Item 7

9th November 2023

Glasgow City Council

Wellbeing, Equalities, Communities, Culture and Engagement City Policy Committee

Report by Susan Deighan, Chief Executive, Glasgow Life

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GLASGOW'S CULTURE STRATEGY

Purpose of Report:

To update the Committee on the programme to develop a Culture Strategy for Glasgow, provide a first draft of the strategy outlining emerging themes for review, and to update on the engagement process for the draft strategy.

Recommendations:

The Committee is asked to note the following:

- Note the current activity and timescale to deliver Glasgow's Culture Strategy
- Note that the draft of Glasgow's Culture Strategy and accompanying feedback survey was online for engagement from 29th September 2023 – 5th November 2023.

Ward No(s): Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

***PLEASE NOTE THE FOLLOWING**:*

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1 Introduction and work to date

1.1 Glasgow Life, as policy lead for culture in the city, is responsible for the development of Glasgow's Culture Strategy which supports Glasgow's mission to be a city that is active and culturally vibrant. Glasgow Life appointed external consultants Vis-à-vis June 2023 to support the development of the strategy, building on the consultation and engagement that took place in 2019-20.

1.2 To date work has focused on two areas in particular: Desk research looking at the strategic context for culture in Glasgow, nationally and internationally; and engagement with Glasgow's cultural and creative sector. Seventy attendances were recorded across a broad spectrum or art-forms, organisations and freelancers. In addition, twenty one-to-one meetings have taken place with key stakeholders. This level of engagement benchmarks positively against previous work on Glasgow's Culture Plan.

1.3 A Culture Forum chaired by Bailie Annette Christie, City Convener for Culture, Sport and International Relations and Chair of Glasgow Life, has been established to support the development of Glasgow's Culture Strategy and the subsequent implementation of associated action planning and governance recommendations. Membership includes: Federation of Scottish Theatres; The Work Room; Scottish Contemporary Art Network; Scottish Black and People Of Colour Writers Network; Glasgow Film Festival/Glasgow Film Theatre; Glasgow Connected Arts Network; Glasgow Museums; PANEL.

1.4 This work has enabled the development of an initial draft of Glasgow's Culture Strategy which identifies the following emerging themes and areas of focus: Glasgow's Cultural Profile; Cultural Participation; Skills; and Sustainability.

2 Current Activity

2.1 The current phase of strategy development activity involves testing these themes with Glasgow's Culture Forum and a range of stakeholders at meetings including this Committee to ensure that they are right for the city and sector, identify any gaps, and develop initial actions as well as the contributions the sector can make to the delivery of the strategy. A period of stakeholder, sector and citizen engagement is under way to test the proposed direction of the draft strategy over the autumn/winter period. Suitable mechanisms for engagement are in place to ensure that the engagement is accessible, provides guidance to encourage response and allows feedback to be captured in a way that informs the future.

- An online consultation process is taking place over a period of six weeks with an accompanying survey provided to structure feedback and capture demographics. The survey closes on 5th November 2023 and is being promoted through Glasgow Life networks and social media platforms.

- Two workshops with Glasgow's Culture Forum will bring together sector feedback on the draft. Workshop one is complete where the draft was well

received, and the direction of travel and emerging themes supported. A second workshop at the end of November will be used to test feedback from the online survey.

- All stakeholders who engaged in Culture Strategy workshops in summer 2023 have been sent the draft and invited to provide feedback via the survey. A reminder to “Have Your Say” was sent on 26th October 2023.

- GCC Elected members will be given opportunity to comment via meetings of the WECCE and at group meetings.

- Presentation of the draft Glasgow’s Culture Strategy at key citywide cultural networking events.

- Ongoing engagement with national and local partners to develop the potential opportunities identified in the work undertaken in creating Glasgow’s Culture Strategy.

- Engagement at a national/international level where recognized good practice can be shared. Bailie Christie and officers from Glasgow Life successfully presented on the process of developing Glasgow’s Culture Strategy at the Eurocities Culture Forum in Birmingham on 12th October 2023.

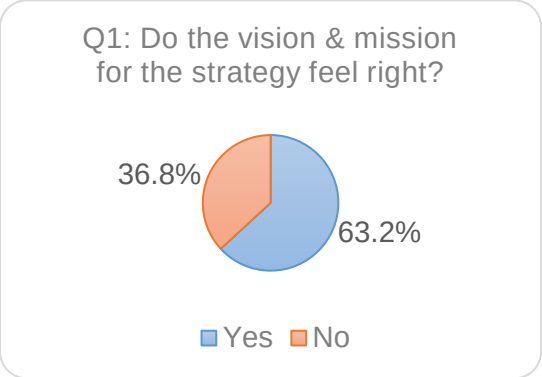
3 Online survey Initial Findings

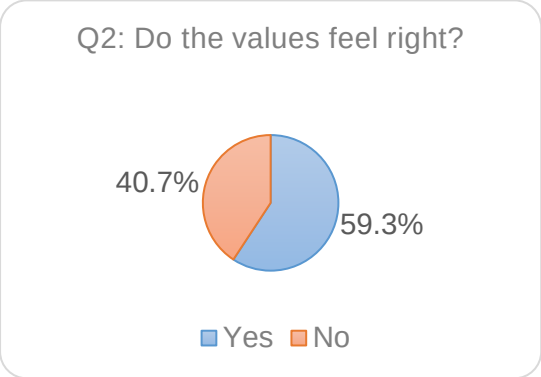
3.1 To date there have been seventy-eight responses to the online feedback survey and this report provides an initial, high-level summary of the insights and feedback gathered, highlighting areas where there is strong consensus as well as those where diverse opinions are expressed.

