

The Arts Matter

A Strategy for the arts in Worcestershire

Section One

"Art teaches nothing, except the significance of life."

Henry Miller

Welcome

I am delighted to introduce the new Arts Strategy for Worcestershire.

This document continues and develops the work achieved through the previous Worcestershire Arts Strategy 2003-2008 'Putting the art in Partnership'. This Strategy had many successes including the establishment of Shindig, which has become one of the countries leading touring schemes to small scale village and community hall. The Worcestershire Arts Marketing project established a distribution service for the arts in Worcestershire as well as the What's on Worcestershire website.

This new Strategy has been developed in parallel with a new Arts Partnership for Worcestershire. The ambition for this Strategy is that it will be owned, monitored and delivered by this new Partnership. Hence this document is not one that is driven solely by Local Authorities but is one that is directed by the many partners who represent the arts in this county. It is a Strategy for the arts designed by those who consider the arts to be of benefit to as wide a range of people as possible. It is also been informed through consultation throughout 2009 with arts providers, organisations and the general public. A full list of those we consulted with can be found in Appendix A.

Key to the success of this Strategy is an Action Plan and within this you will see the priorities for the arts drawn from consultation with the arts sector and the wider community. It is through the delivery of the Action Plan that we will gauge our success.

This Arts Strategy is a working document and each year it will be refreshed to reflect on what we have achieved, as well as responding to new opportunities as they arise. The Arts Partnership will thus be the mechanism to which these achievements and opportunities be communicated to a wider audience. We are delighted that all the Local Authorities in Worcestershire have signed up to this Strategy.

These are challenging times for not just the arts but for public funding as a whole and we in the arts have to continue to show what we can do and what we can achieve. We need to demonstrate how the arts benefit people across a whole spectrum of services and agendas. For example the health and economic benefits that the arts bring are well documented. We need to be adaptable and be able to make our case and I believe that this Strategy will play a major role in demonstrating that.

Signed

Judith Elkin
Chair of the Arts Partnership

What do we mean by the word 'Arts'

This strategy will use the following definition of the term Arts:

- Architecture
- Broadcast (e.g radio, TV)
- Combined Arts (e.g activities which mix different kinds of arts)
- Craft (e.g traditional, contemporary, ceramics, glass making)
- Dance (e.g modern, ballet, contemporary, ballroom, world, Street)
- Folk Arts (e.g music, dance, word)
- Literature (e.g writing, story-telling, poetry)
- Media (e.g photography, film making, cinema, video)
- Music (e.g. classical, opera, jazz, folk, rock, world, pop)
- New Media (e.g digital arts, computer generated arts, web based arts, multimedia)
- Performing Arts (e.g puppetry, circus, variety, comedy)
- Theatre (e.g. street theatre, small scale touring, youth theatre)
- Visual Arts (e.g. painting, drawing, sculpture, printmaking)

SECTION TWO

The Arts in Worcestershire

The National Context

On a national basis the arts fits into the Department of Culture, Media and Sport (DCMS). The policies and priorities of the DCMS can be found through their website www.culture.gov.uk

Arts funding provided by the DCMS and National Lottery is distributed through Arts Council England (ACE). The policies and priorities of ACE can be found through the website www.artscouncil.org.uk. Both the County and Districts/Boroughs meet with the Arts Council on a regular basis and the arts officers are asked to comment on any new funding applications to the Arts Council's funding scheme 'Grants for the Arts'.

Alongside Arts Council England there are various other trusts and foundations that support the arts in England ranging from large scale national organisations such as The Big Lottery Fund to small grant schemes aimed at the amateur/voluntary sector. Worcestershire is fortunate to have the Elmley Foundation which is an independent grant giving charity which supports the arts in Worcestershire and Herefordshire.

Local Authorities

Worcestershire has a two tier system of local government. There is Worcestershire County Council and the six districts/boroughs: Bromsgrove District Council, Malvern Hills District Council, Redditch Borough Council, Worcester City, Wychavon District Council and Wyre Forest District Council. They directly support the arts through the work of arts development officers and through arts funding and advice. For more details regarding the county of Worcestershire please refer to Appendix B. The priorities contained within this Strategy will be cascaded down to individual district/borough council's who will adapt them within their own work plans.

On a strategic level this Arts Strategy will be monitored through the work of the Arts Partnership. The Arts Partnership reports to the Cultural Theme Group who make up one of the sub groups of the Worcestershire Partnership. Please see appendix C for a full structural breakdown of the Worcestershire Partnership. The Cultural Theme Group also monitors the actions contained within the Cultural Strategy 2009-13. Please see Appendix D for further details of the Cultural Strategy and how the arts fits into this over the next five years.

