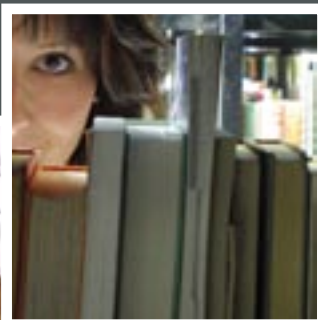
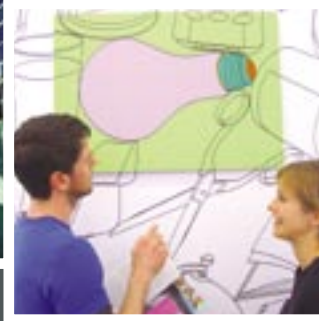
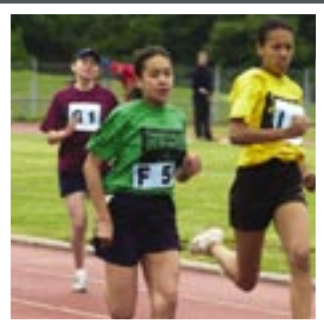


Culture and Sustainable Communities in Milton Keynes and the South Midlands

Guidance for Local Delivery Vehicles

Consultation Document

Living Spaces



Foreword

The cultural and creative community welcomes the task of working with the planning, regeneration and development sectors, to place culture at the heart of the new communities planned for the Milton Keynes and South Midlands Sub-Region. The scale of the proposed community building and development, and the high aspirations which the public and private sectors share for the area, make this an important project for the Department for Culture, Media & Sport and Government as a whole. Getting culture integrated from the start with the planning already in hand for transport, housing, health and education will ensure that these will be vibrant, diverse, inclusive and healthy places in which to live and grow up. Places that people want to live and work in.

Culture matters in its own right. It helps enormously in making places which are distinctive; it allows people to develop pride in the places where they live and work. We know from our own experience how important this is for existing communities and places with their own history. It will be equally, if not more important, to ensure that the arts, the natural and built heritage, sports and libraries are active ingredients in these new living spaces.

Culture is also widely valued for its practical contribution to making communities sustainable: it provides employment, encourages learning, and inspires people to creative and active lifestyles. Without culture the new communities being planned in Milton Keynes and the South Midlands will lack the energy, spirit and liveliness, and the facilities to play, perform and enjoy a rich quality of life. Through culture, new and existing communities will engage young people in constructive and healthy lifestyles; and they will attract people and businesses needed for a prosperous local economy.



We recognise that strong local culture is an essential ingredient in making communities sustainable. This important work between government departments and development, funding and cultural agencies will encourage the kinds of innovative partnerships needed to plan and deliver cultural facilities which these new communities deserve.

**Rt. Hon Tessa Jowell MP,
Secretary of State for Culture, Media and Sport**

introduction

This document aims to describe ways in which culture can support the development of sustainable communities in the Milton Keynes and South Midlands Sub-Region (MKSM). Although the document is published for consultation, it is designed to provide practical advice which will be of immediate value to Local Delivery Vehicles (LDVs.)

In order to make this guidance effective, Regional Cultural Consortiums (RCCs) and cultural agencies wish to work closely with LDVs. We therefore encourage each LDV, in the first instance, to contact their region's RCC to discuss how they would like to work with the cultural sector.

This is the first cultural guidance, available nationally, which is aimed particularly at LDVs in the growth areas. The partners engaged in its preparation would consequently like to take advantage of the opportunity to learn from its use and implementation. We have therefore designed a consultation process to allow us to improve and clarify future guidance for MKSM and other growth areas. Details of the consultation process are set out on Page 16.

The document has been commissioned by the Culture Task Group, which reports to the MKSM Inter-Regional Board and the Growth Implementation Group (GIG) through the MKSM Environment and Quality of Life (EQOL) Sub Group. The Culture Task Group is made up of the national and regional cultural agencies active within MKSM: English Heritage, Sport England, Arts Council England, Museum, Libraries and Archive Councils, the tourist bodies, screen and media sector development agencies, Regeneration East Midlands and bodies advising on architecture and the built environment. The Culture Task Group also includes the Government Office Department for Culture, Media and Sport (DCMS) Representatives.

The MKSM Inter-Regional Board has been established under the chairmanship of Lord Rooker to secure the timely delivery of infrastructure and services necessary for sustainable growth in the MKSM Sub-Region.

The Growth Implementation Group (GIG) is the main body supporting and advising the board. Sub-groups with a thematic or geographic focus feed into GIG. The MKSM Environment & Quality of Life Sub Group (EQOL) has been put together to produce a set of principles and standards to ensure consistency and co-ordination in the delivery of environment and quality of life initiatives across the Sub Region.

The MKSM Culture Task Group, which advises EQOL on this project, consists of the three Regional Cultural Consortiums, and the national and regional cultural agencies covering the three regions.

The Task Group is supported by the Government Offices and Department for Culture, Media and Sport Representatives in the three regions.

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“Sustainable Communities should be active, inclusive and fair – fair tolerant and cohesive with a strong local culture and other shared community facilities.”

