



Committee Title: Housing, Health & Community

Date: 18th September 2023

REPORT TITLE:	A Creative and Cultural Vision for Brentwood – 2023-2027
REPORT OF:	Tracey Lilley - Director of Communities and Health

REPORT SUMMARY

The report outlines the vision for creativity and culture in Brentwood, for the next 5 years, as determined through a public consultation process with a range of stakeholders. A clear strategy for culture and creativity with a five-year complementary action plan against the three priorities outlined in this report, will be developed to monitor delivery and progress.

SUPPORTING INFORMATION

1.0 BACKGROUND INFORMATION

- 1.1 From January 2023 – August 2023, Brentwood Borough Council undertook a piece of work to explore with arts organisations, creative businesses and stakeholders, including internal departments, what our local priorities are for the next five years to support development of creativity and culture in the borough.
- 1.2 Reasoning behind the work was to give the council an increased understanding of the community's ambitions, needs and challenges, with a view to directing focus, support and investment in three key areas.
- 1.3 Additionally, the current UK Shared Prosperity Fund allocation and the creation of the Brentwood Connected Business Improvement District (BID) following positive ballot outcome, gives the council a unique opportunity to support the development of creativity and culture to drive forward lasting social and economic benefits to the borough.
- 1.4 The work also compliments several current workstreams across the county that are seeking to level up and reinvigorate people and places post-pandemic. A clear vision enables the council to maximise collaborative, creative and cultural opportunities with key partner authorities and bodies such as ASELA, for outcomes that will be the most beneficial for our residents.
- 1.5 Ascertaining a local vision from a wide range of stakeholders demonstrates the council's commitment to culture and creativity and ensures that resource directed is

appropriate, informed and sustainable, and positively contributes to growth and wellbeing of the Borough.

1.6 Following a series of workshops led by local cultural strategist, Claire Gevaux, face to face discussions, surveys online and in person at local events, stakeholders have deemed the following as the borough's three key priorities for the next 5 years:

1. Nurturing our creative sector
2. Young people
3. Creative placemaking

1.7 Details of each of the vision and priorities can be found in the attached Appendix A.

2.0 OTHER OPTIONS CONSIDERED

2.1 Without a co-designed vision, the council will be unclear and ill-informed when directing resources and support.

3.0 RELEVANT RISKS

3.1 Lack of delivery against vision - a clear action plan will be created to demonstrate how the council is committing to supporting the co-designed vision. This will be reviewed annually to monitor progress and impact.

4.0 ENGAGEMENT/CONSULTATION

4.1 The council undertook the following consultation methods engaging a total of 221 residents:

- a) 5 x stakeholder Creative Visioning workshops – February to April 2023
- b) 1 x Extended Leadership Team (BBC), Creative Visioning workshop – March 2023
- c) 1 x exhibition of artwork created at stakeholder workshop by the Endeavour Youth Group during the Brentwood Art Trail, with opportunity for feedback – June 2023
- d) 1 x public online survey (also available as hard copy if requested) – throughout August 2023
- e) 5 x engagement events with young people throughout August 2023

5.0 FINANCIAL IMPLICATIONS

Name & Title: Tim Willis, Director – Resources (Section 151 Officer)

Tel & Email: 01277 312500 / tim.willis@brentwood.rochford.gov.uk

5.1 There are no financial implications to the council. Delivery will utilise external funding streams, such as UKSPF and Business Improvement District monies. Support by the council will be via in-kind officer support directed to external, creative organisations and individuals in the delivery of key actions.

6.0 LEGAL/GOVERNANCE IMPLICATIONS

Name & Title: Claire Mayhew, Acting Joint Director – People & Governance (Monitoring Officer)

Tel & Email 01277 312500 / claire.mayhew@brentwood.rochford.gov.uk

6.1 Any contractual arrangements will comply with the Council's legal obligations.

7.0 EQUALITY & HEALTH IMPLICATIONS

Name & Title: Kim Anderson, Corporate Manager - Communities, Leisure and Health

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7.1 The Public Sector Equality Duty requires us to have regard to the need to:

- a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
- b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
- c) Foster good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.

7.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).

7.3 The Creative and Cultural Vision consultation was fairly and inclusively undertaken and as such, did not have a disproportionate adverse impact on anybody with a protected characteristic. Through delivery of accompanying action plan, the vision is inclusive and enables the council to utilise creativity and culture to support positive health and socio-economic outcomes for a range of residents.

8.0 ECONOMIC IMPLICATIONS

Name & Title: Phil Drane, Director - Place

Tel & Email 01277 312500 / phil.drane@brentwood.rochford.gov.uk

8.1 The vision impacts positively on the local economy. In particular, supporting the creative sector and skills development, along with integrating arts and culture into co-designed placemaking, supports a number of desired local economic outcomes. Consideration of the Brentwood Connected Business Improvement District (BID) and future engagement has been considered.

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APPENDICES

Appendix A: The development of a Cultural Vision for Brentwood – September 2023-2027

BACKGROUND PAPERS

None

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
N/A	