

EAST AYRSHIRE COUNCIL

DEPARTMENT OF COMMUNITY SERVICES

COMMUNITY SERVICES COMMITTEE -21 SEPTEMBER 2000

**THE NATIONAL CULTURAL STRATEGY
"CREATING OUR FUTURE: MINDING OUR PAST"**

Report by the Director of Community Services

1. PURPOSE OF REPORT

- 1.1 To advise the Committee of the publication, by the Scottish Executive of the first National Cultural Strategy entitled "Creating our future: minding our past"

2. BACKGROUND

- 2.1 In August 1999 a consultation document on the National Cultural Strategy was launched by the Scottish Executive. This Committee approved a formal response to the consultation on 24th November 1999.
- 2.2 The final strategy has been produced following extensive consultation and has now been launched to underpin a major drive to place culture at the heart of all the Executive does.
- 2.3 A copy of the published document is available in the Members lounge and copies can also be found on the Scottish Executive website, www.scotland.gov.uk.

3. CONSIDERATIONS

- 3.1 The strategy utilises a broad definition of culture that moves beyond the traditional arts based definition to include aspects of lifestyle such as sport and leisure.
- 3.2 The strategy recognises the contribution that Local Authorities make to cultural life and notes the importance of local cultural strategies to the community planning process and community learning plans. The role of cultural services in Social Inclusion programmes is also emphasised.
- 3.3 It is not possible to cover every aspect of "Creating our future: minding our past" in this report. The document provides an overview of the importance of culture in Scottish life and outlines both a broad strategic

framework and specific commitments aimed at improving Scotland's cultural life.

3.4 In summary the strategy opens with several statements regarding culture in Scotland.

- Culture can be enjoyed by everyone in Scotland.
- Creativity innovation and excellence are celebrated and stimulated in all walks of life for all age groups.
- The contribution culture can make to wider Scottish Executive priorities such as social justice, economic development, regeneration and equality are realised.
- Cultural development contributes to the image of Scotland as a modern, dynamic and forward-looking society.
- Public support for cultural activities is targeted to achieve and sustain quality, whatever the medium or its context.

3.5 The strategy identifies a wide range of complementary action to take forward cultural development in all areas. Key development opportunities include:-

- Widening education programmes in and by national museums, galleries and other organisations.
- Promoting excellence in traditional arts-
- Maximising the potential of Information and Communication Technology (ICT) to enhance and widen cultural participation and access.
- Extending the positive relationship between local and national museums, galleries and national heritage bodies.
- Maximising the contribution of both the cultural sector and the creative industries to Scotland's economy.
- Securing Scotland's position as a film-friendly place.
- The development of a successful national theatre for Scotland.

3.6 While public bodies have a significant role in cultural development, they are only one of many groups of contributors. The strategy recognises the need to be clear about the purpose of and limits of their role and the need for them to work effectively in partnership.

4. FINANCIAL IMPLICATIONS

4.1 Nil

5. LEGAL AUTHORITY/IMPLICATIONS

5.1 Nil

6. POLICY IMPLICATIONS

- 6.1 The National Cultural Strategy will become increasingly important in underpinning the Council's own strategic planning for Leisure and Cultural Services and its recommendations should be taken into account in the development of Community Planning and Community Learning Plans.

7. CONCLUSIONS

- 7.1 'Creating our future: minding our past' is a significant document that is intended to shape future developments in Scotland.
- 7.2 It will be essential to recognise the new national priorities for culture in the Council's future strategic planning for Leisure and Cultural services. A review of the Council's current leisure strategy has recently commenced.
- 7.3 The national strategy underlines the importance of many initiatives that the Community Services department is currently implementing particularly with regard to Social Inclusion, partnership development, links with national bodies and external funding bids. The document specifically highlights work the Education and Social Work directorate has carried out using arts activities to raise educational standards.

8. RECOMMENDATIONS

- 8.1 The Committee is asked to note the contents of this report and the publication of "Creating our future: minding our past", The National Cultural Strategy.

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Director of Community Services

WS/JAG/SAM
24 August 2000

LIST OF BACKGROUND PAPERS

1. Creating our future: minding our past -published by the Scottish Executive August 2000.

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AGENDA