Sustainable Communities: People, Places and Prosperity ODPM 2005

why culture is important

Culture's contribution to sustainable development and community building

Culture has an essential role in the economy, in the community and in the environment. Cultural activity helps make communities distinctive, and enables the widest range of groups to find their voice. Culture has a highly prized capacity to engage community passion and energy. This is a way to involve communities and hard to reach groups in shaping the future of the places they live in.

People – quality of life and the cultural contribution

Health

Sport and active recreation (walking and cycling) offer an opportunity to improve health and well being and tackle obesity. Healthy communities need local spaces where people of all ages can make music, dance, and take part in sport and active play. Taking part in cultural activities positively affects health outcomes. Active participation in volunteering and in creative activities – art, music, theatre, writing – contributes to increased physical and mental wellbeing.

Learning

Access to cultural activity helps people find ways into lifelong learning, and lets them acquire skills which they can use in other areas of life and work. Increased use of libraries, museums, historic sites and archives and other lifelong learning facilities help reduce social exclusion. Artists and people working in art organisations, museums and libraries provide some of the most inventive ways to engage communities and reach excluded groups in community building.

Community Engagement and Cohesion

Cultural activity is an effective part of programmes which help reduce the likelihood of young people offending and of neighbourhoods falling into decline. Community led initiatives – often enriched and animated by cultural activity – help build cohesion and ownership.

Cultural activity has the capacity to engage all sections of community in the processes of building healthy, vibrant and inclusive neighbourhoods. Investment in culture, and support and encouragement for a wide range of cultural activities are integral to setting the conditions for inclusive and forward looking communities.

Places – culture's role in giving quality to the environment

Culture forms a key part of the quality of life and the pride which residential, business and public sector communities take in their environment. The commitment to sustainable and high quality design, and the involvement of architects, designers, artists and other cultural practitioners from the outset in planning growth communities will help mitigate many of the development mistakes of the past. We can also learn from what worked in the past and integrate the built heritage and the regeneration of at risk and disused buildings with new development.

Design

Good design practice influences the qualities of environmental sustainability. Government and commercial developers acknowledge how well-planned and executed design can create places which reduce levels of crime and fear of crime; which improve health and educational outcomes; and which make for more profitable and effective private and public development.

Publicly commissioned buildings such as schools, libraries and health facilities help make distinctive neighbourhoods and create local pride. They allow the work of artists, heritage specialists, sports and other cultural development teams to be sited within the community.





Public Art

Good practice sees the involvement of artists and cultural animateurs in planning and design from the outset, helping shape ways in which people will develop their own cultural attachments and commitments to buildings and spaces. Animation of spaces and buildings by artists and performers, and the vibrancy and energy which cultural producers and agencies import into parks, public spaces, streets and the spaces between buildings are an essential ingredient both in developing distinctive places, and in creating safer and more welcoming environments. Public art commissions – sculpture, lighting, landscape, furniture – can act as landmarks as well as enhancing the places where they are sited.

Green Infrastructure

Green infrastructure is a key consideration in the new planning system, and has a strong relationship to culture. Open spaces, parks, playgrounds and natural heritage areas offer great opportunities for formal and informal recreation, and are venues for festivals and celebrations. These all help create a sense of place and belonging. The implications for sustainable tourism are also important, with walkways, canals and rivers, parks and woods tying the urban fringe and rural areas together.

CULTURE

Culture includes visual arts and music, the performing arts, crafts, museums, libraries and archives, sport, tourism, the natural and built environment as well as creative industries such as advertising, architecture, design, publishing, television and radio, film and video, software and computer services and antiques.

Cultural energy and creative activity is the mark of an innovative community, helping attract and retain well-qualified people and businesses. It fosters higher inward investment, more partnership working and greater diversity in the workforce.

A more activity focused view of culture includes:

- parks, children's play, playgrounds
- informal leisure pursuits
- libraries, literature, writing and publishing and language
- media, film, television
- museums, artefacts, archives
- open spaces, wildlife habitats, water environment and countryside recreation
- sport, sporting events, facilities and development
- built heritage, architecture, landscape and archaeology
- performing and visual arts
- design, crafts, fashion
- the evening and weekend economy
- tourism, festivals and attractions
- faith communities and the volunteer and charitable sector.

The latest Draft of the MKSM Sub-Regional Strategy (ODPM 2004) sets out the challenges and opportunities for the area, and the basis on which it might grow. Culture at the Heart of Regeneration (DCMS 2004) explores the basis on which culture adds value to regeneration. ODPM (most recently in Sustainable Communities: People, Places and Prosperity ODPM 2005) see sense of place, good quality community facilities and strong local culture as essential components in the development of sustainable communities.





Prosperity – economic contribution of culture

As drivers for economic development, cultural activities such as the arts, media, sport and tourism are fast growing sectors within an increasingly knowledge based economy. Cultural activity brings economic benefits by providing employment and generating revenue. It attracts people and businesses, inward investment, job creation, and supports the visitor economy. Libraries, archives and museums act as centres for research and providers of information. Regeneration is stimulated by the development of creative and cultural workspaces and work-live spaces. Economic benefits accrue from heritage investment – catalysing other partners and investing in people as well as the conservation and re-use of buildings and places.

