

Arts & Events Strategy 2010 -2013



Bromsgrove
District Council

www.bromsgrove.gov.uk



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Draft

Foreword - Portfolio Holder Introduction



This strategy has been developed in order to outline the priorities for Arts and Events in Bromsgrove. It is guided by the Council's vision, values, priorities and objectives, existing local, regional and national strategies and consultation with key partners.

The research used in the development of this strategy has contributed to an improved understanding of the current position of arts across the district and has helped to define the identified priorities. These priorities are aligned to contribute towards the priorities of the Bromsgrove Sustainable Community Strategy and are in line with the Leisure and Cultural Services Business Plan which forms the basis of the team plans, work programmes and improvement plans.

This strategy will be used to demonstrate Bromsgrove's commitment to improving and developing arts and events to the local population, enhancing our residents' sense of community and will represent value for money and efficient and effective services that reflect the aspirations and values of the different communities from across Bromsgrove district.

The strategy identifies many key partners within arts and events and it is through the sharing of common goals and developed partnership working that Bromsgrove District will be able to achieve its vision of the arts.

Through this strategy Bromsgrove District will offer increased and enhanced opportunities for all those who live in, work in and visit Bromsgrove to access fun, safe, and high quality arts and events activities.

Councillor Roger Smith
Portfolio holder for Youth and Leisure

Bromsgrove District

Geography

Bromsgrove District is situated in North Worcestershire and covers an area of approximately 84 square miles. Major population centres are Bromsgrove, Rubery and Wythall, with smaller population clusters in the villages of Alvechurch, Belbroughton and Hagley. Ninety percent of the district is green belt, which is visibly dominated by beautiful agricultural land and woodland, particularly in the west of the district.

Table 1 – Map of Bromsgrove District

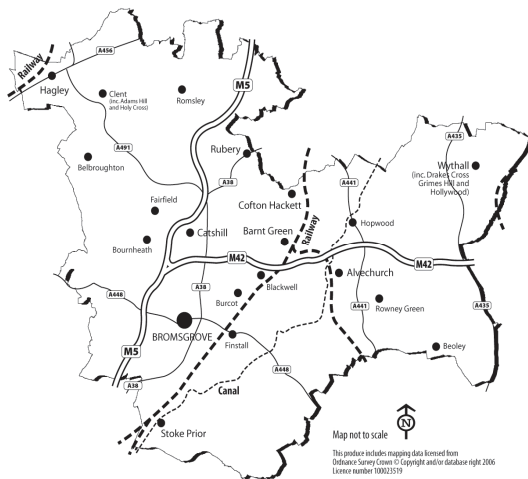
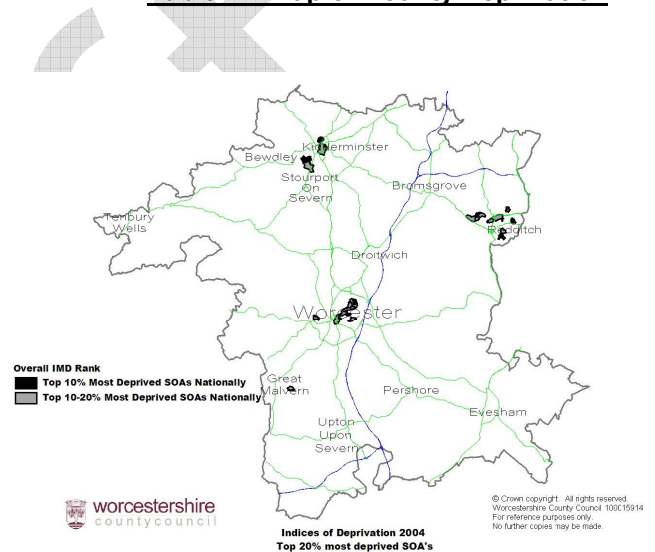


Table 2 – Map of County Deprivation



Population

The District has an estimated population of 91,600 residents (2006 figure). The District's population is set to expand by a further 0.9% between 2006 and 2010, the second highest in Worcestershire (some counties are predicted to see a contraction in their population). The black and minority ethnic population (BME) is 4.2% which is low for the region and nationally. This BME percentage can be broken down as follows: 1% Irish, 1.6% Asian, 0.8% mixed, 0.6% black and 0.2% Chinese.

There are 37,798 households in the District. Over 25% of households contain only one older person. 19.1% of all the households in the District have one or more members in an identified special needs group, which is well above the national average. Of these, 56.7% have a physical disability and 37% are frail elderly.

