

## EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 13<sup>TH</sup> NOVEMBER 2002

### SCOTTISH EXECUTIVE DRAFT GUIDANCE FOR LOCAL AUTHORITIES ON THE IMPLEMENTATION OF THE NATIONAL CULTURAL STRATEGY

#### Joint Report by the Director of Community Services and the Director of Education and Social Services

#### 1. PURPOSE OF REPORT

- 1.1 To bring the draft guidance to the attention of the Committee and seek approval for a response to the consultation contained within the document.

#### 2. BACKGROUND

- 2.1 The Scottish Executive has prepared the draft guidance as part of a commitment in the National Cultural Strategy “Creating Our Future... Minding Our Past” which was published in August 2000. A report on the National Cultural Strategy was considered by this Committee on 21<sup>st</sup> September 2000, and a further progress report was considered in April 2002.
- 2.2 The draft guidance has been published with the intention of assisting Local Authorities to fulfill the significant role identified for them in the National Cultural Strategy. The draft guidance has been published as a consultation document and responses to various key issues have been requested from Local Authorities.
- 2.3 Full copies of the draft guidance are available at [www.scotland.gov.uk/library5/culture/incs.pdf](http://www.scotland.gov.uk/library5/culture/incs.pdf). Hard copies of the document are out of print.

#### 3.0 CONSIDERATIONS

- 3.1 The guidance refers to the over-arching nature of cultural issues and highlights good practice. The guidance is advisory, not prescriptive, and authorities are invited to take the actions detailed in the document.
- 3.2 The Executive Summary shows 12 key advisory points, these are:-

Each Authority should:-

- i.) Recognise and embrace the broad definition of culture and cultural provision outlined in Scotland’s National Cultural Strategy.

- ii) Develop cultural policies and strategies/plans.
  - iii) Relate these policies and strategies/plans to the National Cultural Strategy and appropriate policies in cultural (e.g. *Sport 21*) and other (e.g. social justice) fields.
  - iv) Make full use of relevant powers in legislation to promote cultural provision.
  - v) Recognise that cultural provision features in 9 key areas of Local Authority (see table in Appendix A)
  - vi) Recognise that these 9 activity areas do not always correspond to political or management structures, and the implications of this for developing and co-ordinating policy and practice.
  - vii) Evaluate its effectiveness in each of the 9 areas.
  - viii) Recognise that cultural activities have both an intrinsic and an 'instrumental' value.
  - ix) Consider how well the authority's particular organisation and management arrangements support the development of its cultural policy and practice.
  - x) Make full use of community planning and appropriate forms of partnership, to maximise opportunities for developing cultural provision and advancing community well-being.
  - xi) Ensure that resources for cultural provision are applied in ways that are consistent with best value.
  - xii) Gather and use appropriate information and research to assess and develop the impact of cultural policy and practice, at both authority-wide level and also at the level of the 9 activity areas.
- 3.3 The guidance identifies 9 activity areas that can make up Local Authority cultural provision. These activities are shown in Appendix A. Several council services are involved in the delivery of cultural services, the structure and type of service delivery varies from council to council.
- 3.4 In addition, the guidance also identifies cultural provisions contribution to cross-cutting issues. Appendix B shows the role of cultural provision in tackling key issues i.e. Social Justice/Social Inclusion; Community Development/Active Citizenship; Diversity; Economic Regeneration; Lifelong Learning; Health Benefits; Community Safety and Environmental Improvements. These themes broadly reflect the themes in the Council's Draft Community Plan.

3.5 The guidance also covers partnerships, community planning, best value, performance management, finance, consultation and provides an extensive list of references to relevant publications which influence the provision of Cultural Services by Local Authorities in Scotland.

3.6 The 8 key issues for consultation in the document are shown below, with a proposed response.

3.6.1 Is it helpful to have a guidance on cultural matters from the Executive?

*The guidance on Local Authorities' role in implementing the National Cultural Strategy is welcomed and will be helpful.*

3.6.2 How could the guidance be improved?

*The issue of resources for the delivery of the National Cultural Strategy is not addressed in the guidance, further exploration of this area is necessary.*

*The term 'adequate provision' requires better definition to assist Local Authorities.*

*There are elements of inconsistency related to the standing of this guidance and the requirements to be placed on Local Authorities to deliver services locally.*

*Examples of good practice should be given for all areas of cultural services and those used should be robust and proven to be successful.*

3.6.3 Does the draft fully recognise the role of Councils, and the range of activities and resources that are relevant?

*Areas that may have been omitted or included under another heading that may not be immediately obvious are Play Development, Urban Parks, Country Parks, Children's Play Areas, Cemeteries and Burial Grounds.*

*It would also be suggested that Play Development and Play Schemes are placed under the Community Recreation heading in Appendix A.*

3.6.4 Is the definition of culture satisfactory?

*The definition of culture used is satisfactory.*

3.6.5 Is there any relevant advice or guidance to Scottish Councils which is not reflected in the text or listed in the 'references'?

*Possible omissions include updated references to the Land Reform Bill, recognition of the requirement to produce Local Biodiversity Action Plans and*

*recognition of the importance of the People's Network project to Library and Information Services.*

- 3.6.6 Does the draft present a fair account of and helpful guidance on the role of Elected Members, Officers and Management Structures?

*The guidance on the role of Members is useful, however more could be said regarding the leadership and advocacy role that Members undertake for Cultural Services.*

- 3.6.7 Is the discussion of partnership working satisfactory?

*This discussion of partnership working is satisfactory, however the key role of partnership working in areas such as Arts Development could have greater emphasis.*

- 3.6.8 Are there further examples of illustrations of good practice which might be included in the text?

*The following illustrations of good practice take place in East Ayrshire:-*

***Led by Community Services***

*Crafts Development Project  
Community Health Improvement Programme (CHiP Van)  
Drama Development Project  
Recreation Partnership Project  
Reader Development Project  
Ayrshire Libraries Forum  
East Ayrshire Access Strategy  
Palace Theatre – Market Research/Re-programming*

The Council is committed to providing a quality arts and education experience for all with a particular focus on rural areas, on areas of social deprivation and in special education, the following examples represent good practice:-

***Led by Education and Social Services***

*Local Authority Partnership Scheme “Art of Pantomime” Project  
Dance Artists in Residence  
Scottish Chamber Orchestra “Masterworks” Series  
Borderline Theatre Company Drama Project  
Special commissioned works supported by composer masterclasses  
New Opportunities Fund Arts Summer School Programme  
Royal Scottish National Orchestra “Monster Music” Nursery Prom Concerts  
New Opportunities Fund Out of School Hours Dance and Drama Clubs*

Scottish Opera “Wagner Ring Cycle” Project  
International Cultural Links  
Instrumental and Choral Developments  
Scottish Traditional Music Project “Robert Burns as a Song Writer”  
Schools’ Art & Design Exhibition Programme  
Facilitating debate (e.g. National Debate on Education)  
New Opportunities Fund Out of School Hours Cello, Bass and Jazz  
Workshops  
Scottish Opera for All Opera Workshops  
Royal Scottish National Orchestra Masterclasses  
STREETsmart Rock Band Sessions

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 The guidance suggests that Councils should compile information to establish its spending in all areas of Cultural Services as part of any strategic planning exercise.

#### **5. LEGAL IMPLICATIONS**

- 5.1 Nil

#### **6. POLICY IMPLICATIONS**

- 6.1 The Council should now review its Leisure Strategy in the light of this new guidance and produce a Cultural Strategy in due course.

#### **7. CONCLUSIONS**

- 7.1 The draft guidance is a key document that draws together a great deal of information and research and supports the case for Local Authority investment in Cultural Services.
- 7.2 The guidance is generally acceptable and the response to the consultation themes contained in this report reflects the views of the Council.
- 7.3 Work on the production of a Cultural Strategy for East Ayrshire has already begun; the guidance will underpin this process.

#### **8. RECOMMENDATIONS**

- 8.1 It is recommended that:-
- i) The Committee approves the response to the consultation themes shown in 3.6 above;

- ii) notes the key issues contained within the draft guidance, particularly with regard to role and importance of Cultural Services.
- iii) otherwise notes the contents of this report.