Creative industries

Creative industries such as advertising, architecture, design, publishing, television and radio, film and video, software development and computer services generate significant revenue, add value and employ hundreds of thousands of people, UK wide and across the regions. It is the UK's fastest growth sector and well represented in the three MKSM regions.

Recent reports show that, across the 3 regions, there are about 70,000 businesses, employing c650,000 people, with many more creative and cultural practitioners either self employed or working for micro businesses. The MKSM area is growing a reputation for software development, is close to the high-tech motor sport triangle

in Northamptonshire /Oxfordshire. It is well placed between the knowledge hotspots of Cambridge, Oxford, Birmingham and London to exploit further expected growth in this sector:

Tourism and heritage

Recent studies show that tourism activity at market town museums, libraries and archives across the East Midlands is worth some £15 million per annum, supporting some 440 jobs in the regional economy. The economic and social values of festivals have also been charted. In 2002/3, it was estimated that across the East Midlands 4000 days of volunteer work were undertaken.



CASE STUDIES

1.

CENTRAL MILTON KEYNES – FORMER BUS STATION – SKATE FACILITY

Central Milton Keynes has a rich skateboarding heritage of over 20 years and is widely regarded as one of the top five cities for street skateboarding in the world. SK8MK was set up to look at street sports in Milton Keynes. It is widely supported by local businesses and land owners, Thames Valley Police and the local street sports community.

The facilities were designed with a professional skateboarder after consultation and design workshops with the street sports community. It includes a laboratory for testing new materials and their resilience in this punishing environment.

The project provides a good example of how young people can be positively engaged in shaping community provision which meets their needs.

Interview material from Milton Keynes Council, 2005

2.

BEING HERE, SOUTHEND

Being Here, managed by momentum arts, is a partnership project that brings together community organisations and Southend Borough Council to provide participatory arts activities to young people aged 11-25 who may be facing social exclusion.

A pool of local artists is provided with a programme of artistic support that enables them to deliver tailor-made activities for participants. A project in Shoebury enabled young BMX riders to highlight, through film and performance, their awareness of adults' concerns about them hanging out. The project has given them the chance to explain what they do to make sure they do not hurt anyone else when having fun.

The success of Being Here can be seen in the strength of the artist's partnerships and from the participants going on to work, college and other forms of accredited learning.

Interview material from Being Here, 2005

3.

LUTON CARNIVAL / HAT FACTORY

The Hat Factory dates back to Luton's glory days of hatmaking in the 18th century and is fast becoming a flourishing creative resource and incubator of the arts. It aims to encourage creative practitioners to develop new projects, meet and network. It offers a 96 seat cinema, a dance studio, art gallery (Head Works), Block House recording studio, cafe bar and lounge. The Hat Factory houses nine Innovation Centre units with a cluster of budding arts and multimedia based businesses including Luton Carnival Development Trust.

Luton Carnival gives the town a real sense of place and community engagement. Working in some of the most deprived neighbourhoods, it builds skills and confidence; Research shows the carnival day itself contributes nearly £2 million into the local economy.

Living East, GO for the East of England – Culture at the Heart of Regeneration Examples from the East of England 2004



CASE STUDIES

4.

JAIN CENTRE, LEICESTER

The Jain Centre is the first consecrated Jain temple in the Western world. Converted in the 1980s for Leicester's growing Jain community, the site houses several temples, a museum, library, auditorium and dining hall. Jainism brings together Indian culture and the Jain religion. Run by a body of volunteers, the Centre's mission is to be recognised nationally and internationally as fostering an understanding of the context of Jainism. The Centre has links with schools, encourages free educational trips, organises Indian dance and drama, teaches children Gujarati, and works with women's groups.

By encouraging more people to take part, celebrating diversity, campaigning for the protection and improvement of cultural resources, and to raise the profile of culture, the Jain Centre demonstrates an approach to the link between culture, faith and engagement.

Faithful to Culture, Culture East Midlands 2004

5.

MILTON KEYNES PARKS TRUST

Milton Keynes Parks Trust uses an endowed asset to generate a commercial revenue stream. This is earmarked entirely for the management and development of Milton Keynes' parks, recreational water and open spaces.

The Trust is an independent charity that cares for many of the city's parks and green spaces; it maintains over 4,500 acres of land which comprises of almost 20% of the new city area

The Trust has been given 999-year lease on the park with freehold rights over commercial property and other assets which could generate revenue, and is not funded by the taxpayer's money or business rates.

Milton Keynes Parks Trust 2005

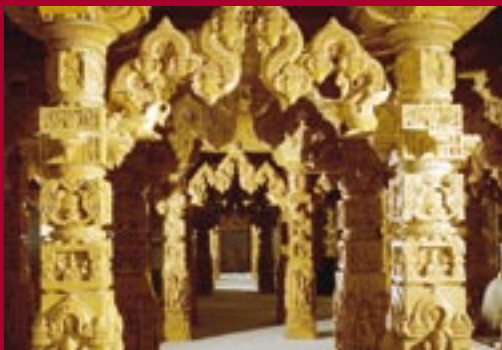
6.

