

WARWICK DISTRICT COUNCIL

TO: LEISURE COMMITTEE - 11th JANUARY 2000

SUBJECT: ARTS STRATEGY REVIEW UPDATE

FROM: HEAD OF LEISURE

1. PURPOSE OF REPORT

1.1_ To update members on the progress of the Review of the Council's Arts Strategy.

2. BACKGROUND

2.1 A review of the Council's Arts Strategy has been commissioned jointly by this Council and West Midlands Regional Arts Board, the £6,000 cost shared equally between the two.

2.2 The review process will run from November 1999 to March 2000. The scope of the review is set out in the Appendix A to this report, Warwick District Council Arts Strategy Review - Consultation Brief.

2.3 The consultant who is undertaking the strategy work is Jenna Kumiega. She is a very experienced arts consultant with over ten years experience as an arts development officer within local government.

2.4 Jenna Kumiega's lead contacts within the Council are with Grant Lowe, Outreach Officer and Jeff Watkin, Heritage And Arts Manager. She has also begun to consult with other officers within the Leisure Business Unit, as well as with officers from other business units and sections.

2.4 The whole process will be overseen by a Steering Group chaired by the Chair of Leisure Committee, as approved by this Committee at its meeting of 22 September 1998 and containing all other spokespersons for the Leisure Committee. Officer members of the group will be the Council's Outreach Officer and Heritage and Arts Manager, and representatives from West Midlands Arts and the County Council Arts Service (the latter to assist future partnership working between the District and County Councils).

3. Update of the Process

3.1 The first stage of the process has concentrated on three main areas of work; external consultation, District context and desk research.

3.2 External Consultations have been most time intensive to date; this has included the production of two questionnaires, one for individual arts practitioners and the other

for arts organisations.

- 3.3 In total 224 of these have been directly mailed to and we have begun to receive completed responses. The addresses were drawn from two sources; the County Arts Service's 'Contact!' arts database and an arts database held by West Midlands Arts.
- 3.4 To raise the profile of the process with the residents of the District a press release was created and successfully run by the Courier, Evening Telegraph and Observer (Appendix B). The point of this was to engage in a debate with the widest possible audience, especially those who may feel that the arts is not for them.
- 3.5 This has been backed up by a leaflet with a mini questionnaire that has been circulated across the district, this again is targeted at increasing the level of participation by as many people as possible in the process (Appendix C).
- 3.6 Through the month of January 2000, the consultant will be concentrating on contacting and consulting officers and key arts organisations within the District and in other key partner organisations.

6. KEY ISSUE STRATEGIES

The Arts Strategy has a particular relevance to: SO2, SO3, SO4, SO6, EC2, EC3, EC5, EC6, EN2, EN4.

7. RECOMMENDATIONS

- 7.1 It is recommended that members note this report and take the opportunity, should they wish, to contact Grant Lowe or Jenna Kumiega to express their views about the Council's future Arts Strategy.

Grant Lowe
Outreach Officer

BACKGROUND PAPERS

Arts Strategy, Leisure Committee, 22 September 1998.

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Areas in District Affected: ALL