William Stafford  
**Director of Community Services**

29<sup>th</sup> October 2002

### **LIST OF BACKGROUND PAPERS**

Scottish Executive Draft Guidance for Local Authorities on the implementation of the National Cultural Strategy. ([www.scotland.gov.uk/library5/culture/incs.pdf](http://www.scotland.gov.uk/library5/culture/incs.pdf))

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## Appendix A

Activity (*)	Elements (**)
<b>Arts</b>	<ul style="list-style-type: none"> <li>• arts venues (e.g. theatres, galleries, arts centres, workshops)</li> <li>• events, projects and festivals; support for artforms and crafts (including capacity-building in voluntary organizations)</li> <li>• moving image/film; support for external bodies (including national and local companies/providers, voluntary arts bodies)</li> <li>• development and outreach work (including promoting access to the arts, audience development)</li> <li>• arts projects to support specific aspects of Scottish cultural identity (including Gaelic &amp; Scots arts projects, gay &amp; lesbian events, minority ethnic art projects)</li> <li>• support for individual artists (including financial assistance, audience development)</li> </ul>
<b>Community Recreation</b>	<ul style="list-style-type: none"> <li>• facilities for community activities (including halls, community centres and parks)</li> <li>• community use of schools for recreation</li> <li>• local activity programmes (including local festivals, civic weeks and galas)</li> <li>• access to countryside/ranger services</li> </ul>
<b>Economic Activity</b>	<ul style="list-style-type: none"> <li>• economic regeneration</li> <li>• cultural tourism (including cultural, built and archaeological heritage)</li> <li>• environmental improvement</li> <li>• support for small businesses in the cultural sector</li> <li>• planning, land use and development control</li> <li>• use of cultural provision to promote an authority and its area (including 'branding')</li> <li>• support for the creative industries</li> </ul>
<b>Health and Social Care</b>	<ul style="list-style-type: none"> <li>• creative and sporting activities as part of provision for people with learning and physical disabilities and for vulnerable young people, reminiscence groups for older people</li> <li>• promotion of physical activity</li> <li>• use of drama in health promotion</li> <li>• art and music therapy; healthy living centres</li> <li>• health information</li> </ul>
<b>Heritage</b>	<ul style="list-style-type: none"> <li>• museums and heritage attractions (including preservation of artifacts)</li> <li>• promotion of access to, and management and display of , collections</li> <li>• education projects</li> <li>• conservation of the built heritage (includes implementing national policy, stewardship of the historic environment and preparation of local development plans)</li> <li>• management of venues (e.g. galleries, museums, sport pavilions/club buildings) which are listed buildings</li> <li>• local history; archive management</li> <li>• archaeology</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>• school-based provision (including curricular, cross-curricular and extra-curricular activities)</li> <li>• instrumental music tuition</li> <li>• community-based learning (including out-of-school hours provision, adult education, local history, preparation and implementation of community learning strategies/plans)</li> </ul>

## Appendix A

<b>Learning (continued)</b>	<ul style="list-style-type: none"> <li>• strategies for/services which promoting literacy, numeracy and creativity</li> <li>• learning for industry; vocational training, personal and professional development; links to further/higher education</li> <li>• authority support for native languages/culture</li> <li>• play schemes for children</li> </ul>
<b>Libraries &amp; Information</b>	<ul style="list-style-type: none"> <li>• access to resources (manuscript, printed, electronic, and multi-media materials, and community information)</li> <li>• contributing to lifelong learning (including school library services, flexible and open learning, e-literacy and training)</li> <li>• literature promotion and development (including events, literacy, publications and national promotions)</li> <li>• cultural heritage and community identity (including local studies and publications)</li> <li>• information for active citizenship (including partner libraries, the Scottish Parliament library (and SPICE) and European Information Relay and information provision)</li> <li>• electronic access to public services (including 'modernising Government' and "21<sup>st</sup> Century Government")</li> </ul>
<b>Records</b>	<ul style="list-style-type: none"> <li>• management of historic and contemporary records</li> <li>• local history (includes library materials on the built environment in their local history and photographic collections)</li> <li>• family history/identify</li> <li>• the local authority archivist responsibility for maintenance and cataloguing of the Dean of Guild records and other archives for 19<sup>th</sup> and 20<sup>th</sup> Century architecture in Scotland</li> </ul>
<b>Sport</b>	<ul style="list-style-type: none"> <li>• sports facilities (including sports and leisure centres, swimming pools, playing fields and other outdoor sports facilities)</li> <li>• sports development (includes building the capacity of voluntary organizations)</li> <li>• school-based facilities for community use</li> <li>• sports events</li> <li>• support for talented performers (including financial assistance)</li> </ul>