PUBLIC ART AT GRANGE PARK

At Grange Park, a new residential (1,500 homes), retail and community development next to the M1 motorway, South Northamptonshire District Council Arts & Planning Department has been working with the new Parish Council, developers, landscape architects and architects to look at the way the arts and culture can contribute physically and socially to this new development. The public art programme at Grange Park offers artists an opportunity to perform a vital role in planning the new communities, and to inform and contribute to dynamic and high quality public open spaces within the development

The project has given people the opportunity to influence the area in which they live. Grange Park is the first of a possible three major developments in and around South Northamptonshire and is the pilot project for artistic involvement.

Arts & Business in the Built Environment, A&B, 2003



These case studies illustrate ways in which culture contributes to the Sustainable Communities agenda

7.

CATALYST CORBY

Corby Borough Council and Catalyst Corby, the Urban Regeneration Company (URC) have secured £50,000 (partly from Arts Council East Midlands) which will ensure that economic development in the Corby area acknowledges and incorporates the creative sector and modern culture in the development of the growth area. The intention is to ensure that the many regeneration and development schemes provide real opportunities for creative professionals, including artists, to contribute to design quality which will positively impact on those living and working in Corby.

These exciting plans include provisions for a range of modern public buildings surrounding a new public square. These include new cultural buildings and multi purpose facilities such as offices, a one stop shop, library, performing arts centre, cyber cafes and crèche as well as a new swimming pool. Under these new proposals cultural activity will become a focal point for the renaissance of the town centre and the regeneration of the borough.

Corby Borough Council and Government Office East Midlands, 2005

8.

NOTTINGHAM LACE MARKET

English Heritage's involvement in regeneration, with a range of public and private partners, shows how the re-use of the historic environment contributes to sustainable development.

Pictured below, The Adams Building was an iconic lace warehouse at the heart of the Lace Market in Nottingham, which together with other Victorian warehouses and factories was once at the centre of the city's lace industries. They now house more than 450 companies, a quarter of which are in fashion design and production, with the rest – cultural and creative, retail, pubs and bars – contributing to the regeneration of a vibrant visitor and residential economy in this historic quarter.

Regeneration and the Historic Environment English Heritage 2005

9.

COMMUNITY FORESTS AND PARKS

Marston Vale is a community forest covering 61 square miles between Bedford and Milton Keynes. It is a major growth area and the forest is strategically important in keeping separate the two settlements and in providing public green space for a growing population. Management is guided by the Forest Plan, which was extensively consulted on with the local community and is endorsed by the local authorities.

A charitable trust has been established to manage the forest. Long term financial security has been established through the land use planning process and partnership working between local government, local business and central government. Active and ongoing local participation in design, planting and management ensures that local needs are met.

The River Nene Regional Park is a flagship green space project, creating a regionally significant environmental, social and economic asset for Northamptonshire's communities. The Park will focus on access, links, recreation facilities, biodiversity and business development

Biodiversity by Design, A Guide for Sustainable Communities, TCPA 2004



how to plan for culture

The Principles

The growth areas will each have their own unique characteristics – those that belong to existing towns and villages and those which will come with the new communities. New communities will arrive in times of increasing demographic and social change. They will evolve over time, setting a challenge to get the right social and cultural facilities to reflect future changes of age, interest and cultural diversity.

We propose that LDVs and their partners should develop a comprehensive approach to planning for cultural infrastructure and activity, reflecting the principles for sustainable communities set out in the MKSM Sub-Regional Strategy.

This guidance recommends that LDVs should establish a specific section of their strategies devoted to culture, which would set out:

- a vision for culture in the area, and its value for communities in MKSM
- an entitlement to a range of cultural opportunities for people living in urban and rural areas
- sustainable locations for cultural facilities, which allow access by a variety of means of transport, including public transport
- a broad range of facilities serving settlements of differing size with varying needs
- ways of engaging community interest and representation in the development of cultural planning and delivery, encouraging community led projects
- ways of responding flexibly to demographic change and shifting cultural needs, allowing an early vision of future requirements while giving communities the opportunity to shape provision as they establish themselves

- understanding the contribution that the existing built environment makes to providing a sense of place and local character.

The Process

In delivering these principles, LDVs and their partners would need to assess:

- the needs and opportunities for cultural provision arising from new development
- existing local cultural, sport and recreation policies and programmes in the area
- the implications of looking at each LDV area through a cultural needs assessment and a cultural master plan
- likely priorities for implementation and funding.



Needs and Opportunities

We suggest that the LDVs might work with cultural agencies and other partners in developing their approaches to cultural needs assessment and cultural master planning. In assessing needs and opportunities, LDVs can set out:

- what is valued in terms of 'sense of place' and environment in the locality, by carrying out urban and landscape characterisation studies. In the growth areas, planners require a clear-sighted general understanding of the archaeological and historic environment before making development and design decisions. Protecting and enhancing such elements, often the background to shared cultural experiences, is one key to successful cultural policy
- sub-regional needs for key strategic facilities such as swimming pools, sports halls, libraries, and larger cultural centres and venues
- playing field and other open space needs and standards, including those for children's play, by conducting an audit of existing facilities and establishing appropriate local standards
- public library provision needs using library standards so that the case for new libraries and improvements can be costed
- what is needed to upgrade existing and to create new arts facilities, museums and archives, and provision for public art in all major new developments.

