

Briefing note on a report included in the Forward Plan Issue 2009/10

SERVICE AREA: Environment and Culture

Report ref	Report title
E & C -09/10-17	A Cultural Strategy for Brent 2010 - 2015
<p>Summary:</p> <p>The current Brent Cultural Strategy was produced in 2006 and is a three year strategy ending December 2009. Whilst the strategy recognised the role of partners in the overall delivery of a cultural offer for Brent it is a Brent Council Cultural Strategy with actions specific to Brent Council services only. In 2008 the Brent Culture, Sport and Learning Forum was set up bringing together key 'providers' of cultural 'activities' in the borough. The forum is chaired by Rachel Evans from the Fountain Studios, and members include representatives from the Tricycle Theatre, Wembley Arena, Wembley Stadium, Wembley Plaza Hotel, College of North West London, BTWSC, Patidar Centre, Brent Community Sport and Physical Activity Network, the regional cultural agencies and a number of council officers. The Forum is a sub-group of the Local Strategic Partnership and one of its key tasks is to produce a new cultural strategy for the borough.</p> <p>The Culture, Sports and Learning Forum has taken a lead in developing the new strategy and held a facilitated workshop in March to agree the key issues and objectives to be included within the document. In general, the Forum felt that the existing strategy was too 'long and wordy' and that the new strategy should be a much shorter, easy read which concentrated on developing key principles or objectives that all providers in the borough could sign up to. The strategy highlights the key objectives that the Forum have agreed are the main issues that all partners should address when delivering services if the shared vision for culture in Brent is to be achieved.</p> <p>A 12-week consultation period was undertaken this summer, starting on 20th July and finishing on 9th October. Brent Council led on the consultation on behalf of the Forum, although a number of Forum members were present at the public meetings. A range of consultation methods were used to gain maximum feedback, and the following provides an overview:</p> <p>The draft strategy was available on the Councils website and a questionnaire was included on the consultation tracker. It was also available on the BRAIN website.</p> <p>An article and details on how to comment on the Strategy was included in the September issue of the Brent Magazine and in the Wembley Observer.</p> <p>The draft Strategy was emailed to over 400 local organisations along with an accompanying letter explaining how to comment on it.</p> <p>The draft Strategy was emailed to all Councillors and Senior Officers along with an accompanying letter explaining how to comment on it.</p> <p>Two public meetings were held (one at Bridge Park Community Leisure Centre and one at Willesden Green Library Centre) during September.</p> <p>The draft Strategy was sent to each diversity forum and representatives offered to attend a Forum meeting to discuss the Strategy if required. The Brent Multi Faith Forum was the only Forum who requested someone to attend.</p>	

Nature of Decision to be taken/Intended Outcome: The Council will be asked to agree the Cultural Strategy as one of the partners involved in it's production.

Timescale for decision: Executive 14th December 2009

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