*(\*) In Col 1, the sequence of the listing is alphabetical, and does not imply any priority for each activity. The activities/services do not reflect any departmental structure.*

*(\*\*) In Col 2, some of the elements may relate to more than one of the activities/type of provision.*

Cross-cutting issue	Role which cultural provision can play in tackling the issue
<b>Social Justice/Social Inclusion</b>	<p>Cultural activities have a significant contribution to make to each of the social justice priority themes of the Scottish Executive and local authorities.</p> <p>They can contribute directly to achieving milestones associated with these themes – e.g. social and community regeneration, health, and voluntary and community involvement.</p>
<b>Community Development/Active Citizenship</b>	<p>In terms of active citizenship, it is well documented that the well-being of a community can be assessed by the level of voluntary activity and volunteering.</p> <p>Nowhere is this better illustrated than through cultural activities e.g. volunteer sports coaches.</p>
<b>Diversity</b>	<p>Recognition of and support of diversity e.g.</p> <ul style="list-style-type: none"> <li>• language</li> <li>• Gaelic and Scots culture</li> <li>• Religion, including religious/tolerance</li> <li>• Multi-culturalism (including minority ethnic interests/needs for services, and contributions to local culture)</li> <li>• Equality issues (including gender, race, sexual orientation, age)</li> </ul>
<b>Economic Regeneration</b>	<p>The economic significance of culture has been proven through a range of projects where cultural provision has contributed to the image of an area.</p> <p>Arts festivals, urban renewal programmes, sporting/cultural events, and cultural venues, for example, make an area more interesting and can attract tourists, relocating companies and further investment, as well as contributing to the quality of life for local residents.</p> <p>The knowledge economy and creative industries are also increasingly recognised as major contributors to economic growth, and culture has a significant role to play in developing creative skills and individual confidence as a basis for employment and economic development.</p>
<b>Lifelong Learning</b>	<p>Lifelong learning recognises the value of both formal and informal education for the development and fulfillment of individuals and for the economic well-being of a nation.</p> <p>Culture is the key contributor to the lifelong learning agenda for people of all ages and abilities.</p> <p>Benefits achieved through participation in cultural activity and in formal and informal education include increased self-confidence of individuals and communities, and the development of skills for employment, such as communication, networking and creativity.</p>
<b>Health Benefits</b>	<p>It is recognised that cultural activity can make a contribution to the promotion of a more active lifestyle.</p> <p>The benefits include not only improved physical health and fitness, but also related improvements to psychological health and increased feelings of confidence and well-being.</p>
<b>Community Safety</b>	<p>Actions by authorities here include the provision of 'diversionary activities' as a means of tackling issues such as drug abuse and vandalism.</p> <p>Guidance on community safety produced by both the Scottish Executive and CoSLA acknowledges the positive contribution cultural provision makes in relation to such diversionary measures for young people.</p> <p>Cultural activities including sport, drama, music, photography, art, are all used to deliver and promote community safety and to address and challenge attitudes in relation to drugs, domestic violence etc. Community consultation can make use of cultural activities (e.g. drama, to highlight social issues).</p>

**Environmental Improvements**

Our urban and rural parks host cultural activities as diverse as concerts, festivals and sports events. Many of the urban parks run by local authorities are of historical importance in their own right but they also contain monuments and other reminders of our heritage.

In more recent years, several local authorities have commissioned works of public art to enrich both urban and rural settings. Authorities can also work to conserve the natural landscape, countryside and coastline. They can encourage developers to enhance the built environment through 'per cent for art' policies.

**AGENDA**