

ABERDEEN CITY COUNCIL

COMMITTEE:	Education, Culture and Sport
DATE:	27 August 2009
CORPORATE DIRECTOR:	John Tomlinson Lead For Education, Culture and Sport:
TITLE OF REPORT:	Vibrant Aberdeen: The Draft Cultural Strategy for Aberdeen City 2010-2015 Update

1. PURPOSE OF REPORT

This report brings before the Committee an update on 'Vibrant Aberdeen'- The Draft Cultural Strategy for Aberdeen City 2010-2015 and seeks to update the committee on the anticipated timelines for development. It is considered helpful to the new Committee to receive an overview of the position at this first meeting.

2. RECOMMENDATION(S)

That the Committee:

- i. Note the current status of 'Vibrant Aberdeen' – The Draft Cultural Strategy for Aberdeen City 2010-2015
- ii. Note the timeline for the development and consultation of the draft strategy
- iii. Instruct officers to report progress on the development of the draft strategy to an appropriate committee.

3. FINANCIAL IMPLICATIONS

The implementation plan for the draft strategy will be delivered within budgets already identified and is based on the assumption that there are no additional funds available from the Council. The various external funding opportunities available will be explored on an ongoing basis.

4. SERVICE & COMMUNITY IMPACT

The report links to outcome 13 in the Single Outcome agreement - We take pride in a strong, fair and inclusive national identity. The strategy will serve to enhance the City's strong Cultural tradition and develop the Cultural life and tourism for the benefit of practitioners, residents and visitors.

The report also relates to all the key aims set out in the Arts, Heritage and Sport strand of the Community Plan.

- Culture will become part of everyday life for citizens of all ages and visitors to our City.
- To support Cultural activities which have a positive impact on the social, economic and cultural development of the City.
- To foster a strong, diverse and independent creative community.
- To encourage access to and participation in the City's cultural life.
- To develop productive and sustainable City partnerships within and beyond the Cultural sector
- To strengthen support for and ownership of the City's distinctive Cultural character.

The (Arts, Heritage and) Cultural Strategy has been designed to help deliver all the Cultural objectives set out in Vibrant, Dynamic and Forward Looking:

- Support arts venues to bring the best and most innovative performances to the City
- Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination
- Promote the City as a tourist destination
- Recognise the role of Sport and Arts in tackling anti-social behaviour

5. OTHER IMPLICATIONS

There are no legal, resource, personnel, property, equipment, environmental or health and safety implications. The approval of this report will result in improved delivery of national and local Cultural objectives

6. REPORT

Background

'Vibrant Aberdeen' is the draft cultural strategy for Aberdeen and provides the strategic framework to drive forward the City's cultural aspirations. This draft strategy has been developed by the Cultural Forum who have led from initial planning sessions through to the current draft. This has taken various forms including the forming of a strategy sub group, wider forum workshop sessions and will culminate in community consultation through methods.

Draft Strategy Aims

The overarching aim of the 'Vibrant Aberdeen' is to provide the strategic direction for the cultural community throughout Aberdeen. By providing a strategic and forward thinking direction the draft strategy aims to promote cultural partners to form a coordinated approach in order to maximise opportunities and ensure that Aberdeen realises its full cultural potential.

This overarching aim can be broken down to a series of aims which are to:

- Maximise resources and promote their effective and efficient use to develop local cultural opportunities to benefit Aberdeen.
- Enable a collaborative approach to the development of cultural activity throughout the City.
- Generate discussion and debate based around current and future cultural issues.
- Create and communicate a shared vision for the Cultural development of the City.
- Provide a framework for Cultural providers to base action plans where allocations of resources and skills will be set.
- Provides a consistent census for measuring impact and activity and allows for the sharing of resources and tools to do this effectively.

Draft Strategy Themes

In order to achieve these aims the Cultural forum has addressed several issues which are pertinent to the creation of any strategic document. The draft strategy has been placed in context considering the local, national and international issues which will impact during the stated timeline. Further to this the draft strategy also identifies the challenges and opportunities that are particular to Aberdeen. Having set out the context for the document the main priorities for Aberdeen were created and categorised under four broad themes. These themes are listed below along with the main drivers within each.

- **The Creative Economy** - Cultural tourism and promotion, Artists opportunities, Creative training and employment, Community Regeneration
- **Cultural Infrastructure** - Unique cultural assets, Resources, marketing and people, Links and network development, Infrastructure development
- **Learning communities** - Taking part, Education, Resources, Arts and health
- **City Vibrancy** - A sense of place, Identity and events, City regeneration, Public Art, International Aberdeen

It is from these themes that the draft strategies main objectives have been initially outlined and will continue to be developed by the Cultural Forum.

Proposed timelines for development

It is proposed to bring a final draft of the Cultural Strategy to the Education, Culture and Sport Committee on October 8th and if approved would be moved forward for public consultation. This consultation process would take the form of individual and group interviews as well as written forms such as surveys. It is planned this consultation period would conclude in December and a revised final draft would be brought to the Education, Culture and Sport Committee on the 7th of January 2010.

7. AUTHORISED SIGNATURE

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8. REPORT AUTHOR DETAILS

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9. BACKGROUND PAPERS