

CULTURAL STRATEGY

1 SUMMARY

- 1.1 The purpose of this report is to provide Members with details of the Cultural Strategy produced for the management and development of the Council's Cultural areas and activities.

2 BACKGROUND

- 2.1 The attached Appendix A provides Members with details on the development and promotion of cultural activities within the District. In developing the strategy, Rochford has adopted the Government's definition of culture, media and sports, which includes activities relating to arts, heritage, sports, parks, wildlife habitats, countryside recreation, play areas and tourism in their broadest sense.

3 CULTURAL STRATEGY

- 3.1 The attached strategy will focus on Rochford District Council's aims and objectives over a five year period. An action plan will be developed and revised on an annual basis, to reflect any changes that may occur within the district. This action plan will be brought to this Committee by March 2004, along with the finalised strategy for Members approval.

4 ENVIRONMENTAL IMPLICATIONS

- 4.1 The effective management and promotion of cultural areas and activities will have a positive impact on the environmental standards that exist within the District.

5 RECOMMENDATION

- 5.1 It is proposed that the Committee **RESOLVES**

To consider the information contained within the draft Cultural Strategy and give its views on the various proposed initiatives within the document, prior to the finalisation of the strategy and associated Action Plan.

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Background Papers: None

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