The Worcestershire Partnership addresses 6 themes through the Sustainable Community Strategy for Worcestershire. Culture is most clearly referenced within the Stronger Communities Theme. This is reflected through the priority outcome *'To improve the quality of life in Worcestershire by providing vibrant cultural and sporting opportunities for all'*. It should also be noted that the Arts Partnership firmly

believe that the arts can underpin the achievements of all the six themes. For a breakdown of all the themes of the Sustainable Community Strategy please see Appendix E

The Arts Infrastructure in Worcestershire

There are many different elements to the arts in the County and they each have a representative who sits on the new partnership.

Regularly Funded Organisations

As of 2009-10 Worcestershire has four regularly funded organisations by Arts Council England. These are,

- Malvern Theatres
- Dancefest, the Dance Agency for Worcestershire and Herefordshire
- C&T a theatre company who work through performance and learning and new media
- Shindig, the live arts touring programme for rural and community venues in Worcestershire.

Professional Arts Venues

For a county of its size, Worcestershire is fortunate to have a number of high quality arts venues. These include Swan Theatre, Huntingdon Hall (Worcester), Malvern Theatres (Malvern), Artrix (Bromsgrove), Number 8 Community Theatre (Persore), Palace Theatre (Redditch), Rose Theatre (Kidderminster). There is also the Worcester City Gallery and a number of smaller private gallery spaces in the county.

Professional Arts Sector

As mentioned previously Worcestershire has Dancefest, Malvern Theatres, Shindig and C&T all of who are regularly funded organisations by the Arts Council. There are a number of individuals who are professional artists as well as smaller arts organisations who also work professionally in the county. These include organisations such as Vamos Theatre. Disability groups have also set up social enterprises in the county.

Arts Festivals and Community arts events/activities

These are prevalent throughout and range from the highly established 3 Choirs Festival, Autumn in Malvern and Bewdley Festival to the emerging ones such as Evesham Arts Festival and KAF (Kidderminster Arts Festival). There are also a number of smaller festivals throughout the county which act as a great way of bringing communities together. A number of festivals also take place in venues that have a non arts focus but are regularly used for arts based activities such as National Trust properties and Country Parks.

Amateur Arts

The county has a wide range of local amateur theatre and music societies which also play a big feature in keeping local communities vibrant.

Local Authorities

With the exception of Worcester City each of the local authorities has its own arts development officer, each of who provide a number of services including running arts projects and events, providing funding and providing advice and information.

Arts Education

Worcestershire Arts Education seeks to increase participation and achievement amongst children and young people in Worcestershire's schools.

The Economic and Social Impact Study for the Arts

In 2009 Worcestershire County Council and The Elmley Foundation funded a report to look into the Economic and Social Impact of the Arts in Worcestershire. The subsequent report *'Like Living and Breathing -The Arts Matter'* looked at the Economic and Social Impact of the Arts in Worcestershire and examined 6 case studies to investigate their impact.

The report showed the very positive economic impact of the arts in the county but also how the arts can make and is making a positive impact on its people. The highlights of the report were that for every £1 spent on the arts by the County and District Council's supporting the arts generated £32 of value within the Worcestershire economy. The report also showed that there was an approximate total of 250 jobs created in the County within the arts sector.

The New Arts Partnership

The New Arts Partnership was set up in autumn 2009 to bring together a broader representation of the arts across Worcestershire and to underpin the work undertaken in the above study. The present group consists of the following representatives.

- The Professional Arts Sector
- The Voluntary Sector
- The Amateur Sector
- District and Borough Local Authorities including Arts Officers and Arts Education Services.
- The Elmley Foundation
- Worcester University/FE Colleges
- Representatives from the various Cultural Sub Groups: Heath, Libraries, Parks & Countryside, Play, Heritage, Tourism, Youth Services and Extended Services

The Arts Partnership has the following aims and objectives,

- To serve as a network forum, providing a mechanism for the structured exchange of information and intelligence
- To ensure that the Worcestershire's Arts Strategy's action plan is delivered and monitored
- Contributing on a number of county-wide issues that have particular importance to partner organisations
- Acting as a mechanism to initiate debate and action on joint issues that affect some or all of the partners
- Provide a mechanism to represent the interests of the arts in Worcestershire and to formally represent these
- To help co-ordinate and oversee the development of grant making bids.

Please see Appendix F for the 2010 list of members of the Arts Partnership.

SECTION THREE

The Consultation Process of the Strategy

Consulting a range of people was important to the development of the strategy. It provided us with direction on the priorities for the arts and played a key role in helping the development of the Arts Partnership. In all over 100 practitioners and 250 members of the public responded through the consultation process. See Appendix A for more details.

There were four elements to the consultation process.

