# A Cultural Strategy for Shropshire

## Consultants brief

## Summary

Shropshire Council, acting for the Cultural Strategy for Shropshire Working Group, is seeking to appoint a consultant to develop a new Cultural Strategy for Shropshire.

We are specifically seeking help with collating the existing evidence base, consultation with a broad range of stakeholders and development of a new draft strategy for public consultation.

We anticipate that the consultant’s support will be broken down in to three phases:

Phase 1: Collation of existing evidence base, working with Shropshire Council’s Insights and Intelligence team

Phase 2: Consultation with a broad range of stakeholders, working with the Cultural Strategy Working Group

Phase 3: The creation of a draft strategy for public consultation

## Background

The Cultural Strategy Working Group (CSWG) wants to develop a new Cultural Strategy that reflects an ambition for culture to be a major driver in support of five broad objectives:

1. Driving economic prosperity
2. Strengthening local communities
3. Promoting health and well being
4. Supporting lifelong learning
5. Supporting climate and environmental change mitigation

More background, which should be read as part of this opportunity, is provided in appendix 1.

The Working Group is made up of organisations and individuals who collectively have a strategic cultural overview, are from different cultural sectors and provide a good geographical spread. The Terms of Reference, including membership of the Cultural Strategy Working Group is available in appendix 2.

## Detailed brief

**Phase 1**- A review of evidence for the cultural strategy was conducted in 2017 and will be provided along with a recent review of the evidence for the imapct of culture on health and welbeing and the evidence base for the Shropshire’s Great Outdoors Strategy. A SWOT analysis was also undertaken in 2017, which should be refreshed, working with the CSWG.

Shropshire Council is currently colating evidence for a new county-wide Community Strategy, the evidence for which will be available from the end of August.

Using these as the basis, consultants are asked to check any more recent srategies and publications that may be relevant and create a summary document outlining the evidence base for the new Cultural Strategy.

This should include:

* Policy context, local, regional and national
* Links to current and emerging Shropshire Strategies, including:
  + Local Plan refresh- in development
  + Economic Growth Strategy- <https://www.shropshire.gov.uk/business-support/economic-growth-strategy-2017-2021/>
  + Shropshire’s Great Outdoors Strategy- <https://www.shropshire.gov.uk/media/10853/go-strategy-oct18-final2.pdf>
  + Shropshire Museums Strategy- <https://shropshire.gov.uk/committee-services/documents/s19964/APPENDIX%201%20Shropshire%20Museums%20Strategy.pdf>
  + Indoor Leisure Strategy- due Sept 2019
  + Playing Pitch Strategy- in development
  + Health and Wellbeing Strategy- <http://www.shropshiretogether.org.uk/wp-content/uploads/2016/05/FINAL-HWBB-Strategy-2016.pdf>
  + Shropshire Council Corporate Plan- <https://shropshire.gov.uk/committee-services/documents/s20642/Shropshire%20Council%20Corporate%20Plan%202019%2020%20to%202021%2022.pdf>
  + Local Transport Plan 4- in development
  + Active Travel Plan- in development
* Funding situation, local, regional and national
* Trends, past and future, in cultural provision and participation
* Analysis of the “external environment” (SWOT & PESTLE analyses)
* Analysis of relevant existing public consultation, local and national
* Analysis of existing cultural “assets” in Shropshire
* Analysis of opportunities for Shropshire

**Phase 2**

Develop and deliver a framework for stakeholder consultation that

* Confirms current cultural provision including its strengths and weaknesses
* Confirms current collaborative working across the cultural sector
* Confirms current participation in cultural activity
* Establishes the contribution – social, economic and environmental -that culture makes to community and individual well being
* Identifies what cultural activities organisations and individuals would like to see being delivered / engage with in the future
* Tests and confirms the strategy vision and objectives

Stakeholder analysis by CSWG is available in appendix 3.

**Phase 3**

The development of a draft Cultural Strategy that:

* Reviews the outcomes of the stakeholder and public engagement
* Unlocks the potential of the cultural sector to contribute to:
  + The development of Shropshire as a “destination” for visits and spend
  + Inward Investment
  + The community and individual resilience and well being
  + Lifelong learning
  + Climate and environmental change mitigation
* Supports an across sector collaborative approach to the development, implementation and review of cultural sector priorities
* Increases and broadens participation in cultural activity
* Makes the case for culture
* Supports investment within Shropshire’s cultural sector

## Draft Consultancy Timeframe

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| **Activity** | **Required by** |
| Consultants brief advertised | 16th August 2019 |
| Applications received by | 9.00am on 9th September 2019 |
| Assess bids and notify successful consultant team | 16th September 2019 |
| Start of commission | Week beginning 23rd September 2019 |
| Inception meeting with Cultural Strategy Working Group | 3rd October at 2pm in Shrewsbury. |
| Completion of Phase 1 | End October 2019 |
| Completion of Phase 2 | End December 2019 |
| Completion of draft Cultural Strategy | End February 2020 |

