
Cultural Heritage Strategy 2020-30

Report being considered by: Health and Wellbeing Board

On: 28 January 2021

Report Author: Paul James

Item for: Discussion

1. Purpose of the Report

1.1 The Council's Executive approved the Cultural Heritage Strategy 2020-30 on 14th January 2021 with the recommendation:

- 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.

1.2 To present the strategy which has a strategic theme *to contribute to the improvement in the health and wellbeing of all our residents.*

2. Recommendation(s)

To support the Cultural Heritage Strategy 2020-30 and the delivery plan with particular regard to the strategic theme *to contribute to the improvement in the health and wellbeing of all our residents.*

3. How the Health and Wellbeing Board can help

3.1 To approve the plan to satisfy the governance arrangements agreed by the council's Executive.

3.2 To participate in the Delivery Group which will develop actions that require the allocation of resources.

Will the recommendation require the matter to be referred to the Executive for final determination?	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
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4. Introduction/Background

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, 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.

6 Strategic themes	Objectives
Sustainability	Ensure our cultural and heritage organisations are sustainable and thrive. This is linked to Economic Development.
Health and Wellbeing	Contribute to the improvement in the health and wellbeing of all our residents.
Education, Training and Employment	Improve access to cultural education, training and employment opportunities.
Access	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.

Historic Environment	Protect and promote our unique cultural history, heritage and historic environment.
Economic Development	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

- 5.1 **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.

Stakeholder responses to the proposed objectives	Agree / Strongly Agree
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%
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 Access 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.

5.2 **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.

Public responses to questions linked to the strategic themes and objectives in the strategy	Agree / Strongly Agree
The arts and heritage makes a significant contribution to West Berkshire's economy; providing jobs and attracting people to the area to go to the theatre, museums and for holidays, spending money in West Berkshire.	76.5%
The arts are an important part of children and young people's education. 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%
Access to training, apprenticeships and higher education in the arts and heritage sector is important for improving the local economy and people's life chances.	82.9%
Everyone should have the opportunity to access the arts and heritage across West Berkshire regardless of where they live, age, income, health, and education.	95.9%
The arts and heritage make a contribution to the health and wellbeing of its residents, 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%
A strong arts and heritage offer, e.g. theatre, museums, countryside, festivals, historic buildings, brings visitors and tourists to the area, which encourages spending.	88.6%

There should be more arts and heritage events to bring tourists and visitors to West Berkshire and help to increase people spending money in the area and help the local economy.	74.7%
We need more publicity and marketing to bring tourists and visitors to West Berkshire to enjoy its arts and heritage.	73.4%
It's easy to find out what is going on in terms of arts and heritage events, activities and opportunities in West Berkshire.	33.8%
Rural communities in West Berkshire have reasonable access to arts and heritage compared to urban communities.	16.9%
West Berkshire already has a strong arts and heritage offer, e.g. arts venues, festivals, events, activities, museums and places of historical interest to visit.	60.5%
A strong arts and heritage offer is an important part of why I choose to live and/or work in West Berkshire.	22%
Do you think there are enough organised arts and heritage activities in West Berkshire for people...	
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

- 5.3 A Delivery Group shall be set up with key stakeholders.
- 5.4 The Delivery Group to report to the Culture & Leisure Programme Board and the Health & Wellbeing Board.
- 5.5 The stakeholder survey asked respondents to provide information if they would like to be considered as a member of the board. 18 responded positively.
- 5.6 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, Health & Wellbeing, Education, Adult Social Care, Countryside, Leisure) and other stakeholders as required.

5.7 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.

5.8 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.

6. Options for Consideration

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. Proposal(s)

7.1 That the strategy be noted by the Health and Wellbeing Board.

7.2 To note that the Cultural Heritage Strategy Delivery Group will be set up with key stakeholders and they will report to the Health and Wellbeing Board and the Culture and Leisure Programme Board.

7.3 To note that the detailed Delivery/Action Plan will come to the Health and Wellbeing Board and the Council's Executive for agreement within 6 months of the inception of the Delivery Group.

8. Conclusion(s)

8.1 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.

8.2 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.

- 8.3 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.

9. Consultation and Engagement

- 9.1 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.
- 9.2 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/aspergers, Healthwatch, Phoenix Resource Centre); Greenham Common Trust; Environment (Countryside Agency, Natural England, BBOWT, North Wessex Downs, Thatcham Nature Discovery Centre); Health & 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); Headteachers; Parish and town councils.

10. Appendices

Appendix A – The West Berkshire Cultural Heritage Strategy 2020-30

Background Papers:

None

Please put a cross in the appropriate box(es) by double-clicking on the box and selecting 'Checked':

Health and Wellbeing Priorities 2019/20 Supported:

- Give every child the best start in life
- Primary Care Networks

Health and Wellbeing Strategic Aims Supported:

The proposals will help achieve the following Health and Wellbeing Strategy aim(s):

- Give every child the best start in life
- Support mental health and wellbeing throughout life
- Reduce premature mortality by helping people lead healthier lives
- Build a thriving and sustainable environment in which communities can flourish
- Help older people maintain a healthy, independent life for as long as possible

The proposals contained in this report will help to achieve the above Health and Wellbeing Strategy aim by including a strategic theme to *Contribute to the improvement in the health and wellbeing of all our residents.*

Officer details:

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Appendix A

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

Directorate:	People
Service:	Communities and Wellbeing
Team:	Culture and Libraries
Lead Officer:	Paul James
Title of Project/System:	Cultural Heritage Strategy 2020-30
Date of Assessment:	15/01/2021

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

	Yes	No
<p>Will you be processing SENSITIVE or “special category” personal data?</p> <p>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”</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will you be processing data on a large scale?</p> <p>Note – Large scale might apply to the number of individuals affected OR the volume of data you are processing OR both</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will your project or system have a “social media” dimension?</p> <p>Note – will it have an interactive element which allows users to communicate directly with one another?</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Will any decisions be automated?</p> <p>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?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will your project/system involve CCTV or monitoring of an area accessible to the public?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will you be using the data you collect to match or cross-reference against another existing set of data?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Will you be using any novel, or technologically advanced systems or processes?</p> <p>Note – this could include biometrics, “internet of things” connectivity or anything that is currently not widely utilised</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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.