1. The first element comprised of asking arts organisations, practitioners, funders and local authorities including officers and councillors a series of questions relating to the arts in the county. These questions related to the strengths and weaknesses of the sector and where they saw the priorities for the arts in the county. They were also asked about their perception of the arts in the county. These people were interviewed on a one to one basis, in groups and also through written questionnaires.
2. The results were then analysed and from this four broad priority areas came through with three objectives under each one. These were then out on a survey for members of the public to comment on.
3. The results from the survey were analysed alongside further comments from members of the new arts partnership.
4. The subsequent draft strategy was then placed for further public response.

This consultation then created our vision and priorities.

Vision and Priorities

The overall vision for the arts is as follows,

'For the arts to matter for all the people in Worcestershire'

From this came four priorities and 12 objectives.

The Priorities

Priority One

To make the arts in Worcestershire as accessible as possible, to as many people as possible.

The Worcestershire Arts Partnership will do this by,

- a. Supporting the development of enhanced promotion and publicity.
- b. Facilitating engagement including the development of new audiences in a variety of art forms.
- c. Working on ways to minimise barriers to attendance and participation.

Priority Two

To build capacity in the arts sector in Worcestershire.

Worcestershire Arts Partnership will do this by,

- a. Supporting appropriate continuing professional development opportunities.
- b. Exploring with the sector opportunities and approaches to sustainable financial health.
- c. Facilitating collaboration, networking and partnership work to strengthen all arts provision in the county.

Priority Three

To develop art forms in Worcestershire.

Worcestershire Arts Partnership will do this by,

- a. Supporting quality provision.
- b. Developing the range and choice of provision.
- c. Exploring the needs of the visual arts in the first year of the Strategy.

Priority Four

To develop physical spaces for the arts in Worcestershire

Worcestershire Arts Partnership will do this by,

- a. Maximising the use of existing spaces
- b. Promoting wider use of non-arts spaces for arts activity
- c. Exploring the development of a landmark project for the benefit of all in Worcestershire.

Monitoring and Evaluation

The Worcestershire Arts Strategy 2010-13 is a broad-ranging and aspirational strategy, encompassing multi agency co-operation and co-ordination. Elements of the action plan will be subject to on-going monitoring and evaluation and success will be measured through the following ways.

- The toolkit contained within the Economic and Social Impact for the arts
- The Arts Council Taking Part Survey
- Arts Marks and Arts Awards
- On going project evaluation and monitoring
- Annual report on what's been achieved
- Through National and Local Performance Indicators including
 1. NI 11 Engagement in the Arts
 2. NI 5 General Satisfaction in the local area
 3. NI 6 Participation in regular Volunteering
 4. NI 7 Environment for a thriving third sector
 5. NI 8 Adult participation in sport and active recreation
 6. NI 10 Visits to museums and galleries
 7. NI 110 Young people's participation in positive activities

Action Plan

The action plan will be the working document to which the arts partnership will use to show the many projects that are taking place. It is expected that these will include both existing work but also new projects which the partnership will develop through group collaboration. It is this document to which the partnership shall use to report back to the Cultural Theme Group and to other agencies and bodies. Please also note that each project will come with its own budget and resources.

Project Name	Project Description	Cost	Timescales	Lead (s)	Outcomes	Key project milestones	Review dates	Resource required
<p align="center">Priority 1</p> <p align="center">To make the arts in Worcestershire as accessible as possible, to as many people as possible</p> <p align="center"><i>Supporting the development of enhanced promotion and publicity</i></p>								
<p align="center"><i>Facilitating audience development</i></p>								
<p align="center"><i>Working on ways to minimise barriers to attendance and participation</i></p>								
<p align="center">Priority 2</p> <p align="center">To build capacity in the arts sector in Worcestershire</p> <p align="center"><i>Supporting the development and provision of appropriate continuing professional development opportunities</i></p>								
<p align="center"><i>Exploring with the sector opportunities and approaches to sustainable financial health</i></p>								
<p align="center"><i>Facilitating collaboration and networking between organisations and individuals</i></p>								

Project Name	Project Description	Cost	Timescales	Lead (s)	Outcomes	Key project milestones	Review dates	Resource required
Priority 3 To develop artforms in Worcestershire								
<i>Supporting Quality provision</i>								
<i>Developing the range and choice of provision</i>								
<i>Exploring the needs of the visual arts in 2010/11</i>								
Priority 4 To develop physical spaces for the arts in Worcestershire								
<i>Maximising the use of existing spaces</i>								
<i>Promoting wider use of non-arts spaces for arts activity</i>								
<i>Exploring the development of a landmark project for Worcestershire</i>								