## Deliverables

* Electronic Word version of the evidence base report, which should reference the Phase 1 points listed within the consultant brief
* Delivery of an on-line survey and consultation workshops, as agreed for Phase 2, with a summary report
* Completion of a draft Cultural Strategy for circulation to CSWG
* Attendance at CSWG meeting to present each phase and plan the next and presentation of the draft strategy

There is a requirement for the funding to be spent in the 2019/20 financial year, so any follow on work that might be required after public consultation will be negotiated separately.

## Management

This consultancy opportunity has been developed by the Cultural Working Group, and is being administered by Shropshire Council, who will act as the accountable body. The Working Group meets monthly and is overseeing all aspects of the successful development of the Cultural Strategy.

Shropshire Council is funding this consultancy.

The consultant’s first points of contact for all aspects of both their recruitment and subsequent management are:

* Clare Fildes, Interim Head of Culture and Heritage, Shropshire Council
* Alexa Pugh, Arts Development Officer, Shropshire Council

## Submission of applications

Those interested in submitting an application for this work should submit one electronic copy to [clare.fildes@shropshire.gov.uk](mailto:clare.fildes@shropshire.gov.uk) and [alexa.pugh@shropshire.gov.uk](mailto:alexa.pugh@shropshire.gov.uk) by 9.00am on Monday 16th September 2019. Clare Fildes is on leave until 2nd September, so please contact Alexa in the short-term. Alexa works Tuesday to Thursday.

The application should provide:

* A summary of the consultants understanding of the brief and any insights that they can provide from their own knowledge
* The composition of the project team and their relevant experience. This should identify the specific inputs and roles of each team member quantifying hours and cost.
* The consultants proposed methodology and approach to the delivery of the contract including the time frame and any key milestones
* A relevant reference who the Council can contact if necessary

Interested applicants should note that there is an overall budget of £15,000 to £20,000 inclusive of all expenses, but exclusive of VAT.

## Award of contract

Applications will be assessed equally on:

* Financial competitiveness
* Their ability to complete the work within the specified time frame, with the identification of any key milestones
* Their relevant experience and track record of delivering similar projects
* Their planned approach and reaction to the project brief

Shropshire Council’s General Terms and Conditions for the supply of goods services and works will apply to the award of this contract. For details visit:

<http://new.shropshire.gov.uk/media/5850/general-terms-and-conditions-august-2015.pdf>

# Appendices

# Appendix 1 - Background to the development of a Cultural Strategy for Shropshire – Scope, 17th August 2017

#### What do we mean by Culture?

At one level, ‘culture’, is about places to go and things to do. It includes arts, sports, libraries, reading, museums, heritage, archaeology, archives, architecture, crafts, children’s play, parks, open spaces and green networks, countryside recreation, leisure, tourism and the cultural and creative industries.

However, culture is about much more than this. It is also:

* Our sense of identity – as individuals and as a society – the connections we feel with where we live and the people we live among
* Our spiritual, intellectual and emotional characteristics
* Our traditions, beliefs and values

In short, it is about what makes us distinctive and how we choose to express this at community or individual level.

A reminder from Arts Council England why art and culture matter

* Because art and culture open our minds and stir our hearts
* Because art and culture inspire our children so they can flourish
* Because art and culture help us understand our part, and show us how we can shape the future
* Because art and culture help us build better places to live and work, and improve our health and well-being

#### Why having a vibrant cultural offer matters to Shropshire

* It is a key reason why Shropshire is a great place to live, work and visit
* It’s fun and contributes to the physical and mental health and well-being of Shropshire residents
* It contributes to our levels of educational attainment and work based skills
* It attracts new businesses, retains existing businesses, generates employment and draws in new investment
* It contributes towards the strength and resilience of our local communities

#### Why have a Cultural Strategy for Shropshire?

Our Cultural Strategy for Shropshire will:

* Provide an “evidence base” that supports strategic investment in our cultural assets – places, people and activities
* Set out an agreed strategic direction supported by a detailed action plan that supports future cultural activity delivered collectively within Shropshire
* Underpin and direct opportunities for everyone to be able to participate in cultural activities
* Provide a framework that demonstrates and proves the value of culture – social, economic and environmental - to people’s lives
* Show partners’ collective commitment to work collaboratively to develop Shropshire’s cultural assets
* Promote and celebrate Shropshire’s cultural assets
* Support the development and retention of local cultural talent and organisations

Our Cultural Strategy will show how our cultural capital and activities generate social, economic and environmental capital.