The elderly population is predicted to expand as a proportion of the overall district population with the over 80s population expected to increase by 123.3% between 2004 and 2029.

The male and female life expectancies for Bromsgrove during the period 2001-2003 were 77.7 and 81.1 years respectively. This compares with the England and Wales national averages of 76.14 and 80.65 year respectively.

Economy

The economic picture of Bromsgrove is generally positive, with a mean household income of £36,906 (the County average is £32,699). The biggest employment sector in the District is public administration, education and health (25.5%) followed by distribution, hotels and restaurants (21.2%) and manufacturing (17.1%).

Health & Deprivation

Indices of Deprivation 2004 ranked Bromsgrove 293rd out of 354 local authorities, with 1 being the most deprived local authority. Deprivation is lower than the national average and one of the lowest compared to similar areas.

Within Bromsgrove District health is at it's poorest in both Charford and Sidemoor which class as "hotspot" areas. Premature rates from circulatory disease and cancers remain higher in hotspot areas compared to other areas of Worcestershire. Premature death rates from cancer remain one third higher and premature death rates from circulatory disease remain double in hotspot areas compared to Worcestershire County rates.

Crime & Fear of Crime

Bromsgrove Community Safety Partnership reduced its headline crimes by 32% during the past 2 years compared to 24% for Worcestershire and 4% Nationally.

Anti Social Behaviour (ASB) has reduced by 2% during 2007/08 compared to 7% for the whole of Worcestershire.

Surveys consistently point to youths 'hanging around on street corners' as a major concern for Bromsgrove residents. It has been analytically proven that giving young people the opportunity to

participate in sports and recreational activities actually reduces ASB in a given location and can positively affect perception of young people.

The support and delivery of an Arts and Events Strategy will assist towards the Partnership to deliver its Government and Local Area Agreed targets over the next three years.

Bromsgrove has to meet three year Public Service Agreements 23 and 25 that require the tackling of local concerns about Crime & ASB and reduce the harm caused to the community from drugs and alcohol driven Crime and ASB.

Local Area Agreement targets ask Partners to tackle perceptions and concerns about Crime & ASB.

Arts and Events activities will be important tools for Bromsgrove Community Safety Partnership to meet these targets during 2008-2011 by giving young people throughout the District an alternative to Crime, ASB and Substance Misuse.

Reference; 2007 and 2008 West Mercia Crime Surveys

The Case for Arts and Events

NATIONAL AND REGIONAL STRATEGIC CONTEXT AND FRAMEWORK

ARTS COUNCIL ENGLAND

Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives.



Great art inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better.

As the **national development agency for the arts**, Arts Council England supports a range of artistic activities from theatre to music, literature to dance, photography to digital art, carnival to crafts.

Between 2008 and 2011 £1.6 billion of public money will be invested from the Government and the National Lottery to create these experiences for as many people across the country.

LOCAL GOVERNMENT, COMMUNITY AND PLACE

In July 2008 the **Department for Culture, Media and Sports (DCMS)** announced the findings of its review of regional infrastructure. For the first time, the DCMS' four key regional agencies – Arts Council England, Sport England, English Heritage and the Museums, Libraries and Archives Council – will have a duty to work together to jointly deliver a core set of shared priorities across the culture and sport agenda.

These priorities include:

- . **Regional Strategies**
- . **Local Area Agreements**
- . **Local Government Commitment to Culture and Sport**

. Place Shaping

. LOCOG Liaison on 2012 and the Culture Olympiad

These new arrangements will enable the four agencies to continue with their existing and continuing sector responsibilities, but will also introduce a way of using contributions from all regional partners in a more targeted and effective way.

Local authorities and Arts Council England serve the same public and Arts Council England believe that we can better serve by working together, making a greater contribution to communities than if they worked alone. Arts Council England is committed to supporting the improvement of local authority cultural services. They are a founder and funder of the **Cultural Services Improvement Unit at the IDeA**. The unit was set up in 2005 to support the cultural sector with a view to improving the services provided to the public by local government through offering guidance and advice on improving cultural services within local government.

PLAN 2008 – 2011 AND BEYOND

Arts Council England mission for 2008 – 2011, ten years and beyond is clear and unequivocal – **‘it is about great art for everyone.’**

This goes to the heart of what Arts Council England stands for and why John Maynard Keynes set up the arts council in 1946: **‘to give courage, confidence and opportunity to artists and their audiences’.**

It is the duty of the arts council to infuse the whole nation recognising the arts are an essential part of the life in this country – something beyond economic well-being but just as important. When the arts achieve excellence they offer something to each individual that is hard to describe. This might be a challenge, conflict, insight, understanding, amusement, an intellectual or an emotional connection. It is unique for each person.