Appendix A

List of Consultees

Name	Position	Organisation
A.J.B Fraser		Bewdley Baptist Church
Alan Smith	Schools Advisor (Music)	Worcestershire County Council
Alan Varndell	Artist	
Allia Khan	Dance Director	Step Up Dance Academy
Amanda Smith	Head of Heritage Services	Worcestershire County Council
Andy Garbi	Vocalist/Composer	Adventures In Sound
Andy Woods	Artistic Director	Artrix
Anna Brook	Director	Iapetus Gallery
Anne Bradford	Sole Proprieter	Hunt End Books
Anne Owen	Secretary	Droitwich Spa Flower Club
Annette Wright	Library Services	Worcestershire County Council
Auriol Ainley	Chairman	Pershore U3A
Barry Leatherland	Secretary	Worcester Male Voice Choir
Caro Sweet	Sculptor	Individual Artist
Caroline Cassell	Owner	The Crown Inn
Caroline Palethorpe	Extended Services Coordinator	Worcestershire County Council
Charlotte Beard	Consultant	Spark Arts
Charlotte Levine	Assistant Officer	Arts Council
Chris Jaeger	Artistic Director	Worcester Live
Clem Huzzey	Site Manager	Avoncroft Arts Society
Clive Allen	Secretary	Wychavon Festival of Brass
Colin Hill	Individual	
Dawn-Marie Wedlock	Owner	Club Dance UK
Debbie Holland	Artistic Director/ Trustee	Other Voices Theatre Company
Debbie Liggins	Co-ordinator	3 Choirs
Dena Falk	Children's Services	Worcestershire County Council
Denny Ellis	Artist	Arts in Minds
Eddie Howell	Musical Director	Vale Harmony and Vale Connection
Elaine Bentley	Independent Visual Artist	Founder member Artistree Ledbury Herefordshire

Emma Bangham	Programme Manager	Number 8
Emily Haff Callen	Artist	Youth Com
Ginny Lee	Secretary	Malvern Fringe Arts
Heather Wastie	Creative Director	Minds Eye Music
Helen Morris	Secretary	Worcestershire Symphony Orchestra
Huw Ceredig	Secretary	Droitwich Concert Club
Huw Mosely	Arts Development Officer	Bromsgrove District Council
Iain Rutherford	Museums and Arts Manager	Worcester City Council
Jan Higgitt	Chair	artsinredditch (air) partnership
Jane Johns	Hon. Secretary	Kidderminster Choral Society
Janene Wyatt	Community Dance Worker	Dancefest
Jennie McGregor-Smith	Chairman	Celebrating English Song
Jenny Davis	Arts Development Officer	Wychavon District Council
Jez Mort	Drama Facilitator/Theatre Director	Leap In The Dark/Borrowed Foot
Jim Page	Chairman	Bromsgrove Arts Alive and Housman Society and Editor Chamber Music Choice
Jodie Roberts	Dance Artist in Residence at the Swan	Swan Theatre Worcester
John de la cour	Director	Elmley Foundation
John Denton	Artistic Director	Worcester Arts Workshop
Jonathan Cochrane	Theatre And Arts Development Manager	Palace Theatre
John Godwin	Head of Leisure and Cultural Services	Bromsgrove and Redditch Borough Council
Jon Williams	Owner	Eastnor Pottery & The Flying Potter
Joy Harmer	Crafts Events Secretary	Waseley Hills Crafts Guild
Joyce Shaw	Group Contact	Salmagundi
Judith Price	Chairman	Worcestershire Guild of Designer Craftsmen
Judy Smith	Secretary	Evesham decorative and Fine Arts Society
Julie Heyes	Marketing, and Events Manager	Bromsgrove District Council
Kate & Jo Deburgh	Partners in Planet	P.L.A.N.E.T
Kay Wood	Secretary	Kidderminster Arts society
Keith Woolford	Originator, consultant and Ex-group chair	The Midlands Sinfonia, Ex Bromsgrove Arts Alive and personal projects
Ken Watkins	Head of Leisure Services	Redditch Borough Council
Lee Farley	Director	Perfect Circle
Lesley Fox	Community development Officer	Wyre Forest District Council
Linda Sammonds	Secretary	Friends of Cripplegate Park
Lisa Simone Jones	Media Artist	
Lisa Kimberley	Individual Artist	