ASSESSING NEEDS FOR LOCAL CULTURE

In MKSM, English Heritage has worked with the County Councils of Buckinghamshire, Hertfordshire, Bedfordshire and Northamptonshire to produce historic landscape characterisations of their areas. A study of the landscape around Milton Keynes was undertaken for the MKSM Sub-Regional Strategy Public Examination. http://www.buckscc.gov.uk/archaeology/hlc_and_mksm/index.htm

Sport England's Facility Calculator can produce predictions of the demand for strategic facilities such as swimming pools, tailored to local demographic needs. Planning Obligations Kitbag www.sportengland.org

Playing field and open space audits are described in an ODPM Good Practice Guide which accompanies PPG 17 Open Space Sport and Recreation. An electronic toolkit for carrying out Playing Pitch Assessments at local authority level can be found on www.sportengland.org

SEMLAC, the South East Museum, Library and Archive Council has surveyed methods of assessing public library needs for new developments, and of securing developer contributions, in the South East. They suggest that local authorities should be seeking new public library provision at a rate of between 23-28 sq m per 1,000 population. MKC has recently estimated a need of 405,000 sq m of public library and lifelong learning space in association with predicted development in their area to 2016.

Planners seeking advice in MKSM can access visual art development agencies like Artpoint and Commissions East. Their expertise can help planners and developers plan and create high quality environments using artists experienced at working in the public realm.

English Heritage offers information for LDVs, local authorities and others – particularly for non-heritage specialists such as planners and highway engineers on its resource website at www.helm.org.uk





FUNDING CULTURAL INFRASTRUCTURE

Experience of the development of Milton Keynes shows that culture requires solid and continuing investment from the outset. Government, the Inter-Regional Board, and national and regional cultural funders will need to consider how best to respond to the scale and speed of this challenge. Projects will need to take advantage of funding from a variety of sources, and will have to do this by developing innovative financial models based on strong partnership arrangements. Some of the resources which need to be accessed for culture are listed below.

Sustainable Communities funding

ODPM's Sustainable Communities Fund (SCF) recognises the importance of cultural infrastructure and the benefits of active participation in culture. In Thames Gateway London SCF has funded the appointment of artists at Barking Town Centre, the continuation of the Thames Path – the City to Sea project – and Green Infrastructure projects.

Sharing resources

A key opportunity lies in joint service centre provision, where mixes of cultural activity and facilities are increasingly providing exciting and innovative ways forward. Libraries, for instance, are a trusted community facility, and co-location of other public services can help deliver successful impacts within new and changing communities.

Investment in education – schools, Further and Higher Education – is a tested way of locating cultural and community facilities in neighbourhoods. Furthermore, Higher Education is a critical agent in helping grow a creative, knowledge based economy.

Re-using existing assets

Creative businesses, heritage, arts and sports organisations have great experience in re-using heritage buildings for community and cultural facilities and workspace. English Heritage is the lead body; its Heritage Dividend documents provide good evidence of best practice and significant added value across the three regions from investment in heritage and regeneration.

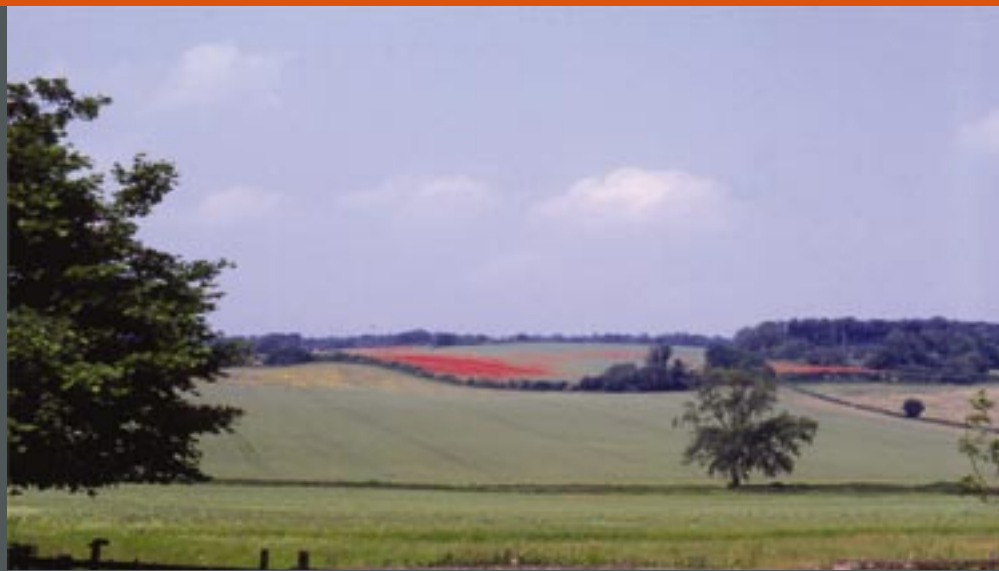
Percent for art

Local authorities throughout the three regions have established Public Art Policies which enable planners to direct developers' contributions towards the public realm and also set out the value they place on artists and designers becoming engaged in planning and design processes from the outset (most effectively as part of master planning or design teams).

