

TITLE Name / description of the issue being assessed	Medway Cultural Strategy
DATE Date the DIA is completed	25 November 2020
LEAD OFFICER Name, title and dept of person responsible for carrying out the DIA.	Paul Cowell, Head of Culture and Libraries

1 Summary description of the proposed change

This strategy is a ten-year Medway-wide partnership that establishes how the Council, as a key partner, can participate, contribute, and facilitate, understanding that its resources and influence are considerable, and we can support and enable the vision, values, and themes significantly.

The aim is that the Council embeds culture within our priorities, developing a consistent cross-council approach.

The strategy provides a framework for the Council to work collaboratively with stakeholders and partners to understand, promote and secure Medway's cultural and creative landscape for present and for future generations.

2 Summary of evidence used to support this assessment

Audience profile research has been carried out, giving a sense of who in Medway is accessing culture and the potential reach for new audiences.

Arts engagement in Medway is lower than the national average, with 57.4% of people in Medway having engaged in, or attended, an arts event according to the 2016/17 Active People survey, as compared with the then England figure of 60.3%.

Target Group Index (TGI) data identifies that engagement in arts and museums is significantly lower than the South East average apart from in Comedy, Cinema and Rock & Pop attendance.

Medway has a greater population than Southampton or Plymouth but has significantly less Arts Council England investment and fewer National Portfolio Organisations.

The mapping, data and information play a vital role in the development of the new cultural strategy helping us understand the challenges and opportunities that Medway has, benchmarking against similar towns and cities across the Southeast and UK and informing our focus and ambition.

Diversity impact assessment

Consultation has been embedded in the heart of the strategy with an extensive engagement plan that took place from November 2019 to September 2020 and has delivered a co-created strategy with partners and stakeholders that encourages ownership, trust and connectivity.

The methodology used builds on shared experience, embedding within it an iterative evaluation process that will lead to improved performance, enhanced stakeholder accountability and encourage organisational learning.

Stakeholders have included the cultural sector across Medway and Kent, the education sector, community organisations, residents who engage, residents who do not engage, potential sponsors, funders and local businesses.

3 What is the likely impact of the proposed change?

Is it likely to:

- Adversely impact on one or more of the protected characteristic groups.
- Advance equality of opportunity for one or more of the protected characteristic groups?
- Foster good relations between people who share a protected characteristic and those who don't?

(insert ✓ in one or more boxes)

Protected characteristic groups (Equality Act 2010)	Adverse impact	Advance equality	Foster good relations
Age		✓	✓
Disability		✓	✓
Gender reassignment		✓	✓
Marriage/civil partnership		✓	✓
Pregnancy/maternity		✓	✓
Race		✓	✓
Religion/belief		✓	✓
Sex		✓	✓
Sexual orientation		✓	✓
Other (e.g. low-income groups)		✓	✓

4 Summary of the likely impacts

*By 2030, Medway will be internationally recognised
for its culture and creativity,
demonstrating its positive impacts on everyone's lives.*

*Diverse, collaborative and engaged,
we will celebrate the strength and creativity of all our residents,
inspiring a new generation of creatives and makers.*

The vision defines a journey for Medway that will be ambitious and exciting, big and bold, intimate and meaningful. Where there is a collective commitment to a true partnership approach, developing a strong cultural sector that can co-produce for the benefit of all.

The vision celebrates all Medway's communities, ensures opportunities and access to participate are understood and available, allowing the benefits of cultural activity to reach every person.

The strategy is one of collaboration, and partnerships, setting a shared ambition for the future, built on extensive engagement across Medway, demonstrating how important culture is to Medway's future, and enabling everyone to have the opportunity to take part in, or contribute to cultural life.

The new strategy and delivery approach are a ground-breaking model, that creates a new way of partnership working, that in the short-term shapes opinions and behaviours leading to social and economic benefits. Longer term, it has the potential to transform Medway.

The strategy has an embedded cyclical evaluation approach, where the strategy and its delivery are regularly reviewed and its objectives, planning, delivery are assessed, and changes and amendments can be agreed. This process allows for continuous consultation and engagement and a shared ownership and a shared desire to deliver. This ensures the strategy impacts through a real-world connection with partners, communities, and audiences.

5 What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

The delivery model for Medway's Cultural Strategy reflects both UK Cultural Cities Enquiry Cultural Compact model and the consultative process which developed the strategy. The model called 'Creative Medway' is open to everyone to participate in at a level and to a degree which suits them best.

Creative Medway is made of three components: Compact, Working Groups and Congress.

Five working group support the themes of the strategy. They shape where change must happen to deliver the vision. They are essential elements around which the strategy is built. They provide its structure, support, and boundaries:

- Theme 1 - Connectivity
- Theme 2 - Shared Ambition
- Theme 3 - Spaces and Places
- Theme 4 - Creative People
- Theme 5 - Community Engagement

Through this structure a strategy action plan made up of projects and programmes reflecting these themes will develop. This essential element will show how, as a partnership, the strategy will be pragmatically implemented.

The action plan will be led by Creative Medway Compact and driven by the Creative Medway Working Groups, bringing together projects, programmes and opportunities that match the shared ambition and vision of the strategy

6 Action plans

- Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence

Action	Lead	Deadline or review date
Inaugural Creative Medway Compact meeting	Paul Cowell	February 2021
Monitor Creative Medway Working Groups	Paul Cowell	Quarterly monitoring
Monitor the development and action plans	Paul Cowell	Quarterly monitoring
Creative Medway Congress	Paul Cowell	May 2021

7 Recommendation

To proceed with the change, implementing the Action Plan

8 Authorisation

The authorising officer is consenting that:

- the recommendation can be implemented
- sufficient evidence has been obtained and appropriate mitigation is planned
- the Action Plan will be incorporated into the relevant Service Plan and monitored

Assistant Director

Date

Contact your Performance and Intelligence hub for advice on completing this assessment

RCC:	phone 2443	email: annamarie.lawrence@medway.gov.uk
C&A (Children's Social Care):	contact your usual P&I contact	
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