Louise Clarke	Adult and Community Services	Worcestershire County Council
Loz Samuels	Arts and Play Officer	Wyre Forest District Council
Maggie Strong	Public Relations Officer	Garage Art Group
Malcolm Victory	Director	Malvern Fringe
Manda Graham	Arts Development Officer	Malvern Hills DC
Marian Gager	Schools Advisor – Visual Arts	Worcestershire County Council
Marie Buckland	Deputy Head Teacher	Oakhill First School
Marie Fowler	Officer	Arts Council
Mark Regan	Worcester Cathedral Bell Ringers	Worcester Cathedral
Martin Kelly	Course Leader, A level Art	Worcester College of Technology, FACTS, Deansway
Matthew Devenish	Artist	Mu-Mu
Melanie Edson	Individual	
Nigel Singh	CEO	Audiences Central
Paul Cutland	Chairman	Rose Theatre
Paul Kaynes	Cultural Olympics	Arts Council – 2012 Co-ordinator
Paul Pritchard	Manager	Dance at 8
Penny Perrett	Schools Advisor – Drama/Dance	Worcestershire County Council
Peter Anderson	Portfolio Holder	Redditch Borough Council
Peter Michael	Economic Development Officer	Bromsgrove District Council
Peter Smith	Artistic Director	Autumn in Malvern
Peter Surman	Artistic Director	Upton Jazz
Peter Sutton	Writer and Actor	Member, Malvern Writers' Circle; Producer, Elgar Productions 2007
Peter Turvey	Olympics Co-ordinator	Worcestershire County Council
Phyllida Lewis-Bowen	Member	Malvern Makers
R Hannah	Chairman	Upton Folk Dance and Song Soc.
Ralph Tittley	Director	Pyramid People
Richard Clarke	Artist / Curator / Co-Manager	The Task In Hand
Rob Adams	Chair of Cultural Theme Group	Worcestershire Partnership
Rob Lines	Artistic Director	C and T
Robert Rankin	Representative	Age Concern and VCS Rep
Robert Wilson	Founder President	Midland Musical Theatre Group.
Roslyn Zalin	Arts/craft person	Bewdley museum
Rose Beeston	Artistic Director	Dance
Rukshana Koser	Head of Diversity	Worcestershire County Council
Sally Whytehead	Representative	Arts in Redditch

Sarah Bond	Head of External Comms	Arts Council
Shaun Parrin	Committee member	Kidderminster Camera Club
Shirley Bonas	Fine Artist	Kidderminster Arts society& others
Shirleyann Carey	Artist/Sculptor	Shirleyann's Creative Arts
Simon Blakeman	Arts Practitioner	TheatreSpace
Simon Tipple	Destination Worcestershire Manager	Destination Worcestershire
Sophie McClennan	Education Officer	Malvern Theatres
Stephen Belinfante	Arts Education	Worcestershire County Council
Steve Boffy	Consultant Arts Development	Worcester University
Sue Babba	Arts Practitioner	Bromsgrove District Council/SE Employed
Sue Johnson	Writer	Writers Toolkit
Sue Roberts	Consultant	ArtService
Tanya Feasey	Parks and Countryside Services	Worcestershire County Council

Survey Monkey Results

Comments have been grouped according to 'theme' of response. Raw data is included at the end of the document, showing how responses have been coded.

Themes:

- Audiences
- New/Updated Spaces
- Content (artform/provision)
- Marketing/Promotion
- Access
- Arts organisations/providers/artists

Audiences

Question 1:

- Most events are tailored for the for the young (5-16 years) or middle aged/old (30+) There doesn't seem much for 'young adults.'
- Younger people, and the very old, the disadvantaged and deprived communities need stronger links to the arts. Larger Arts organisations will benefit in the long term from a wider audience.
- The community is poorly served.
- Arts belong to a clique of white people.
- There appears to be little promoted for younger people to engage in.
- Great if you are middle class, over 50 & conservative but not much on offer for everyone else.

Question 2:

- Children and young people particularly in rural locations are forgotten.
- Art/craft events to encourage families and children to attend.

New/Updated Spaces

Question 1:

- Although there are not many venues there are many events i.e festivals event outdoors etc, what there isn't is a great large indoor space for gigs to go on late.
- We need a smaller theatre of about 300 seats.
- I think the arts venues do the best they can within the funding they receive.
- Worcester lacks a quality (any) true dance venue.
- A community arts centre in Kidderminster where a broad range of community groups could do art workshops.

Question 2:

- Large Venues available to rent on a regular basis at a reasonable rate.
- Dedicated Arts studios/space are needed.
- The most important priority is a major arts venue located in Worcester.
- Better facilities.

Content (artform/provision)

Question 1:

- Worcestershire arts are totally unrepresentative of the cultural diversity in county.
- Malvern is especially poor for music and arts considering the interest expressed from local people.
- With the exception of Malvern Theatres I find the arts offer in the county very conservative, particularly in the city.
- Consider variety offered by multi-use Midland Arts Centre at Edgbaston. Even Pershore has 'Number 8'. What does Worcester have that compares?
- More dance activities, especially contemporary ballet for boys to attend to help them get core skills for other dance.
- More adult dance classes in tap and street dance please.
- More street dance.
- I love the Shindig events. I would like more music provision for children, e.g lunchtime/afterschool orchestra at primary schools - children take up an instrument but lose interest as they have no-where to play with others.

