a similar rise in serious incidents if another Lockdown is announced?"*

(b) **Question submitted by Councillor David Marsh to the Portfolio Holder for Transport and Countryside:**

*"Why is the speed limit in Northbrook Street, Newbury, and other parts of the town centre still 30mph, when in Bartholomew Street it is 20mph?"*

(c) **Question submitted by Councillor Phil Barnett to the Portfolio Holder for Planning and Housing:**

*"Can the Executive Member for Highways and the Environment identify if dog waste bins are being emptied more frequently than before the start of the lockdown?"*

(d) **Question submitted by Councillor Alan Macro to the Portfolio Holder for Adult Social Care:**

*"What is the council doing to get the Berkshire West CCG to provide more Continuing Healthcare Funding?"*

(e) **Question submitted by Councillor Alan Macro to the Portfolio Holder for Adult Social Care:**

*"What proportion of staff and residents in West Berkshire care homes have received a Covid-19 vaccination to date?"*

(f) **Question submitted by Councillor Erik Pattenden to the Portfolio Holder for Children, Young People and Education:**

*"What is the council doing to make sure West Berkshire nurseries, schools and colleges are safe for all pupils and staff?"*

(g) **Question submitted by Councillor Erik Pattenden to the Portfolio Holder for Children, Young People and Education:**

*"Given the extra emotional pressures on young people during the last year, what additional help, financial and other, has the council provided to charities and other groups supporting young people?"*

(h) **Question submitted by Councillor Erik Pattenden to the Portfolio Holder for Children, Young People and Education:**

*"In the event of remote learning being necessary in future, what is the capacity of West Berkshire primary and secondary schools to deliver this?"*

## **Item 8:**

### **Member Questions to be answered at the Executive meeting on 14 January 2021.**

Members of the Executive to answer questions submitted by Councillors in accordance with the Executive Procedure Rules contained in the Council's Constitution.

(i) **Question submitted by Councillor Adrian Abbs to the Portfolio Holder for Environment:**

*“Given that the old solar panels are now in storage, why did new solar get installed on the Council's Market Street offices instead of on the new Highwood Copse School which had them removed due to budgets?”*

# Agenda Item 10.

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