#### Who is our Cultural Strategy for?

Our Cultural Strategy will be for:

* Everyone who lives in or visits Shropshire – We want our strategy to be for everyone, but to also focus on (a) both ends of the age spectrum i.e. young and older people, and (b) disadvantaged communities and people who do not usually engage in cultural activities.
* Cultural sector partners, statutory, voluntary and private
* Cultural businesses, existing and emerging
* Established and emerging cultural talent
* Organisations and individuals who want to invest in Shropshire’s cultural organisations, activities and infrastructure

#### Developing a vision and objectives for our Cultural Strategy

As a starting point, we set out below the vision from the 2009 Cultural Strategy for Shropshire and Telford & Wrekin and suggest four broad aims for our new Cultural Strategy for Shropshire.

“We want culture to inspire us all, to shape how we live, learn, work and play. We want culture to enrich the life of every resident in and visitor to Shropshire.”

The broad aims that we want to achieve through the development and delivery of cultural activity are:

* Strengthening local communities
* Driving economic prosperity
* Promoting health and well being
* Supporting lifelong learning
* Supporting climate and environmental change mitigation

#### A National, Regional and Sub-Regional context for our Cultural Strategy

Our Cultural Strategy will focus on the Shropshire local authority area but it will be referenced in the many and varied relationships across our borders, which collectively help to influence Shropshire, its places, people and customs.

Our Cultural Strategy will set out an ambition for Shropshire to be a part of a wider “cultural offer” across:

* England, the United Kingdom and beyond, for example, in the context of the development of a new Industrial Strategy
* The West Midlands, capitalising on Shropshire links to, for example, the “Midlands Engine”, the West Midlands Combined Authority and to Stoke on Trent’s City of Culture bid.
* Neighbouring authorities and the Welsh border including, for example, The Marches Local Enterprise Partnership.

Telford and Wrekin Council are currently reviewing the need for a Cultural Strategy and may opt into this work with additional funding as it progresses.

# Appendix 2- Cultural Strategy for Shropshire Working Group

**Culture in Shropshire**

The use of culture to refresh neighbourhoods, improve the physical environment, offer places to go and things to do, increase local pride and a desire to stay in that place, and build stronger communities is well established. Cultural assets contribute economic and environmental benefits as well as encouraging better physical and mental health, reducing loneliness and isolation and contribute to regeneration; attracting new and increased investment and creating jobs and opportunities for local people. Culture and Heritage also offer fantastic opportunities to educate, inspire and encourage people of all ages to aspire for a better tomorrow.

A Cultural Strategy for Shropshire will build on the exceptional culture and heritage of county to collaboratively set a new five-year strategic direction that puts culture at the heart of future development.

The Strategy will cover:

* Cultural assets, including theatres, museums, archives, libraries, country parks, heritage sites, canals, cultural attractions, Rights of Way and leisure centres
* Cultural activities, including performing arts, creative arts, conservation, walks and talks, events and festivals
* Cultural landscapes, including the Shropshire Hills AONB, Our Picturesque Landscape and links to the two World Heritage Sites

The Cultural Strategy will:

* Promote and celebrate Shropshire’s cultural assets.
* Set out an agreed strategic direction, that supports future cultural activity.
* Agree strategic priorities for the investment of financial and social resources.
* Help create a strong sense of place, community and identity in the county.
* Connect the priorities and activity within existing strategies.
* Bring external funding into Shropshire.
* Support partnership working that will achieve agreed priorities.
* Create an up to date evidence base that can be used to inform the design of activities, funding applications and future investment.

**Terms of Reference**

The Working Group will be a task and finish group, working towards the publication of this new Cultural Strategy.

**Aims**

The aim of the Strategy is to raise the profile and quality of culture, heritage and leisure across Shropshire so that it is:

* More financially independent and resilient
* More strategically important across a range of sectors
* More innovative and action driven

**Roles and Responsibilities**

The primary purpose of the Working Group is to provide advice on:

* The key priorities for culture, heritage and leisure in Shropshire
* Good practice learning from activity elsewhere
* Engaging new audiences
* The contribution from Shropshire to national and regional strategies
* Diversifying income sources- Business planning, fundraising and income generation
* Promotion and marketing
* Increasing awareness of the benefits of culture for health, the local economy and the environment
* Improving stakeholder engagement and volunteering
* Increasing relevant skills and education opportunities

The group will lead on the planning the development of the strategy, with external consultants brought in as necessary to deliver the strategy.

The advice from the Working Group will be independent, constructive, relative, inclusive, incisive and informed. The advice will take account of a broad range of balanced local interests and of social, economic and environmental concerns.