- I would like to see more innovative art/events.
- Please continue the excellent Shindig programme.

Question 2

- more funding to participatory community arts, ability to discriminate wow e-mails by subject & geographic location.
- edgy events and funky spaces draw people to them and inspire the young to get involved with out them the arts are lost.
- Lets not get carried away, while I support the idea of a major arts event, currently there isn't the commitment or expertise.
- Develop more local music festivals.
- More funding for dance based projects like Dancefest that appeal to boys & girls.
- I'm not really for the landmark but arts festival would be more popular I think.
- what i'd like to see is art that moves, rather than entertainment,
- Build on the success of the Worcester Music Festival, get more proper live bands (not cover bands) playing in Worcestershire. I currently have to travel outside of the county (e.g. Birmingham, Wolverhampton, Cheltenham) for arts events, would rather be supporting venues/ businesses in my own county.
- Festivals better than landmark pieces of art - they attract more people, business etc.

Marketing/Promotion

Question 1:

- The events are often not known about.
- Generally against Warwickshire and Shropshire I feel that Worcestershire has little to do with the arts. There are members of the community that serve to nurture interests in their field but this does not aid to raise the profile of the arts in the wider community. Better marketing and a broader vision are necessary to enable the arts to raise their profile within the community as a whole.
- Arts events in this area are very exclusive and not well publicised.
- More publicity of events would be helpful.
- You have to seek them out, so I don't know what's on offer unless I specifically want it.

- Apart from my local arts centre (The Artrix in Bromsgrove) I'm not really aware of much else that happens.
- I am not aware of any high quality or unusual arts events.
- Not always well-publicised.

Question 2:

- What's on Worcestershire had not lived up to its promise an arts directory should have been launched alongside it.
- Finding out about arts events is serendipitous.
- It isn't straight forward finding what's on in Worcester a website would be most important. Major arts project i.e. angel of the north not necessary.
- Advertising to let us know what arts events are available.
- More publicity.

Access

Question 1:

- Difficult to answer - depends totally where you live.
- Very variable across the county.
- Rural Communities often lose out due to lack of good transport links.
- It is sometimes difficult to get hold of tickets e.g. Shindig events.

Arts organisations/providers/artists

Question 1:

- there is a fragmented approach to activity across the county.
- I don't feel that the arts are taken seriously in Worcestershire. It is such a good way of communicating and also smoothes the soul in our group it is an excellent way for children to learn about culture and heritage

- as an artist, I feel a bit on my own, and find it difficult to get my work on display anywhere
- Funding is a problem!
- 1. Financial commitment (even obligation) 2. Expertise, lack of direction and experts on the ground. 3. Ideological understanding, political will.

Question 2:

- more support for smaller groups helping children in theatre.
- Funding for the development of strong community initiatives?
- sometimes it gets very lonely doing this project work in the community - its very stressful and time consuming applying for grants organising the event or ongoing activity... can get fed-up because I don't get paid and it puts a lot of pressure on the family rattling around; and yet the diversity work we do ticks all the boxes people love the experience
- More celebration of local art, it is not about people who know people going around in circles, need to be more inclusive, easier grants not for same ole people,
- Training needed for community groups on what funding is available and how to apply for it.

Appendix B

Worcestershire – The County

The County of Worcestershire is located in the heart of England. It comprises six districts: Bromsgrove, Malvern Hills, Redditch, Worcester City, Wychavon and Wyre Forest. Although agricultural land and open countryside dominate the landscape, it is also home to the major urban centres of Worcester, Redditch, Kidderminster, Bromsgrove, Malvern, Droitwich, Evesham and Stourport-on-Severn. 64% of the total population live in these areas. Worcestershire is adjacent to the major West Midlands conurbations. Worcestershire has a population of 554,238. There are 161 town and parish councils in the county, although the urban areas of Bromsgrove, Kidderminster, Redditch and Worcester are largely unparished.

The population of Worcestershire is projected to grow over the next 10 years. By 2011 it is estimated that 554,814 people will be living in the County. This represents a growth rate of 0.21% per annum. The highest growth rate is expected to be in the 65+ age band. Redditch has the highest population of residents aged 17 or under at 24%, whilst Malvern Hills District has the highest proportion of the population aged 65+, with 15% of the population falling within that age bracket.