Planning obligations

In its consultation on Draft Revised Circular in Planning Obligations (2004) Government is looking for a joined up approach. The draft advice and explanatory notes refer to cultural facilities, sport, health and education contributions. A Joint Pilot Project in Milton Keynes has developed formulae for developers' contributions for a range of leisure related infrastructure.





Endowments

Milton Keynes Parks Trust shows how an endowment of land or property can be used to ensure how a sustainable business model can be developed for important cultural assets and infrastructure into the long term.

Advice on cultural funding programmes

The Regional Cultural Consortia and cultural agency partners will be able to advise LDVs and their development partners about sources of funding for cultural projects and infrastructure.

MAKING USE OF EXISTING CULTURAL STRATEGIES AND GUIDANCE

The three Regional Cultural Consortia have each published regional cultural strategies, cultural planning documents and advocacy material. Regional and national policies developed by cultural agencies are also available to guide LDVs.

At a local level, existing community and cultural strategies provide a good baseline for assessing future needs and progress in cultural provision.

For example, Aylesbury Vale District Council has carried out a comprehensive Cultural Audit that has fed into a Supplementary Planning Document (SPD) on Leisure and Recreation approved in August 2004. The SPD suggests that contributions should be sought for 14 categories of cultural and community facilities. These include

- an arts centre and an entertainment complex in Aylesbury
- heritage and interpretation facilities, sports centres and swimming pools in Aylesbury
- open space, play areas and playing fields, including pavilions

- in some of the towns outside Aylesbury, large community centres with provision for arts and performance activities.

Policies in local development plans and emerging local development frameworks list the types of area or development where cultural facilities are expected to be provided, and may establish categories of development where planning obligations will be sought. Relevant material will normally be in the Core Policies of the Local Development Framework or in Area Action Plans, such as those for town centre redevelopment





SHARING RESOURCES

Healthy Living Centres

These are part of the new pattern of local health care; these can provide leisure, adult education, local health and doctors' surgery provision in one location. The John Pound Healthy Living Centre in Portsmouth, opening later in 2005, is supported by Arts Council England and Sport England Lottery funding. The centre combines, within a mixed use housing development, leisure and fitness facilities, a youth centre, library, IT training, a GP Surgery, space for police and housing services, and a community performance space.

Schools and colleges

These combine new educational developments with on-site community facilities. This initiative relates also to public library provision, community halls and services such as police stations, as well as sports and arts facilities. Facilities on school sites may include library provision, community halls and police services. Stantonbury Campus, the community, comprehensive school built in the early 1970s in north Milton Keynes, has Specialist Arts Status and also incorporates an adult and continuing education centre, a leisure centre, a gallery and theatre.

Strategic area reviews of post 16 education may provide similar opportunities to integrate culture and the provision of further education. On occasions community facilities might be provided on college campuses.

Discovery Centres

These are promoted by the libraries and museums sector, and are often integrated into library, learning, information and leisure centres. In addition they may have provisions such as an art gallery, cyber café, study support area for students, self issue area for books, shop and crèche. Hampshire County Council will open its Discovery Centre in Gosport in March 2005.

Multi-activity hubs

These work well where a number of clubs from different sports would share the site, and would benefit from shared resources such as development and finance officers, coaches physiotherapists and outreach workers. They are proposed by Sport England in its *Framework for Sport (2004)*



Cultural quarters

Cultural quarters can contain proposals for the development of key sites for cultural use, and for unifying and highlighting cultural assets in an area, building critical mass and encouraging shared approaches between agencies and institutions.

The Cultural Mile initiative is designed to develop a cultural quarter in the centre of Northampton. The redevelopment of key sites would be complemented by improved green space, public art and street furniture. A number of potential locations for cultural activity have been identified.

Northampton: The Cultural Mile, Northampton Borough Council, Northamptonshire County Council and Alsop Ltd. (2004)

SUPPLEMENTARY PLANNING GUIDANCE ON LEISURE, RECREATION AND SPORT IN MILTON KEYNES

Supplementary planning guidance on leisure, recreation and sport by Sport England and Milton Keynes Council was approved in January 2005. Based on an audit of playing pitches in 2003, and the preparation of a Leisure Facilities Strategy for the City, the guidance seeks contributions from developers towards a range of facilities contributing to the quality of life in Milton Keynes such as new and improved sports halls, swimming pool, community meeting halls, local play areas and allotments.

