We welcome your views on this draft version of the new Westminster Strategy for Arts & Culture. There are consultation questions below for you to respond to. They are also repeated at the end of the document.

Consultation questions

1. Have we set the right objectives?
2. Do you think the proposed actions are deliverable?
3. The proposed actions in the current draft will all be carried out by Westminster City Council. We are keen to encourage the creative sector to work more with local communities. What actions can you suggest for the creative sector?
4. Is anything missing?
5. Do you have any other comments?

Please send responses to Charlotte Fergusson:
cfergusson@westminster.gov.uk by 20th March 2008.
1. Culture and the arts
1.1 Culture makes places distinctive. Individuals and communities represent themselves through culture. The culture of communities is manifested in the places we create in the city, through:

- the physical landscape of the street and green spaces
- the histories we share, the futures we imagine
- activity and expression, and in games and sports, music, art, drama, dance and story telling.

1.2 Cultural activity and the arts are a means of creating identity, shaping communities and expressing shared values. They help us to learn about, understand, and interpret the world. In modern, competitive cities culture is also a marker of prestige and a contributor to economic success.

1.3 The arts and culture create opportunity – to play a role in society, to learn transferable skills and to fulfil our own potential. Arts and culture improve the quality of life by offering opportunities for recreation and social interaction, mental stimulation and physical activity, thereby contributing to good health and well-being.

1.4 Participation in arts and cultural activities offers a chance for self-expression and learning new skills, which create increased self-esteem, broaden our horizons and raise our aspirations.

1.5 Culture supports renewal as neighbourhoods and the public realm are revitalised, animated and made more distinctive, and contributes to enterprise in the form of the talent it supports within the creative industries which generate £14.9 billion per year for the city.

1.6 Arts and culture promote order in the city by providing positive things for young people to do and outlets for achievements that are non-academic. They also help to build more cohesive communities by increasing understanding amongst different cultures and backgrounds as different people either work to produce something together (like a festival) or learn about another heritage or cultural tradition.

1.7 Last but not least we should not forget the importance of ‘art for art’s sake’: the pleasure something beautiful can bring, the thrill of being intellectually challenged and exposed to new ideas, the pure enjoyment of being involved in something creative and the satisfaction of being able to express ourselves.

\[1\] Westminster City Council’s Creative Industries Study, 2007. See Appendix A.
What do we mean by ‘culture’?

In this strategy, culture is understood to include sports, heritage, museums, libraries and archives, leisure, tourism and parks as well as the arts and art in the public realm. **The focus of this strategy is the arts.**

The arts can encompass music and singing, drama, dance, visual art, photography and film, sculpture, sound and digital art, carnival arts and circus skills, and creative writing and storytelling.

Some of the cultural services in Westminster City Council already have strategies in place or in development. The council promotes integrated working across all of these areas.
2. Westminster’s aspirations for 2013: arts and culture enriching life for everyone

This section is divided into four parts. Each part looks at the impact we want this strategy to have on different stakeholders with some examples of the types of actions we propose to take.

2.1 Impact on Westminster residents

By 2013 we want every young person in Westminster to feel entitled to walk through the doors of any art gallery or museum in London or any theatre in the West End, to be confident about expressing themselves creatively or to believe they could make a career in the creative industries if they chose.

We want cultural and creative activities like music-making, digital art or parkour to be encountered in everyday life, to be things that young people expect to see and experience all around them as part of the fabric of the city.

We want every older person to have the opportunity to express themselves in ways that suit them, all families to have access to Westminster’s cultural institutions and all neighbourhoods to be brighter, friendlier, more welcoming places buzzing with activities taking place and individuals fulfilling their creative potential.

We need to bring down the barriers that stand in the way of local people benefiting from the rich blend of cultural provision that is available in Westminster and ensure that all residents are able to experience, enjoy and contribute to the city’s unique cultural offer.

To achieve this we will:

- make arts and culture more visible for residents, improve ways of letting people know what’s on offer, develop digital guides and a range of educational resources
- strengthen routes to encourage talented people in Westminster to find the support, training and employment opportunities they deserve

2.2 Impact on neighbourhoods and the city

By 2013, we want all our local neighbourhoods to be inspired and invigorated by excellent quality arts and cultural activity. We want to increase the range and number of opportunities for people to encounter the arts in their own local area. To achieve this we will:

- commission artists to work with communities to improve local environments, diversify the range of public art, animation and design projects beyond sculpture
- use council buildings (schools, libraries, leisure centres) to display and celebrate arts and cultural projects
● encourage the development of sustainable, high quality, locally produced and managed festivals and events
● sustain the council’s capacity to host high profile, innovative public events and festivals
● encourage the inclusion of arts and culture into Local Area Renewal Partnerships plans

2.3 Impact on arts and cultural organisations in Westminster
Westminster is unique in the richness of cultural offer we have in the city and in the array of world-class institutions and professional, voluntary and community arts providers. We should harness these resources for the benefit of the wider community.

By 2013, we want Westminster to be a world leader in connecting major arts and cultural facilities and their local communities. Working with arts and cultural partners, we want to show how a leading local authority can extend and celebrate existing best practice. To achieve this we will:

● advocate for more resources to enable residents to access and engage with London’s cultural assets
● promote the Cultural Quarters in Central London and South Kensington, improve the public realm and help widen local access to museums, libraries, galleries and theatres

We want to encourage the subsidised creative sector to seek investment from business and to become more sustainable with strong links to different council services.

By facilitating networking within the sector we will encourage professional development and the sharing of innovative ideas with a particular emphasis on access and learning resources. We believe that the larger scale cultural organisations can be of huge benefit in sharing skills and resources with smaller grass-roots arts groups and we will seek ways to broker better relationships.

Westminster will be enriched by the 2012 experience of the Olympic and Paralympic Games which will unlock the creativity of the city and its communities and help us to build a more sustainable creative sector.

2.4 Impact on the council’s performance
Within the next five years all departments in the council will recognise and make use of the benefits that arts and cultural activity can bring to their services. We want arts and cultural practice to be embedded in council leadership and services. and we want to make it better understood, better integrated and more visible. To achieve this we will:

● champion the case for arts and culture’s practical benefits
promote good cultural practice throughout the council and the Westminster City Partnership\(^2\) and develop greater awareness of the value of the arts and culture
- evaluate practice to identify areas for improvement and innovation
- strengthen good working relationships with London's cultural agencies

\(^2\) See Appendix A for an explanation of the Westminster City Partnership.
3. The Place
3.1 The City of Westminster is a place of diversity and contrast. It is home to over 240,000 residents. Some of the world’s wealthiest people live here, but four of Westminster local wards are among the ten most deprived localities in Britain. Over 180 nationalities are represented in Westminster’s population with some 150 languages spoken in schools. In future years the population is expected to continue to grow and diversify.

3.2 The ethnic diversity of Westminster brings a spectrum of world cultures and styles onto the streets and into the life of the city. From the Middle Eastern influences of the Edgware Road, to historic and thriving Chinatown at the city’s centre and the phenomenal Trinidadian-inspired Notting Hill Carnival, the neighbourhoods of Westminster exemplify metropolitan diversity. These diverse communities make an invaluable contribution to the wealth of cultural opportunities available in the city.

3.3 Six Local Area Renewal Partnerships (LARP’s) work to improve the quality of life of people who live and work in Westminster’s most disadvantaged areas. These areas are: Church Street, Harrow Road, Queen’s Park, West End and South Westminster. Some of these wards are also where engagement with cultural activity is lowest.

3.4 Each day Westminster’s core population swells to over one million from incoming workers and visitors. The majority of London’s 30 million annual visitors come to Westminster during their stay in the capital, attracted by iconic heritage sites such as the Houses of Parliament, some of London’s largest public and ceremonial events, and events in Trafalgar Square and the Royal Parks.

3.5 The city is home to many national and world-class institutions such as The National Gallery and the Royal Opera House and more than 40 West End theatres. The majority of these arts institutions have education and outreach functions to facilitate access and connection at a local level. Some of these already provide learning, participation and work opportunities for Westminster residents, and we want to work with these partners to spread this offer even further across our communities and share their expertise and facilities with smaller cultural organisations.

3.6 Two of London’s emerging Cultural Quarters, comprising clusters of national institutions and cultural excellence, are at Exhibition Road, SW7, and Central Westminster in the area around Trafalgar Square. The Exhibition Road cluster includes the Royal Albert Hall, the Serpentine Gallery, the Royal College of Art and the Royal College of Music while the Central Quarter accommodates Somerset House and the Institute of Contemporary Arts, among others.
3.7 Trafalgar Square is another major venue for outdoor arts events. The city is one of the most important locations for British film and broadcasting production and 83,000 people are employed in wider creative industries in Westminster.

3.8 Just over the borders of the City of Westminster we are fortunate to have the Cultural Quarters of the South Bank and Create Kings Cross, along with high profile institutions like the British Library and the Barbican.

3.9 In 2012, Westminster will host a number of events for the London Olympic and Paralympic Games. We are preparing for our role in receiving many of the UK and international visitors to the Games who will be staying in or visiting the centre of London. The major street events which pave the way and then accompany the Olympic and Paralympic Games will build on the council’s unique expertise of safely managing arts and cultural events on the largest scale.

3.10 We are also preparing plans for our part in the cultural celebrations that form the build up to the Olympic and Paralympic Games from October 2008 so that we can ensure that the Games raise the profile of London’s arts and cultural offer, extend an invitation to local communities to join in and generate a meaningful legacy for Westminster residents.
4. How we have developed this strategy

4.1 Westminster’s draft Strategy for Arts and Culture sets out how the council will direct its resources to make best use of arts and culture for our residents, visitors, businesses and the wider community from 2008-2013. It is based on:

► feedback from Westminster’s arts sector to the Arts Symposium in February 2007
► an analysis of our current and emerging policy priorities
► a discussion at the council's Health and Community Services Overview and Scrutiny Committee meeting
► interviews with council members and officers
► assessment of the council's performance through the Regional Cultural Commentary
► a multi-agency meeting with the Regional Cultural Agencies

4.2 This strategy builds on Westminster’s good and improving practice in supporting, encouraging and delivering arts and cultural services. It sets out the value of positive relationships with external partners across the cultural and commercial sectors. It seeks to embed and further strengthen collaborative arts and cultural activity between council teams and departments, which has already been identified as a growing strength of our approach.

4.3 The strategy will be delivered by all council departments with Westminster’s arts and culture teams playing a strategic role, providing advice and support, sharing information, and brokering relationships within and outside the council.

4.4 A summary of the policy areas that this strategy will contribute to is listed as Appendix A. A summary of the national context is given in Appendix B.

4.5 We are now looking for your feedback on the objectives we have set and the proposed actions. Please respond to the consultation questions at the end of this document.

4.6 Following this consultation the final draft of the strategy will be submitted to the City Council’s Cabinet for approval before the document is published.

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3 See Appendix B for a list of the Regional Cultural Agencies.
5. Areas of activity and objectives of the strategy
To achieve the aspirations described above we will work in six strategic areas of activity, each of which have a number of objectives. Each area of activity will make an impact on Westminster residents, neighbourhoods and the city, arts and cultural organisations, or the council’s performance.

1) Cross-council working
Working cross-departmentally to ensure that the arts and culture have the potential to reach all young people, all families and all older people, in all neighbourhoods.

objectives:

- encourage greater engagement\(^4\) with arts and cultural activity by communities at a neighbourhood and city-wide level, especially in areas where participation is lowest, by widening access and removing barriers
- provide opportunities for young people to take part weekly in cultural activities in and out of school

2) Instrumental benefits
Using arts and cultural activity in council initiatives that tackle worklessness, homelessness, environmental sustainability and climate change, drug and alcohol dependency and family

objectives:

- raise the profile of arts and culture within the council and awareness of the instrumental benefits they can provide
- provide ways for other council services to access arts and cultural activity for use in their initiatives

3) Place-making and creative industries
Ensuring that the arts and culture play their full role in contributing to planning and city development, place-making, and the development of the creative industries.

objectives:

- make best use of council facilities to animate and enrich local areas with culture – for example use schools, youth clubs, libraries, leisure centres and parks as performance and exhibition venues
- strengthen the creative skills and expertise of cultural and creative businesses in Westminster and provide leadership in retaining and growing creative industries in central London

\(^4\) By ‘engagement’ we mean direct participation in activities, contribution through producing creative content, and attendance at events as audience members or spectators. Increased engagement will help us meet the new National Indicators for culture.
4) Brokerage and leadership
Making sure the arts and culture teams in Westminster (and by extension the council as a whole) are recognised as credible brokers, leaders, advocates and collaborators who effectively nurture and support cultural partners, facilitate creative activity and foster links between a range of external partners and council services.

objectives:
- increase and enrich engagement between the council and the arts and cultural organisations in Westminster
- promote good stewardship of the city’s arts resources and heritage assets

5) Cultural partners
Making best use of external cultural partners and their resources and skills for the benefit of Westminster communities and community arts organisations.

objectives:
- strengthen connections between larger, national cultural institutions and smaller, local arts and community organisations in the city
- increase the visibility within local communities of the city’s arts and cultural resources

6) Cultural and creative activity
Supporting creative and cultural activity of an excellent standard that is relevant to all residents at a city-wide and neighbourhood level to provide high quality experiences in which people can take part.

objectives:
- improve the council’s performance in commissioning and support of arts and cultural programmes and outdoor arts activity
- facilitate partnerships between potential commercial supporters and cultural providers and encourage providers to generate external investment
- ensure that Westminster plays a pivotal role in the Cultural Olympiad to maximise the benefits of 2012

A detailed action plan will be developed to fulfil these objectives. The plan will be based on the set of proposed actions at the end of this document.
6. Putting strategy into action

6.1 The relationship between the council, the communities it serves, and the cultural sector of Westminster is central to the achievement of our vision for culture and the arts. This relationship is at the heart of the actions of this strategy.

6.2 Partnership working is the key to effective delivery and we want the council to be a responsive and energetic partner. The leadership shown by the council and the effective use of the capacity, strengths and flexibilities of the council's own resources and systems will underpin the success of the action plan as a whole.

6.3 Westminster’s Strategy for Arts and Culture covers the period 2008-2013. The initial action plan will cover the period 2008-2011 and will be renewed and rolled forward annually. It will be a cross-council plan, developed, co-ordinated and monitored by the Cultural Officers Group, the council officers with lead responsibility for various cultural services, chaired by the Director of Libraries.

6.4 The recommendations below demonstrate the range of actions that we may wish to adopt, following consultation, in order to deliver the strategy. The recommendations are arranged in the following groups:

- delivering improvement to residents in accessing, learning about, and enjoying arts and culture in Westminster

- strengthening and supporting arts and cultural organisations in Westminster and ensuring the council can act as an effective champion for the arts and culture

- increasing the council’s ability to improve its own performance and effectiveness.

6.5 The recommendations include proposals for cultural activity as part of Westminster’s contribution to the Cultural Olympiad where those proposals help to further the council’s long-term objectives.

6.6 Resources for delivering the strategy

Much of the strategy is about the council giving strong leadership and direction, better information, improved partnership working, and the spreading and sharing of good practice.

Some of the strategy will be delivered by partner organisations and by more effective use of existing service budgets, including the budget which is used to commission 24 arts organisations to run programmes that meet the council’s priorities.

6 The priorities of the arts service include:

- Increasing engagement between cultural providers and Westminster communities; encouraging residents to participate in cultural and creative activities; supporting the development of the Creative Industries; contributing to the improvement of community cohesion.
Capacity to deliver the action plan will need to be kept under review. The current action plan covers the first three years of the strategy.

Part of Westminster City Council’s role as leader, broker, co-ordinator and commissioner is to identify funding opportunities, both internal and external, to support arts and cultural initiatives and activities.
Recommendations for Action Plan

These recommendations for actions are for consultation purposes. When the final actions are decided we will devise more specific ‘sub-actions’ and criteria for measuring success. The proposed actions are grouped as:

1. short term – actions that are essential to underpin delivery of the strategy as a whole
2. medium term - actions to be implemented by March 2010
3. long term – actions to be implemented by March 2011

Note re Ownership
Most recommendations for actions are assigned to one of the council’s three super departments:

- CS - Central Services (Arts team, Libraries, Archives, Policy and Performance)
- BE - Built Environment (Planning and City Development, Parks and Leisure, Special Events, Transportation)
- PS - People Services (Adults Services, Children and Community Services, Schools, Housing, Health).

Others are assigned to:

- COG - Cultural Officers Group
- WCP - Westminster City Partnership
- LARP’s – Local Area Renewal Partnerships
- Westminster’s 2012 working groups.
Delivering improvements to residents

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<thead>
<tr>
<th>Recommendations</th>
<th>Ownership</th>
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<tbody>
<tr>
<td>1. Identify an arts and culture champion on the Westminster City Partnership and ensure arts and culture are represented in thematic networks.</td>
<td>WCP &amp; CS</td>
</tr>
<tr>
<td>2. Improve provision of information to local people and schools to make visible Westminster’s cultural resource, including arts and cultural activities supported and commissioned by the Council.</td>
<td>CS</td>
</tr>
<tr>
<td>3. Encourage the inclusion of arts and culture in all Local Area Renewal Partnership plans, and establish connections between Westminster’s arts and cultural offer and neighbourhood and area forums</td>
<td>CS, LARP’s</td>
</tr>
<tr>
<td>4. Support communities to build capacity, confidence and skills (e.g. through volunteer training programmes) to deliver safe and effective events and festivals of all scales; encourage and support locally based celebrations which reflect the make-up of Westminster’s communities.</td>
<td>BE, CS</td>
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<tr>
<td>5. Commission artists to work with communities to improve local environments.</td>
<td>BE</td>
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<tr>
<td>6. Deliver inter-generational cultural activities, library readers groups and storytelling projects through the National Year of Reading (and beyond).</td>
<td>CS</td>
</tr>
<tr>
<td>7. Support the development of creative talent in young people by developing and exploiting links with arts, cultural and sporting organisations and develop an offer for every school child to attend a cultural event once a term.</td>
<td>PS, CS</td>
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<tr>
<td>8. Extend existing links with Westminster-based Higher Education institutions specialising in arts and culture to share resources and encourage take-up amongst Westminster residents.</td>
<td>PS, CS</td>
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<td>9. Encourage inter-generational programmes that explore Westminster as a <em>place</em>, through heritage, architecture and the environment, commissioned as part of property development agreements.</td>
<td>BE, CS</td>
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<tr>
<td>10. Work with Arts Council London and the Museums, Libraries and Archives Council to promote Westminster’s arts offer to residents not already accessing it.</td>
<td>CS, ACE, L</td>
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Consultation Draft

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February 2008
## Strengthening Arts & Cultural Organisations

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<th>Recommendations</th>
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<tr>
<td>11. Ensure planning protections are in place to retain and enhance the cultural and creative business communities in Westminster.</td>
<td>BE</td>
<td>*</td>
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<td>12. Encourage, promote and provide support for excellent and relevant arts and cultural activity that connects to and engages local residents.</td>
<td>CS</td>
<td>*</td>
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<td>13. Secure a more co-ordinated approach to external funding, working with cultural and private sector partners to argue for and lever resources into the arts and cultural sector, including investment for culture through planning negotiations in building development agreements.</td>
<td>COG, BE</td>
<td>*</td>
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<td>14. Build a cross-art form networking forum to promote dialogue and co-ordination and to progress professional development amongst arts organisations of all sizes and scales of operation.</td>
<td>CS</td>
<td>*</td>
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<tr>
<td>15. Strengthen best practice, professional development and co-ordinated delivery across education and access officer posts in Westminster-based arts and cultural institutions and create an annual award for the best cultural education programme in Westminster.</td>
<td>CS, PS</td>
<td>*</td>
</tr>
<tr>
<td>16. Work with artists, arts organisations, and Westminster communities to develop a digital visitor guide of the city – showcasing the architecture and heritage and telling tales of people in creative ways.</td>
<td>CS, BE</td>
<td>*</td>
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<tr>
<td>17. Support festival initiatives that bring together and showcase the cultural and artistic highlights of Westminster, for example Exhibition Road Music Day, Cultural Olympiad and work with the Cultural Quarters to develop new programmes of activity in the public realm.</td>
<td>CS, BE, 2012 group</td>
<td>*</td>
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<td>18. Initiate projects where artists are involved in the development of public space and encourage tenders from Westminster-based artists.</td>
<td>BE</td>
<td>*</td>
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<tr>
<td>19. Research ways to develop affordable performance, rehearsal and exhibition spaces in Westminster.</td>
<td>BE, CS</td>
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### Improving Westminster’s Performance

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<th>Recommendations</th>
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<tr>
<td>20. Ensure culture is used to deliver the new Local Area Agreement Improvement priorities.</td>
<td>WCP, CS</td>
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<tr>
<td>21. Use the arts commissioning fund to deliver programmes of activity that meet council priorities.</td>
<td>CS</td>
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<tr>
<td>22. Develop greater awareness and recognition of the arts and cultural work that WCC supports and share information effectively between service teams and departments to improve the delivery of arts and culture through co-ordinated action planning.</td>
<td>COG, CS, BE, PS</td>
</tr>
<tr>
<td>23. Diversify the public art remit beyond sculpture to include a range of other art forms and extend council expertise in commissioning public art to priority neighbourhoods; pool knowledge and promote good practice.</td>
<td>BE</td>
</tr>
<tr>
<td>24. Co-ordinate a programme of events, showcasing creative activity and community celebration in council facilities such as libraries, parks and leisure centres, and building towards Westminster’s role in the Cultural Olympiad.</td>
<td>COG, CS, LARP’s</td>
</tr>
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<td>25. Support the implementation of recommendations from Westminster’s Creative Industries Study 2007.</td>
<td>CS, BE</td>
</tr>
<tr>
<td>26. Develop the RES card scheme to maximise take-up, promote its use and increase engagement.</td>
<td>CS, COG</td>
</tr>
<tr>
<td>27. Develop a more structured policy on the preservation of artefacts of local heritage interest</td>
<td>CS</td>
</tr>
<tr>
<td>28. Work with English Heritage to explore the issues surrounding buildings at risk in private ownership.</td>
<td>BE</td>
</tr>
<tr>
<td>29. Ensure that arts and culture are reflected in city consultations and research, testing how residents experience, perceive and benefit from their increased engagement in arts and cultural activity.</td>
<td>CS</td>
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6 See Appendix A for an explanation of the Local Area Agreement.
Appendix A

Councillor Daniel Astaire, Cabinet Member for Customer and Community Services, has responsibility for libraries, leisure facilities, arts and culture in Westminster City Council.

Arts and culture in Westminster’s governing policies

Westminster City Council has articulated its corporate ambitions and values in a range of policies that set out the values and direction that the council is following and which direct the delivery of its services. The core policies, described below and taken together, provide the framework within which we will deliver our Strategy for Arts and Culture.


Westminster City Plan is Westminster’s Community Strategy and has been developed by Westminster City Partnership (WCP), a partnership between the City Council and other key partners. It sets out a vision and goals for Westminster over an eight year period.

Our shared vision is that by 2016 Westminster will be the best city to live in, work in and visit in the UK, a vibrant city with a great quality of life, strong united communities and excellent services offering real opportunities for every one to achieve a better future.

The Community Strategy recognises that culture - arts, sports, heritage, media, tourism and libraries - is a critical component in the quality of life of the city. Culture is identified as one of four cross cutting issues which runs through the City Plan. Consistent advocacy for the contribution of culture to the success of the plan is needed to make this happen.
Westminster Strategy for Arts and Culture
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Westminster City Council – One City Programme 2006/2010
Westminster’s One City Programme describes how the council will take forward the priorities of the Community Strategy.

The council’s objective is to make Westminster the best governed city in the world. This means
  An example of a united, tolerant and active community
  A centre for opportunity and enterprise with active residents and flourishing businesses
  Support from a city council which sets a leading edge example in terms of community leadership

Local Area Agreement
The Local Area Agreement (LAA) sets out the priorities and funding levels between Government and Westminster City Council (WCC). As a city of diverse cultural influences and a wealth of tradition, Westminster identifies the need to strengthen intercultural networks, expand opportunity and to build cohesion and understanding amongst its residents.

Neighbourhood Renewal
Six Local Area Renewal Partnerships (LARP’s) work to improve the quality of life of people who live and work in Westminster’s most disadvantaged areas. These areas are: Church Street, Harrow Road, Queen’s Park, West End and South Westminster. Supported by WCP and funded through the LAA, the LARP teams co-ordinate partnership working at a neighbourhood level and deliver programmes to reduce deprivation.

Local Development Framework
The Unitary Development Plan which sets out Westminster’s proposals for land use and policies for assessing planning applications is now in the process of being replaced by a Local Development Framework (LDF). The Core Strategy for the LDF includes consideration of tourism, arts, culture and entertainment uses. Supplementary Planning Guidance is in preparation for a Public Realm Strategy Supplementary Planning Document, for a Public Art Supplementary Planning Document and for a Statues
and Monuments Supplementary Planning Document. A strategy for Open Space was adopted in 2007. The council’s Creative Industries Study (2007) proposes an active use of the planning framework to sustain and support this sector.

**Westminster strategies for specific cultural services**

The council already has strategies in place or in development for:

- Sports and Physical Activity (in development)
- Archives (Education policy in development)

There is also a Creative Industries Study carried out in 2007 which examines the economic contribution the creative industries make to the city ([http://www.westminster.gov.uk/environment/planning/majorprojects/creativeindustries.cfm](http://www.westminster.gov.uk/environment/planning/majorprojects/creativeindustries.cfm))
Appendix B

Arts and culture in a national context

Children and Young People

The green paper Every Child Matters identifies five outcomes that are most important to children and young people whatever their background or circumstances: Be Healthy, Stay Safe, Enjoy and Achieve, Make a Positive Contribution and Achieve Economic Well-being. Westminster recognises that arts and cultural activity provides effective and inspirational ways to achieve these outcomes, whether through work in and out of formal education; with young people at risk, their families, and those caring for or working with them; through Westminster’s Youth Service, and through independent projects working with and supporting young people.

The new Children’s Plan developed by the Department for Children, Schools and Families has a target of making available five hours of cultural activity per week in and out of school. It will run pilot schemes in ten areas to encourage visits to museums, galleries and theatres and the council intends to apply to run one of these.

Regional Commentary on Cultural Services

The Regional Cultural Agencies (Arts Council England, Museums Libraries and Archives Council, Sport England, English Heritage) reviewed Westminster in the Regional Commentary on Cultural Services (2007) and noted that Westminster City Council works well with the regional cultural agencies, commending its strengths in local consultation and the quality of information provided locally. It stressed the importance of good mechanisms of consultation and communication with Westminster’s arts and cultural communities. Here is a link to the final commentary:

http://www.westminster.gov.uk/leisureandculture/artsandentertainment/culturalselfassess.cfm
Department of Culture, Media and Sport
The Department for Culture Media and Sport has an objective ‘to encourage more widespread enjoyment of culture and sport’. There are three new National Indicators for this:

- use of public libraries
- visits to museums or galleries
- engagement in the arts

A recent survey by the DCMS, Taking Part, looked at levels of participation across the country in different cultural activities. In its analysis of the survey results Arts Council England, London identified future priority audiences as those people who currently do not attend cultural events or participate in creative activities. It will now focus on behaviour as a way of describing priority groups and believes that ‘getting the art right’ is the key to increasing engagement. In Westminster the lowest engagement is amongst people living in the Queen’s Park, Harrow Road, Church Street, Westbourne and Churchill wards.

Supporting Excellence in the Arts
Commissioned by James Purnell, then Secretary of State for Culture, Media and Sport, Sir Brian McMaster’s review of how public subsidy can support excellence in the arts makes a number of recommendations that could be adopted by Westminster’s Strategy for Arts and Culture. It emphasises the need for art to be relevant to the people who experience it as well as excellent and innovative.

Conservative Party Arts Task Force
Sir John Tusa’s report A New Landscape for the Arts was submitted to the Shadow Secretary of State for Culture, Media and Sport in 2007 and supported a mixed economy approach to arts funding and the ideas that all young people should be able to attend cultural events as part of their schooling.
Consultation questions

1. Have we set the right objectives?

2. Do you think the proposed actions are deliverable?

3. The proposed actions in the current draft will all be carried out by Westminster City Council. We are keen to encourage the creative sector to work more with local communities. What actions can you suggest for the creative sector?

4. Is anything missing?

5. Do you have any other comments?

Please send your responses to these questions to Charlotte Fergusson: cfergusson@westminster.gov.uk by 20th March 2008.

Following this consultation the final draft of the strategy will be submitted to the City Council’s Cabinet for approval, with the aim of publishing it in May 2008.