The Working Group will:

* + Adopt a constructive and inclusive approach to the improvement to culture, heritage and leisure which reflects local circumstances and the needs of all sections of society.
  + Operate within the requirements of the law and the locally-set conditions of appointment within this Terms of Reference.
  + Provide advice on issues of principle and good practice which is consistent with national guidance.
* Liaise with neighbouring authorities where appropriate.

**Membership of the Working Group**

Membership will include representatives from key organisations and networks who have a wide range of experience and knowledge on a cross section of Cultural interests.

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| **Organisation** | **Key interests** | **Representative** |
| **Arts Council** | Creative and Performing Arts, Museums, Libraries | Alison Vermee |
| **Caring for God’s Acre** | Museums, industrial archaeology, built heritage, conservation, designed landscapes and regeneration | Harriet Devlin |
| **Cultural Consortium** | Cultural activities for young people and schools | Alexa Pugh |
| **Energize** | Sports and leisure | Chris Child |
| **Health and Wellbeing Board** | Health and wellbeing | Susan Lloyd |
| **Historic England** | Historic buildings, Scheduled Ancient Monuments | Bill Klemperer |
| **Local Enterprise Partnership** | Economic growth | Sonia Roberts |
| **Ironbridge Gorge Museum Trust** | All aspects of culture and heritage- focus on people | Marion Blockley |
| **National Trust** | Historic buildings, special landscapes, outdoor activities | Marcus Halliwell |
| **Natural England** | Natural heritage | Mike Robinson |
| **Rural Services Network** | Rural communities | Cecilia Motley |
| **Shropshire Council** | Culture, Heritage, Leisure, Libraries, Outdoor Activities, Shropshire Hills AONB | Cllr Lezley Picton |
| **Shropshire Council** | Communities | Cllr Gwilym Butler |
| **Shropshire Council** | Libraries | Michael Lewis |
| **Shropshire Council** | Research and insights | Tom Dodds |
| **Shropshire Council** | Economic Growth | Sarah Hughes |
| **Shropshire’s Great Outdoors Strategy Board** | Outdoor activities, country parks, Rights of Way | Alex Carson-Taylor |
| **Shropshire Hills AONB Partnership** | Cultural and natural heritage | Phil Holden |
| **Shropshire Wildlife Trust** | Natural heritage and outdoor activities | John Hughes |
| **University of Chester** | Culture and Humanities | Prof. Tim Jenkins |
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Members are required to disclose any personal interest they may have in a matter to be discussed by the group. Members with a personal interest should not necessarily be excluded from discussion because such members may have a useful contribution to make as long as the nature of the interest is made known and recorded as such in the minutes.

Timescales

It is envisaged that the draft Cultural Strategy will be published for public consultation in September 2019, with the final document published in December 2019.

# Appendix 3- Stakeholder Analysis

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| High Power/ High Interest  Shropshire Council- different departments are important Telford and Wrekin Council  Arts Councils  National Lottery Heritage Fund  English Heritage  National Trust  Historic England (internal structural issues as national body)  Natural England  Landowners with an interest in culture  Grant making trusts  Churches  UNESCO- World Heritage Sites status. WHS Steering Groups  Ironbridge Gorge Museums Trust  AONB Partnership  Wildlife Trust  Severn Gorge Countryside Trust  Universities- Harper Adams, Chester/ UCS, Wolverhampton (Cultural disciplines)  DDCMS (Nicky Morgan)  Other funders e.g. Jerwood, Gorfield Weston, Esmee Fairburn  Schools with leisure/culture facilities/ theatres e,g William Brooks, SpARC MANAGE CAREFULLY | High Power/ Low interest  LEP  Leader of Council(s)  Business Improvement Districts  Town and Parish Councils  Cabinet members not interested in culture  British Museum- perception issues  Environment Agency  Dept. of Transport  Landowners  Not for profit e.g. Food shows/ Flower show/RAF Airshow  Those working in the area but living elsewhere and wealthy retirees/ second home owners- money but no buy-in and absorbing social care budget  Universities- Harper Adams, Chester/ UCS, Wolverhampton (non-cultural disciplines) KEEP SATISFIED |
| Low Power/ High Interest Customers/ ‘consumers’ of culture- including individuals  Smaller community groups  Minority groups  Musicians/ artists/ performers- Deliverers of Culture  Schools  Parish Councils  Businesses that rely on secondary spend e.g. pubs and restaurants  World Heritage Site residents  VCSA and 3rd sector KEEP INFORMED | Low Power/ Low Interest  Young people, unemployed, BAME  Health sector and businesses who may not see culture as relevant to their remit  Wealthy  ‘Arts and culture not for me’- change perception  Low income  ‘Left behind’, disenfranchised  Rural isolation- importance of rural touring model. Crucial when infrastructure is underdeveloped. Invest more- quick gains! MONITOR |

