

DUNDEE CITY COUNCIL

REPORT TO: Arts and Heritage Committee - 21 May 2001
Leisure Services Committee - 21 May 2001

REPORT ON: Public Consultation Phase in the Development of a
Cultural Strategy for Dundee

REPORT BY: Director of Arts and Heritage
Director of Leisure and Parks

REPORT NO: 280-2001

1.0 PURPOSE OF REPORT

1.1 To seek Committee approval to the circulation of the document, "Dundee Cultural Strategy 2001-2006, Public Consultation" for the purpose of public consultation.

2.0 RECOMMENDATION

2.1 That the Committee notes the contents of the draft "Dundee Cultural Strategy 2001-2006" and proposals for public consultation.

2.2 That, following public consultation, the Directors of Arts and Heritage, and Leisure and Parks proceed to finalise a Cultural Strategy for Dundee, for submission to the Council.

3.0 FINANCIAL IMPLICATIONS

3.1 None.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 The document contains reference to Local Agenda 21 issues as areas of important relevance to the local cultural strategy. The strategy will emphasise the delivery of services which meet local needs, strengthen access, and ensure that opportunities for culture, leisure and recreation are readily available to all.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 The public consultation phase will give local, regional and national cultural bodies and individuals, the opportunity to contribute to the creation of a local cultural strategy, which will emphasise equality of opportunity of access to the city's cultural services.

6.0 MAIN TEXT

6.1 The National Cultural Strategy for Scotland, entitled "Creating Our Future - Minding Our Past", was published by the Scottish Executive on 16 August 2000. It identifies key areas of cultural activity as being: arts, including traditional arts and languages; heritage; libraries; sport; education; the built environment. Cutting across these areas are common themes of access and social justice, disability access, cultural diversity, international opportunities and cultural tourism, and the economic potential of the creative industries.

6.2 At its meeting of 18 September 2000 (Report No 611-2000) the Committee remitted to the Director of Arts and Heritage to convene a short life inter-departmental working group to develop a local cultural strategy, in response to the National Cultural Strategy for Scotland, and in succession to the Arts Strategy for Dundee 1994, and the subsequent Arts and Heritage Action Plans 1998-2000.

6.3 The short life inter-departmental working group, comprising representatives of Arts and Heritage, Neighbourhood Resources and Development, Education, Leisure and Parks, Economic Development, Social Work and Planning and Transportation, has agreed the contents of "Dundee Cultural Strategy 2001-2006, Public Consultation" as the basis of public consultation. The document identifies the Aims, Strategic Objectives, Key Areas and Action Points of a cultural strategy for Dundee. The Aims and Strategic Objectives are compatible with the Key Strategic Issues of Dundee City Council's Plan 1999-2002, and the cross-cutting themes of the National Cultural Strategy.

6.4 The Aims are:-

- Access and Participation
- Excellence
- Economy and Regeneration

The Strategic Objectives are:-

- Increase access to, and participation in, all aspects of cultural provision in Dundee among all Dundee's citizens, thereby encouraging cultural diversity and promoting active citizenship and the values of social justice.
- Actively promote the benefits of cultural experience to children and young people and increase targeted opportunities to participate.
- Acknowledge and support the contribution of cultural activities to the lifelong learning process for the wider community.
- Maintain and enhance standards of excellence in Dundee's cultural provision, thereby improving the quality of life available to Dundee's citizens.
- Foster and sustain productive partnerships with all relevant agencies, cultural providers and creative industries.
- Enhance and support the city's image and economy through promoting its cultural activity locally, nationally and internationally.
- Manage and promote the efficient and effective delivery of cultural services, thus ensuring Best Value.

The Key Areas and Action Points are subscribed to by individual Departments of the Council, together with other agencies, the actions indicated being part of their own underpinning strategies and Service Plans.

6.5 Copies of the full document "Dundee Cultural Strategy 2001-2006, Public Consultation" have been circulated to Group secretariats and to the Councillor's Lounge.

6.6 To further develop and finalise the strategy, Dundee City Council now welcomes the views of local, regional, and national bodies and individuals on the content of the document and suggestions for amendment or inclusion. The document will be widely circulated and the process will involve meetings with key providers, written submission from a wide range of cultural organisations and public opportunities to contribute.

6.7 Following the public consultation, the Directors of Arts and Heritage, and Leisure and Parks will present to Committee a revised local cultural strategy document.

7.0 CONSULTATION

7.1 The Chief Executive, Director of Support Services, Director of Finance, Director of Neighbourhood Resources, Director of Education, Director of Economic Development, Director of Social Work, Director of Planning and Transportation and Director of Corporate Planning have been consulted on this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

8.1 Draft Dundee Cultural Strategy 2001-2006.

Director of Arts and Heritage _____ Date _____

Director of Leisure and Parks _____ Date _____