This guidance will be used by the Milton Keynes Partnership Committee in making development control decisions on major applications. *Milton Keynes Council (2005) Supplementary Planning Guidance, Leisure, Recreation and Sport, Milton Keynes, Milton Keynes Council.*

putting culture

at the heart of sustainable development

To get all of the benefits from placing culture at the heart of sustainable communities, LDVs and their partners should work together on the following four priority areas:

A Vision for Culture and its Value

- establish a common and broadly based understanding of the value of culture and its role in delivering sustainable, inclusive, healthy and attractive communities
- place cultural statements or chapters into benchmark policies and documents.

Master planning

- help integrate culture into master planning processes, with the other facets of social infrastructure – health, community safety, learning, etc.
- agree robust mechanisms to assess and evaluate quality of life and cultural assets and needs, and the needs of cultural and creative businesses in MKSM
- using creative consultation processes to engage communities in assessing what is needed locally for culture
- review the implications of looking at MKSM as a whole through a cultural needs assessment.

Opportunities and Resources

- ensure that the scale of needs, opportunities and resources are identified early at early stages of planning
- empower communities, to enable them to shape local provision, as they develop
- consider developing Supplementary Planning Documents in order to seek developer contributions towards the cost of cultural infrastructure.

Capacity and Leadership

- put the right people in place as cultural, heritage and design champions to get effective integration across boundaries and between agencies; and to build capacity and confidence in culture and sustainability
- appoint one or more Board Members as Quality of Life champions, in particular to advocate the active role of culture in developing new and existing communities.



The consultation process

Over the next year, the RCCs and cultural agencies will aim to reflect collectively on their experience of working in the sub region, with a view to strengthening future guidance for the MKSM sub region and sharing learning. To assist the consultation process, we invite comments from stakeholders and others on the usefulness of the guide

The following questions are designed as a guide to assist in forming responses

- Have you found the guide useful in explaining the way culture can support the sustainable communities agenda?
- Are the planning tools described in the guide helpful in informing the work of LDVs?
- What else is needed to help ensure that the contribution that culture can make within the MKSM sub region is fully exploited?

It is our intention to share the findings from this consultation at a conference in 2006. Regional Cultural Consortiums however also wish to make available details of the ways in which the cultural sector has worked with each of the growth areas this information will be available on:

www.culture-em.org.uk
www.culturesoutheast.org.uk
www.livingeast.org.uk



Responses to the formal consultation on this document should be addressed, by Friday 16 December 2005, to:

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 Guildford GU1 4GA

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Cultural Agencies

in the Milton Keynes & South Midlands Sub-Region

Government

DCMS officers in the Government Offices can provide information about funding programmes, resources available within the MKSM Sub Region. They can provide direct connections to other Government Departments of State based in the regions, which include ODPM, Home Office, Department of Health, Department of Trade and Industry

Department for Culture, Media and Sport (DCMS)

020 7211 6200 www.culture.gov.uk

Government Office for the East of England

01223 372500 www.go-east.gov.uk

Government Office for the East Midlands

0115 971 9971 www.go-em.gov.uk

Government Office for the South East

01483 882255 www.go-se.gov.uk

National and Regional Agencies

Regional Cultural Consortia

Regional Cultural Consortia were set up by DCMS to champion the whole spectrum of cultural and creative interest within their respective regions

Culture East Midlands

0115 988 8449 www.culture-em.org.uk

Culture South East

01483 882275 www.culturesoutheast.org.uk

Living East

01223 372610 www.livingeast.org.uk

Architecture, Built Environment

CABE (Commission for Architecture and the Built Environment) provides support for regional and local organisations to increase awareness and understanding of built environment issues including CUE (South East), Opun (now part of Regeneration East Midlands) and Shape (East of England). Regeneration East Midlands is one of a series of Regional Centres of Excellence (RCEs) in Regeneration.

Regeneration East Midlands

0870 240 4459 www.regenerationem.co.uk

Opun, Architecture & Built Environment Centre

0870 240 4459 www.opun.org.uk

CABE

020 7960 2400 www.cabe.org.uk

CUE, Milton Keynes – architecture centre

currently being set up

Shape, Cambridge

01223 462606 www.shape-cambridge.org.uk

Arts including Public Art

Arts Council England (ACE) is the national development agency for the arts in England, distributing public money from Government and the National Lottery, through its three regional offices. ACE supports regional visual art development agencies to support new thinking and practice for the built environment and public space

Arts Council England

0845 300 6200 www.artscouncil.org.uk

Supported by ACE, the regional public art agencies are

Artpoint

01865 248822 www.artpoint-trust.org.uk

Commissions East

01223 356882 www.commseast.org.uk

Heritage

English Heritage's priority is to make sure that the historic environment of England is properly understood, protected and cared for and to guide change in regeneration schemes affecting historic sites and areas. It has offices in each of the three regions, covering MKSM. Heritage Lottery Fund, as its name says, distributes National Lottery Funds for the sector.

English Heritage

0870 333 1181 www.english-heritage.org.uk

English Heritage East

01223 582 700 eastofengland@english-heritage.org.uk

English Heritage East Midlands

01604 735 400 eastmidlands@english-heritage.org.uk

English Heritage South East England

01483 252 000 southeast@english-heritage.org.uk

Museums, Libraries and Archives

Supported by MLA, the national Museums, Libraries and Archives Council, this sector's regional councils work to ensure that museums, libraries and archives play a full role in social, educational, cultural and economic life.