Arts Council England’s mission is to create the conditions by which great art can happen and making sure that as many people as possible can engage with the arts and discover what art can do for them.

Arts Council England's have produced a plan to achieve this, identifying four priorities for 2008 – 2011

- . **Digital Opportunity**
- . **Visual Arts**
- . **Children and Young People**
- . **London 2012**

DIGITAL OPPORTUNITIES

Digital media technologies are affecting every aspect of our society, economy and culture, giving new ways of connecting with audiences, bringing them into closer relationship with the arts and creating new ways for them to take part. Responding to this change will lead to the development of new business models, new networks and new forms of creativity.

VISUAL ARTS

'Turning Point' is the arts council's 10 year strategy, launched in 2006, for strengthening the contemporary visual arts. It aims to increase the activity, reach and engagement of the visual arts and to secure a national network of venues and development agencies providing high-quality visual arts programme.

CHILDREN AND YOUNG PEOPLE

Arts Council England wants all children and young people in England to have contact with the arts – as participants and audiences. When children and young people experience high-quality arts, it helps them to develop not only their own artistic skills and cultural understanding, but also encourages the development of their talents in other aspects of their lives. This vision complements the Governments aspiration that in three years time all children and young people in schools will be entitled to five hours of cultural activity every week. The future of the creative economy depends on opportunity for



children and young people to participate in arts and creativity being provided today.

LONDON 2012

Arts Council England believes that London 2012 Olympic and Paralympic Games offer an unprecedented opportunity to reinforce the UK's reputation as a world leader in culture. The Cultural Olympiad leading up to the Games will represent the very best of British talent, celebrating imagination and creativity, innovation and excellence, believing that it will offer new opportunities to engage more people in more places with the arts, creating a cultural legacy that will last long after the closing ceremony.

ARTS DEBATE

Arts Council England have recently published a new report **What people want from the arts'**. The report highlights the significance of the research for local government to better evidence the valuable contributions the arts can make to people's lives.

The largest and most robust piece of research into the opinions of the English public has informed the report on how much people value the arts. The views are from a broad range of individuals from all walks of life and from right across the country.

Members of the public clearly identify the links between their engagement in the arts and their **personal well being** and **connection to their communities**.

Arts venues, events, festivals and activities therefore can play a major role in **place-shaping** and delivering **better outcomes for individuals and communities**.

To have an impact it is crucial to have **high quality** in the design of the project, the **end product** and the **experience of those attending or taking part**. There are also still perceived barriers preventing some individuals and communities from engaging in the arts. These are often due to psychological than economic reasons.

At a local and regional level the powerful messages from the **arts debate** enables those responsible for shaping places and improving the outcomes for people and communities to better

evidence the valuable and important contributions the arts can make to people's lives and will afford local authorities to support the needs and aspirations of their local communities in relation to access to quality arts and events.

The **arts debate** shows that there is a broad mandate for the public funding for the arts among all sections of society, emerging from recognition of the **value of the arts to the lives of individuals** and the **broader impact which engagement with quality arts and events can deliver for communities**.

MEASURING SUCCESS

Arts Council England working with DCMS and Sport England in 2008 established a baseline on levels of public engagement in the arts for all 149 top-tier authorities in England. The data will be used for the **arts indicator – NI11**, to be used in the new set of local indicators to be used in **Comprehensive Area Assessment**.



NI11 – arts indicator gives local authorities and their strategic partners the opportunity to consider their level of engagement against regional and national averages.

Arts Council England has a legislative 'duty to co-operate' with the development and delivery of **Local Area Agreements (LAAs)** and willingness to work with **Local Strategic Partnerships (LSPs)** to help them deliver their targets for increased arts engagement. Engagement with the arts is recognised as contributing to cohesive communities within this new performance indicator framework.

Arts Council England (2008 – 2011) are focusing on how they can measure and increase quality of projects, products and experience. They are working closely with local government on the development of a tool to ensure best practice in the consultation, planning, delivery and evaluation of projects and share their emerging work on understanding and measuring the quality of experience for arts participants and audiences.

