

Report to:	Cabinet	Date: 19 April 2023
Subject:	Bury Cultural Strategy	
Report of	Cabinet Member for Culture and the Economy	

Summary

Between 2019-21 Bury was recognised as the first GM Town of Culture. A commitment was made to develop a borough-wide culture strategy which sustains the innovation developed during this time, supports economic development and contributes to a “wellness” model of community health and wellbeing.

The development of this strategy has been led by an independent partner, Curated Place, part-funded by Arts Council England. It has been co-produced with community groups and the borough’s principal cultural partners. Implementation will be supported through the UK Shared Prosperity Fund which has been secured for the next two years.

Recommendation(s)

The attached strategy is recommended for approval and implementation in accordance with the action plan proposed.

The timescale for this strategy takes account of the recommendation from the Overview and Scrutiny Committee to progress delivery within the 2023/ 24 Municipal Year.

Reasons for recommendation(s)

This strategy will provide a framework to maintain and enhance the profile of the borough’s culture offer and inform the wider economic development and Wellness strategies under development.

Alternative options considered and rejected

The strategy has been subject to extensive review and development with partners over the last 12 months. Earlier work has been considered by the council’s Overview and Scrutiny Committee whose comments have informed the final proposals.

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Background

Described below

Links with the Corporate Priorities:

The culture strategy will support delivery of the borough vision to “drive faster economic growth than the national average by 2030” by highlighting the potential to grow the visitor economy and contribute to the health and wellbeing of residents.

Equality Impact and Considerations:

The strategy is not a matter of policy change and therefore an EIA has not been completed

Inclusion is one of the principal objectives of this strategy, however. The objective is to celebrate communities from across the borough but retain a collective sense of identity, as described in the mission statement: “different cultures, same horizon”

Environmental Impact and Considerations:

Addressing culture’s role in driving change across our towns will be a key focus in the implementation of this strategy. In particular by aiming for net zero build in the two Levelling Up sites and developing a climate conscious culture supply chain.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
The council has committed to a saving of £250 000 from Bury Art Museum as part of the 2023/24 budget. Failure to achieve this through income generation and efficiencies may compromise its sustainability	This strategy will help develop a thriving visitor economy which should attract more people to the borough and support income generation objectives

Legal Implications:

The overview & scrutiny committee have considered the strategy at an early stage. The finalised strategy for consideration by Council has taken account of this.

Financial Implications:

There are no additional financial consequences to the Councils budgets through the implementation of the Cultural strategy, however, it does support the

Council in the delivery of one of its savings identified as part of the 2023/24 budget process

Bury has an extensive cultural offer provided by a wealth of partners. In the past Bury Council has been able to contribute financially from its baseline funding to support the cultural offer within Bury. Due to the increasing pressures on the budget and the savings that need to be made to fund front line statutory services the Council is now moving towards a position where it needs to support its partners through strategic support and through the use of externally generated funding wherever possible, for example the UK Shared prosperity fund, where the cultural strategy is specifically cited as a project but there are a number of complementary projects including East Lancs Railway and Wellness Engagement

The significant regeneration across the borough not only by the Council but also through development partners will also add to footfall which will increase visitors to attractions including the Bury art museum, East Lancs railway and the breadth of green spaces the borough has to offer

Background papers:

None.

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning