

**Meeting:** Overview, Scrutiny and Policy Development Committee

**Date:** 4 December 2017

**Title:** Report of the Cultural Development Plan Sub Group

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**Author:** Yvonne Harrison,  
Democratic Services Officer **Tel:** 0191 643 5320

**Service:** Law and Governance

**Wards affected:** All

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**1. Purpose of Report**

To consider a report produced by the Cultural Development Plan Sub Group on the review of delivering an effective cultural offer in the Borough.

**2. Recommendations**

The Overview, Scrutiny and Policy Development Committee is recommended to approve the report and its recommendations for submission to Cabinet on 11 December 2017.

**3. Details**

- 3.1 As part of the Culture and Leisure Sub-Committee work programme 2016/17, Members agreed to carry out a review on delivering an effective cultural offer in the Borough. The main objective was to examine 'how can the Council deliver an effective cultural offer in a shrinking financial environment?'
- 3.2 Given the breadth of the activities which make up the cultural offer, during the review Members of the sub group agreed to focus upon the impact of culture:-
- a) As it relates to the Summer events programme;
  - b) How this programme attracts visitors to the Borough as part of the tourism strategy;
  - c) How the programme supports the local tourism economy;
  - d) How the programme engages residents; and
  - e) How the impact of the programme compares with neighbouring North East coastal authorities in South Tyneside and Sunderland.
- 3.3 Members of the sub group held a series of evidence gathering meetings and received presentations from officers of the Council about their service areas between October 2016 and November 2017. To allow for visits to major events over a key period during the summer 2017, the Culture and Leisure Sub Committee agreed for the review to be carried forward in to the 2017/18 work programme.

The main findings, conclusions and recommendations of the review can be found in Sections 2, 3 and 4 of the full report attached at Appendix 1.

- 3.4 The report was considered by the Culture and Leisure Sub-committee at its meeting on 28 November 2017, when it was agreed that the report would be forwarded to the Overview, Scrutiny and Policy Development Committee for referral to Cabinet.

**4. Appendices (if any)**

Appendix 1 – Report of the Cultural Development Plan Sub Group.