LIVING PLACES

Arts Council England is part of '**living places**', an alliance of public bodies who believe everyone should benefit from the arts, sport, public spaces, heritage, museums, libraries and archives, the built environment and the creative industries, regardless of where they live. The aim of living spaces is to ensure that all communities, particularly those experiencing **regeneration** and housing-led growth, can **benefit from cultural and sporting opportunities**. By the partners working together will ensure that **culture is embedded in the development of our villages, towns and cities** alongside other key areas of provision such as healthcare and transport.

A key part of '**living places**' offer is the culture and sport planning toolkit. The toolkit brings together a combination of existing and new tools to incorporate planning for culture and sport into new and existing developments.

NATIONAL AGENCY WITH RESPONSIBILITY FOR COMMUNITY EVENTS

WORCESTERSHIRE STRATEGIC CONTEXT AND FRAMEWORK

'THE ARTS MATTER'

'**The Arts Matter**' is the new ambitious Arts Strategy (2010 – 2013) for the **Worcestershire Arts Partnership**, including all the local authorities within Worcestershire.

A Strategy for the arts in Worcestershire - Welcome

I am delighted to introduce the new arts strategy for Worcestershire.

'The Arts Matter because art brings people together' and brings people into the County of Worcestershire.

'Cllr Alwyn Davies' Chair Worcestershire County Council

This strategy continues the work achieved through the previous Worcestershire Arts Strategy 2003-2008 'Putting the art in Partnership'. This Strategy laid out plans for the County in that period. The Strategy had many successes including the establishment of Shindig, which has become one of the leading touring schemes to small scale village and community halls, and the Worcestershire Arts Marketing project.

This new strategy has been developed in parallel with the new Arts Partnership created in the county. 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.

Key to the success of this document is the action plan and within this document you will see the priorities for the arts that our consultation has told us. 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.

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 can show how the arts benefit people across a whole spectrum of services and agendas. We will be adaptable and be able to make our case and I believe that this strategy will play a major role in demonstrating that.

Signed

Chair of the Arts Partnership

Draft

Worcestershire – the county

The County in context

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 un-parished.

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.

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.

The Arts – a definition

There is no one definition of the 'arts' agreed by all. For the purposes of this strategy the term 'the arts' has been taken to encompass - Music, Dance, Crafts, Literature, Theatre/drama, Visual arts, Street Theatre, Opera, Design, Film, TV and electronic media, Public art and exhibitions and Circus skills.

Continued investment by the local authority and by the community itself has ensured that a strong arts infrastructure exists in the District. The arts have the ability to address social issues such as crime, improvements to the environment, social exclusion, encouraging lifelong learning and enhancing healthy living. The arts can also be a prime mover in the physical regeneration of areas and communities. But, above all, the arts have an intrinsic value of their own - with the potential to enrich the life experience of everyone.

The Arts in Worcestershire – a snapshot

Alongside Worcestershire County Council there are six District/Borough Council's in the County who each support the arts through funding. They also directly manage specific initiatives and projects and support the arts sector through advice and guidance.

The Arts in Worcestershire contain a number of medium-large performing arts venues. These include: Swan Theatre and Huntingdon Hall (Worcester), Malvern Theatres (Malvern), Artrix

(Bromsgrove), Number 8 Community Theatre (Persore) Palace Theatre (Redditch) and The Rose Theatre (Kidderminster).

The County also plays host to a number of local arts festivals including The Three Choirs Festival as well as events such as The Upton Jazz Festival, Kidderminster Festival, Autumn in Malvern and the Worcester Festival.

There are a number of existing arts networks that take place in the county. These include Local Authority district/borough authority Arts Forums, a Professional Dance Promoters Group, a Dance Forum run through the Arts Education team as well as networks that are based around projects including Shindig.

The County has a strong and vibrant voluntary and amateur sector with many towns and villages having their own drama and music societies. There are also many visual artists although provision in terms of studio and gallery spaces is low.

The role of a Local Authority Arts Officer

They are:

- to provide support for artists/arts providers
- to advocate for the arts
- Raising the profile of the arts
- Working in partnership with organisations and individuals to achieve shared aims and objectives
- Working with others to develop more sustainable high quality opportunities and access to creative activity, both as a participant and as audience member

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 Study for 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 economic and social 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.

The strategic context

On a national basis the arts fits into the Department of Culture, Media and Sport. The policies of the DCMS are delivered in the main through its non governmental public bodies and through local and regional government. The DCMS aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.