Museums, Libraries and Archives Council

020 7273 1444 www.mla.gov.uk

East of England EEMLAC

01284 723 100 www.eemlac.org.uk

East Midlands EMMLAC

0116 285 1350 www.emmlac.org.uk

South East SEMLAC

01962 858844 www.semlac.org.uk

Screen and Film

Supported by UK Film Council (a National Lottery distributor), this sector's regional development agencies are dedicated to developing, supporting and promoting the film and media industries and culture, focusing on sustainable business growth.

Film Council

020 7861 7861 www.filmcouncil.org.uk

EM Media

0115 934 9090 www.em-media.org.uk

Screen East

01603 776 920 www.screeneast.co.uk

Screen South

01303 298 222 www.screensouth.org

Sport and Active Recreation

Sport England is the national development agency for sport in England distributing public money from government and the National Lottery through its three regional offices. Sport England is committed to creating opportunities for people to start in sport, stay in sport and succeed in sport.

Sport England

Sport England East

Sport England East Midlands

Sport England South East England

08458 508 508 www.sportengland.org

Tourism

Supported by government, local authorities, tourism industry members, the regional tourism bodies work to improve the political and commercial environment to the benefit of the region's tourism industry.

East of England Tourist Board

01473 822 922 www.eetb.org.uk

East Midlands Tourism

0115 988 8546 www.eastmidlandstourism.com

Tourism South East

023 8062 5400 www.tourismsoutheast.com

National Lottery Distributors

As well as Arts Council England, Sport England and the UK Film Council, National Lottery Funds distributors are:

Big Lottery Fund

020 7211 1800 www.biglotteryfund.org.uk

Heritage Lottery Fund

020 7591 6042 www.hlf.org.uk

References

Pg.3 Sustainable Communities: People Places and Prosperity ODPM 2005

Pg.5 Regional reviews of creative industries, DCMS 2004

Pg.5 Festivals and the creative region, Maugham and Bianchini, De Montfort University for Arts Council England 2003.

Local Authorities

East of England Region

Bedford BC

01234 267422 www.bedford.gov.uk

Bedfordshire CC

01234 363 222 www.bedfordshire.gov.uk

Hertfordshire CC

01923 471 555 www.hertscc.gov.uk

Luton BC

01582 546 000 www.luton.gov.uk

North Hertfordshire DC

01462 474 000 www.north-herts.gov.uk

Mid Bedfordshire DC

01525 402 051 www.midbeds.gov.uk

South Bedfordshire DC

01582 472 222 www.southbeds.gov.uk

East Midlands region

Corby BC

01536 464 000 www.corby.gov.uk

Daventry DC

01327 871100 www.daventrydc.gov.uk

Kettering BC

01536 410 333 www.kettering.gov.uk

East Northamptonshire DC

01832 742 000 www.east-northamptonshire.gov.uk

Northampton BC

01604 837 837 www.northampton.gov.uk

Northamptonshire CC

01604 236 236 www.northamptonshire.gov.uk

Wellingborough BC

01933 229 777 www.wellingborough.gov.uk

South East England Region

Aylesbury Vale DC

01604 236 236 www.aylesburyvaledc.gov.uk

Buckinghamshire CC

01296 395 000 www.buckscc.gov.uk

Milton Keynes Council

01908 691 691 www.mkweb.co.uk

Image credits

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Zoë Chamberlain

English Heritage / Patricia Payne

Thomas Heatherwick

HOLLIS Photography.com

Leicester Promotions

Milton Keynes Council

Milton Keynes Parks Trust

Open University Library & Learning Resources Centre

pro/POSIT

Regeneration East Midlands

Damien Robinson and Mark Bushell

Peter Ryan

Katherine Sorensen

Tourism South East

Town & Country Planning Association

Researched and written by David Powell Associates Ltd. in association with Professor Martin Elson

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Heritage Lottery Fund
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Luton BC
01582 546 000 www.luton.gov.uk

North Hertfordshire DC
01462 474 000 www.north-herts.gov.uk

Mid Bedfordshire DC
01525 402 051 www.midbeds.gov.uk

South Bedfordshire DC
01582 472 222 www.southbeds.gov.uk

East Midlands region

Corby BC
01536 464 000 www.corby.gov.uk

Daventry DC
01327 871100 www.daventrydc.gov.uk

Kettering BC
01536 410 333 www.kettering.gov.uk

East Northamptonshire DC
01832 742 000 www.east-northamptonshire.gov.uk

Northampton BC
01604 837 837 www.northampton.gov.uk

Northamptonshire CC
01604 236 236 www.northamptonshire.gov.uk

South Northants DC
0845 230 0226 www.southnorthants.gov.uk

Wellingborough BC
01933 229 777 www.wellingborough.gov.uk

South East England Region

Aylesbury Vale DC
01604 236 236 www.aylesburyvaledc.gov.uk

Buckinghamshire CC
01296 395 000 www.buckscc.gov.uk

Milton Keynes Council
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