The County also has established migrant communities, established over 40 years, of people originally from the Indian sub-continent, mainly from Pakistan and Bangladesh. The longest-serving minority community is the travelling community, with some local families having lived in Worcestershire for several hundred years. In total 2.5% of Worcestershire's population are from minority ethnic groups. The population of Redditch has the highest proportion of people defining themselves as non-white according to the 2001 census, 5.2% whilst the population of Wychavon has the lowest, 1.2%.

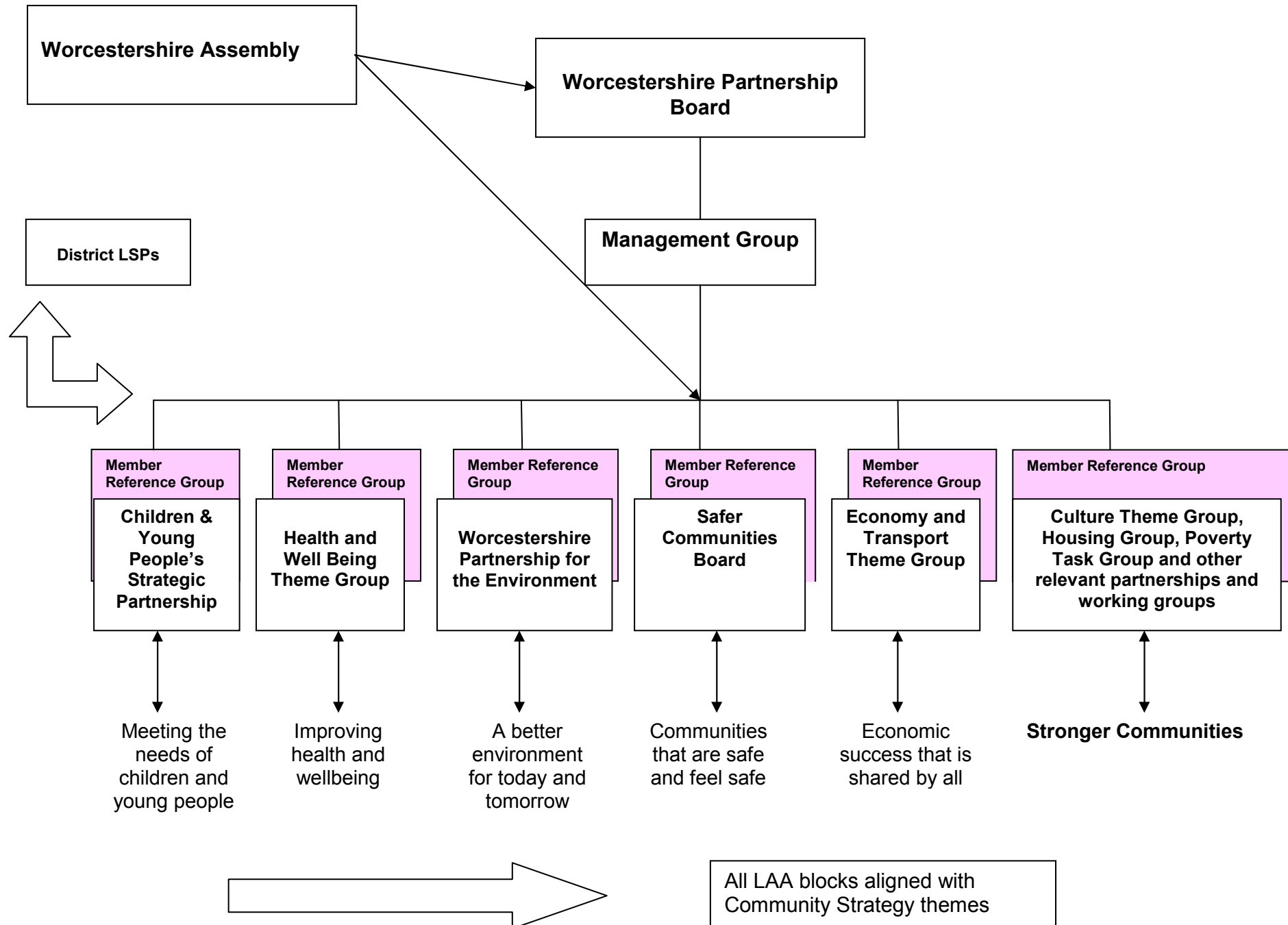
Economic activity rates of the working age population are high in Worcestershire in comparison to the West Midlands and the United Kingdom. In May 2002, it was estimated that 272,000 people, 83% of the working age population, were economically active. At the same time, some 5,652 people were claiming unemployment related benefit in Worcestershire, which equates to 2.1% of the working age economically active population.

