

**CULTURE AND HERITAGE ASSEMBLY**

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**1.0 EXECUTIVE SUMMARY**

- 1.1 This report outlines the progress in implementing the 'Culture, Heritage and Arts Strategy'.
- 1.2 The report identifies the challenges in progressing a community led initiative.
- 1.3 The report outlines Creative Scotland's 'Place Partnership' offer in relation to the 'Culture, Heritage and Arts Strategy'
- 1.4 The report identifies the next steps needed.

**1.5 Recommendation**

It is recommended that the Community Services committee note the content of the report.

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**2.0 INTRODUCTION**

- 2.1 Following on from the Community Services Committee's acceptance of the 'Culture, Heritage and Arts Strategy' in May 2014 a meeting, convened by the Strategy consultants BTS, was held at the Queen's Hall, Dunoon on 18<sup>th</sup> June 2014 to which all contributors to the strategy were invited. Ninety people attended.
- 2.2 The findings of the Strategy were discussed and majority agreed. In taking the Strategy forward the following priorities were identified and endorsed.
- Linking to others and networking
  - Communication and promotion – to the two separate communities of residents and visitors
  - With communication and networking, many people are excluded because they are not IT literate nor used to working in social media, so future communication needs to take this into account
  - Need for the Local Authority to recognise the economic and social value of the cultural sector and commit more funding
  - Need for a body (cultural assembly) to identify priorities and projects, be a forum for new schemes and attract funds for projects
  - Advocacy –the assembly should play a role
  - Need to find ways to ensure balance in the assembly to ensure each area has equal influence
  - There is a need to engage schools and young people so that "culture" is passed to them
  - Provide access to markets (for those working in sector)
- 2.3 Caroline Docherty, the Local Government Liaison Officer from Creative Scotland outlined the 'Place Partnership' agreement with Argyll and Bute Council. This is for £200K which must be matched. Some potential partners will be: LEADER; Historic Scotland; VisitScotland; Scottish Natural Heritage. There is no annularity attached to this offer and the matched funding can come from any source. The matched funding does not need to be 'new spend'. The 'Place Partnership' plan must be created with the strong involvement of the Cultural sector within Argyll and Bute and must be agreed with both the Council and Creative Scotland.

- 2.4 It was agreed that before any of these could be achieved it would be necessary to establish the eight geographic hubs and create a democratically elected Steering Group of representatives from each of those areas.

### 3.0 RECOMMENDATION

- 3.1 It is recommended that the Community Services committee note the content of the report.

### 4.0 DETAIL

#### **Public Meetings and establishment of local 'hubs'**

- 4.1 The success of the Culture and Heritage Assembly relies on those individuals and organisations involved in the sectors to 'buy in' to the concept. It was important to be, and be seen to be inclusive and to give everyone the opportunity to participate.
- 4.2 The Strategy suggested eight geographic hubs, mirroring those of the Argyll and Isles Strategic Tourism Co-operative (AISTC) . To achieve the required level of opportunity for inclusivity fifteen public meetings were required
- **Bute** – One meeting in Rothesay
  - **Cowal** – One meeting in Dunoon
  - **Inveraray, Kilmartin and Knapdale Glen** – Two meetings: Lochgilphead and Inveraray.
  - **Islay, Jura and Colonsay** – Two meetings: Islay and Jura.
  - **Kintyre and Gigha** – Two meetings: Campbeltown and Tarbert.
  - **Mull, Iona, Tiree and Coll** Four meetings: Tobermory, Creich, Coll and Tiree.
  - **Oban and Lorn** – Two meetings: Oban and Lismore.
  - **West Loch Lomond and Clyde Sea Lochs** – One meeting: Helensburgh.
- 4.3 One of the major functions of these local groupings is to allow for physical meetings. For this reason it has been agreed to divide 'Mull and Iona' and 'Tiree and Coll' into separate 'hubs; giving a total of nine.
- 4.4 Local 'hubs' have been established in each of these areas and a representative, plus in some cases a depute, has been democratically elected.
- 4.5 The first meeting of the democratically elected Steering Group was held on July 31<sup>st</sup> in the Council Chambers, Kilmory. The main decisions are listed at 4.7 below.
- 4.6 We currently have 445 individuals and organisations involved in Culture and Heritage on our database

#### **Next Steps**

- 4.7 The Steering Group meeting on 31<sup>st</sup> July identified the following priorities for action:
- Identify and engage with key partners and funding bodies such as SNH, Historic Scotland, Visit Scotland, Craft Scotland, Lottery Fund and LEADER
  - Create a legal entity to allow for fundraising, marketing, lobbying and administrative purposes.
  - Complete the first draft of the 'Place Partnership' plan for Creative Scotland.
  - Produce a data protection statement to allow contact sharing within the Cultural Assembly.
  - Creation of a skills database for skills sharing between Cultural Assembly members.
  - Establish an events diary detailing future events with contact details.

## **5.0 CONCLUSION**

- 5.1 The culture and heritage sector in Argyll and Bute is underdeveloped. The sector has the potential to make an important contribution to economic development through employment and tourism. It can also contribute to quality of life and addressing depopulation. The Council's limited resources make it imperative that it is the sector itself which takes responsibility for this development with Council support. The process is time consuming and complex but the long term gains can be significant.

## **6.0 IMPLICATIONS**

- 6.1 Policy: The success of a coordinated and sector led development of our Culture and Heritage sectors will contribute to four of the six economic development priorities in the Economic Development Action Plan.
- Assist the continued regeneration of our main towns, building on the CHORD Programme, and our smaller rural and island communities;
  - Continue to develop successful partnership working with our key industries to create sustainable growth (e.g. Argyll and Bute Renewable Alliance – ABRA; Argyll and the Isles Strategic Tourism Partnership – AISTP; Food from Argyll and the Argyll and the Isles Agricultural Forum); NB Culture and Heritage should be recognised as an industry and a potential key economic driver.
  - Work with over 1,500 new and existing businesses to help them start, grow and prosper;
  - Attract economically active individuals and families to Argyll and Bute for whom living in rural Scotland is a lifestyle ambition.
- 6.2 Financial: In order to unlock the £200,000 from Creative Scotland matched funding must be found. By creating a development organisation from the practitioners within the sector, this will allow for a wide range of potential partner funders. There is no financial implication for the Council beyond existing budgets.
- 6.3 Legal: None

- 6.4 Equalities: None
- 6.5 Risk: Council capacity to lead the project until it can become self-sustaining, at which point the Council will take on a supporting role  
Financial risk to the success of the project if match funding cannot be identified from non-Council funding streams.
- 6.6 Customer Service: Working in partnership with individuals and organisations operating in the Culture and Heritage sectors within our communities will enhance the reputation of the Council and will add to wellbeing.

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**21<sup>st</sup> July 2015**

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