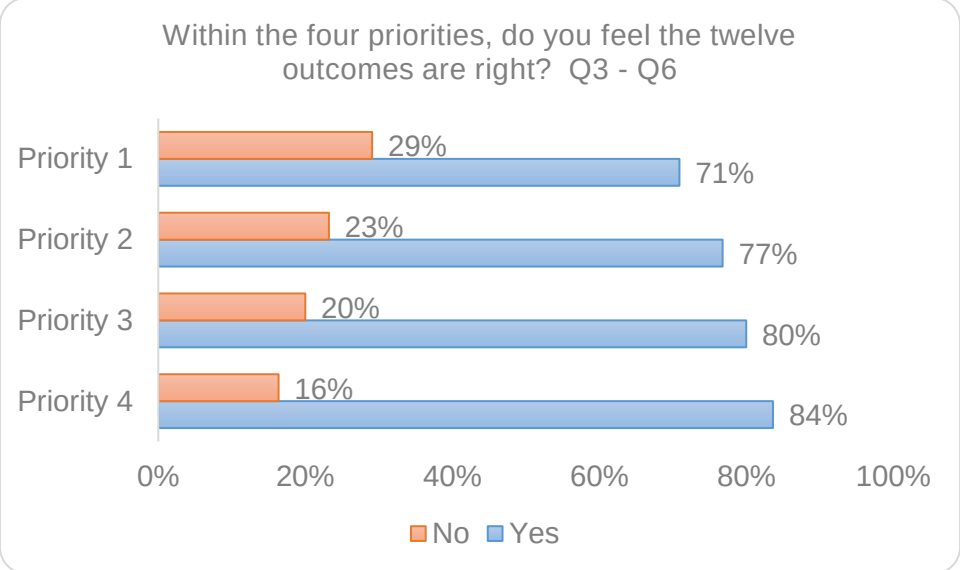
3.2 It should be noted that at the time or writing the survey is still open and responses are still being received, therefore the data presented in this report is provisional and subject to change. However, the initial trends and patterns observed provide significant insights into the perspectives and priorities of our communities and stakeholders.

3.3 Two third of respondents indicated they work in the cultural sector in Glasgow. There was an eclectic mix of respondents – sport, culture, heritage, academia – student and lecturers.

1. Interim Findings







Priority 1: Glasgow's Cultural Profile
Priority 2: Cultural Participation
Priority 3: Skills
Priority 4: Sustainability

3.3 Where respondents have indicated that the vision, mission and values do not feel right we have asked them to tell us why and will review and test the rationale for these responses with the Culture Forum.

4 Timeline of next steps

The table below provides an outline timescale for the key milestones that will be undertaken prior to the approval of Glasgow's Culture Strategy.

Task	Start Date	Completion Date
Draft of Glasgow's Culture Strategy shared online for feedback from stakeholders, Glasgow's culture sector and Glasgow's citizens	September	5th November
Draft of Glasgow's Culture Strategy presented to GCC WECCE		9th November
Draft presented to Glasgow Life board		22nd November
Glasgow's Culture Forum meet to agree final draft and implementation of feedback from engagement phase		23rd November
Glasgow's Culture Strategy approved at City Administration Committee		February 8th 2024

5 Policy and Resource Implications

Resource Implications:

Financial: There are no new financial implications arising from the report

Legal: The report raises no new legal issues

Personnel: There are no relevant personnel implications

Procurement: There are no relevant procurement issues

Council Strategic Plan: Specify which Grand Challenge (s) and Mission (s) the proposal supports. Where appropriate the relevant Commitment can also be listed.

Grand Challenge 1: Reduce poverty and inequality in our communities.
Mission 4: Support Glasgow to be a city that is active and culturally vibrant.

	and **Grand Challenge 2: Increase opportunity and prosperity for all our citizens.** **Mission 2: Support the growth of an innovative and net zero carbon economy.**

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	Yes
What are the potential equality impacts as a result of this report?	Positive Impact
Please highlight if the policy/proposal will help address socio-economic disadvantage.	Positive Impact

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:	Action 3 - **Increasing community agency in adaptation processes through culture and creative practice.**
What are the potential climate impacts as a result of this proposal?	**Creativity and our cultural sector are recognised as a resource and inspiration for climate adaptation and mitigation.** Sharing of skills and knowledge across events, art forms, venues. Climate-focused artistic programming Sustainable frameworks for international working.

Will the proposal contribute to Glasgow's net zero carbon target?	Yes

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report N	
If Yes, please confirm that a Data Protection Impact Assessment (DPIA) has been carried out	

6 Recommendations

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