Source - Partnership Towards Excellence – A Community Strategy for Worcestershire

Access to the arts has a key role in enhancing the quality of life. The arts play an important role in terms of how people feel about the place where they live and provides great personal benefits to individuals in terms of developing self expression, learning and has subsequent health benefits. The arts also play an important role in improving local economies in town centres, bringing in visitors to the county as well as having subsequent benefits in terms of attracting other creative industries to the county.

Source The Arts Matter – The Economic and Social Impact Study for the Arts in Worcestershire.

Appendix C – Worcestershire Partnership



Appendix D

Cultural Strategy

In 2009 Worcestershire published a Cultural Strategy which outlined six benefits/outcomes of culture to Worcestershire. These are,

- There will be more opportunities for people to enjoy and participate in cultural activities
- People will feel more able to participate in society with improved confidence, health or education as a result of more involvement in a cultural opportunity
- There will be increased quality of, and access to, the natural environment
- Worcestershire will benefit economically through increased tourism
- People will be better able to understand others through arts and culture contributing to community cohesion
- The cultural heritage of Worcestershire will be preserved for future generations to enjoy.

The actions over the next five years are,

- Through the countrywide network of facilities and services, engage adults onto a wide range of high quality, challenging and inspiring opportunities to enhance the intellectual and emotional well-being and economic prosperity of individuals, society and community cohesion
- Use innovative ways to broaden access to Worcestershire's heritage (museums, archaeology and archives) for everyone in the county to develop a sense of place and identity and pride in where they live
- Enable all children and young people to access quality sport and play opportunities through direct provision of facilities and services and the implementation and delivery of Worcestershire Play Strategy and Physical Education and School Sport Club Links Strategy and associated district action plans
- Work closely with professional and voluntary arts organisations and individuals to develop and enable a wide range of opportunities for all people to take part in the arts in all its forms
- Maintain and where possible improve standards on parks and countryside sites and routes through the implementation of the Access and Informal Recreation Strategy and the Rights of Way Improvement Plan
- Directly provide, or assist the voluntary sector in providing, high quality leisure events for our local communities
- Continue to support and recognise the significant contribution that our thriving voluntary and community sector makes to culture across Worcestershire, through the provision of grants, facilities, promotion and publicity of activities, information, advice and guidance appropriate to the array of clubs, organisations and groups within the county

APPENDIX E

The six themes of Partnership Towards Excellence -Sustainable Community Strategy for Worcestershire 2008-13.

These are,

- Communities that are safe and feel safe
- A better environment for today and tomorrow
- Economic success that is shared by all
- Improving health and well being
- Meeting the needs of children and young people
- Stronger communities - covering a range of issues including housing, culture and volunteering

Appendix F

2010 List of Arts Partnership members

Name	Job	Organisation
Stephen Wilson	County Arts Officer	Worcestershire County Council
Sue Church	Project Support Assistant	Worcestershire County Council
Jonathan Cochrane	Theatre and Arts Development Manager	Redditch Borough Council
Jenny Davis	Arts Development Officer	Wychavon District Council
Manda Graham	Arts Development Officer	Malvern Hills District Council
Loz Samuels	Arts and Play Officer	Wyre Forest District Council
Huw Moseley	Arts Development and Special Events Officer	Bromsgrove District Council
Iain Rutherford	Museum and Arts Manager	Worcester City Council
Traci-Lloyd Moore	Worcestershire Partnership Officer – Health Improvement	Worcestershire County Council
Stephen Belinfante	Head of Arts Education	Worcestershire County Council
Louise Clarke	Adult and Community Services	Worcestershire County Council
Tanya Feasey	Parks and Countryside services	Worcestershire County Council
Simon Tipple	Tourism	Destination Worcestershire

Annette Wright	Libraries Services	Worcestershire County Council
John de le Cour	Elmley Foundation	Elmley Foundation
Sarah Bond	Officer, Partnership, Arts and Built Environment	Arts Council of England, West Midlands
Rose Beeston	Artistic Director	Dance Fest
Robert Wilson	Amateur Sector	
Sally Whytehead	Amateur Sector	Arts in Redditch
Dena Falk	Children's Services	Worcestershire County Council
Emily Haf Callen	VCS	Youtcomm
Robert Rankin	VCS	Age Concern Hereford and Worcestershire
Steve Boffy	Consultant Arts Development	University of Worcester
Charlotte Beard	Consultant – Spark Arts	Consultant and Elmley Foundation
Nic Lloyd	Chief Executive	Malvern Theatres
Marian Gager	Teacher Adviser CHS	Worcestershire County Council
Penny Perrett	Teacher Adviser CHS	Worcestershire County Council

Alan Smith	Music Adviser CHS	Worcestershire County Council
Geoff Palmer	Economic Development	Worcestershire County Council