The funding for the arts is through Arts Council England and it is this organisation that distributes public money through both Lottery Funding and funding from the Government. The Arts Council has four development priorities for 2008-11. These are: Digital Opportunity, Visual Arts, Children and Young People and 2012. These can be seen in more detail in the Arts Council Plan, Great Art for Everyone, 2008-11. The Arts Council also carries out research for the arts, such as the recent Segmentation Survey to help the arts sector with the development of new audiences.

Worcestershire has four regularly funded organisations by Arts Council England. These are: Malvern Theatres; Dance Fest, the Dance Agency for Worcestershire and Herefordshire; C&T a theatre company who work through performance and learning and new media; and Shindig, the live arts programme for rural and community venues in Worcestershire.

Both the County and District/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 several 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 who are

an independent grant giving charity which supports the arts in Worcestershire and Herefordshire.

Local Government

After the Arts Council local government is the second largest development agency and funder of the arts . It plays an important role in supporting the arts through directly supporting arts organisations and events and in cases through the support of arts officers or their equivalent.

The arts also increasingly play a key role in working alongside other local government departments, to achieve targets and priorities in areas such as health, working with young people and by providing economic sustainability.

- Children and Young People
- Safer and Stronger Communities
- Healthier Communities and Older People
- Economic Development and Enterprise



Thus it is important that the arts can demonstrate how it can work to and within these four key themes.

Sustainable Community Strategy

The arts fit into the Stronger Communities theme of the Partnership Towards Excellence – Sustainable Community Strategy for Worcestershire 2008-13. The Sustainable Community Strategy is delivered through the Local Area Agreement,

Local Area Agreements (LAA) which allow for the joining up of key services to enable more effective and flexible solutions to local circumstances. The four key themes of Worcestershire's LAA are:

- Children and Young People
- Safer and Stronger Communities
- Healthier Communities and Older People
- Economic Development and Enterprise

The arts fits in to the Stronger Communities theme. There are 5 priority outcomes for this theme of which **'To Improve quality of life in Worcestershire by providing Cultural and sporting opportunities for all'**. Is the one which most obviously fits in best with the arts.

Cultural Strategy

This arts strategy has a clear relation to this document in that the arts in many cases are seen as a delivery agent for the outcomes within this document,

In 2009 Worcestershire published a Cultural Strategy which outlined 6 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

Measurement of Participation within Worcestershire.

This is measured through the Taking Part Survey which asked a sample group of 500 adults over the ages of 16 whether they have engaged in the arts three times in the last year. Worcestershire's latest score of 49% is significantly higher than the West Midlands average of 41%.

The New Arts Partnership

The new Arts Partnership was set up in autumn 2009 to bring together a broad representation of the arts across Worcestershire. The present group consists of the following representation:

- The Professional arts sector

This includes arts organisations, venues and individual artists.

- The Voluntary sector

This includes those who use the arts within the voluntary sector including groups working with young and older people.

- The Amateur sector

This includes amateur theatre and music societies.

- District and Borough Local Authority Arts Officers

This group also represent individual local arts forums and have a key role in representing the arts within their own local authorities.

- County Arts Services including Education

This includes both the County arts service as well as the Arts Education service who work primarily in schools.

- The Elmley Foundation
- Elmley are as stated an independent grant giving body who support the arts in Worcestershire and Herefordshire.
- Worcester University/FE Colleges

The University and the colleges are increasingly looking towards involving the community in their work as well as representing the increasing student population in the county.

- Representatives from the various Cultural Sub Groups: Heath, Libraries, Parks & Environment, Play, Heritage, Tourism and Youth Services,

These representatives play a important role in ensuring that the arts can play a wider role in the cross-cutting agenda.

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
- Serving as a forum for debate and professional development, with discussions on topics of importance to member organisations. Guest speakers or professional development visits would be arranged when necessary.
- Leading 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.

The Consultation Process of the Strategy

There were three elements to the consultation process. The first element comprised of asking arts organisations, practitioners, funders and local authorities including officers and councillors a series of questions. These people were interviewed on a one to one basis, in groups and also through written questionnaires These included:

What is the overall perception of the arts in Worcestershire?

How attractive do you think arts provision is for people in Worcestershire?

What are the three key strengths of the range and quality of arts provision in Worcestershire?

What are the three key gaps in the range and quality of arts provision in Worcestershire?

What do you think about the accessibility of arts provision in Worcestershire (e.g. communication, pricing, locations, buildings, facilities and content)?

What do you think about the support for arts provision in Worcestershire (e.g. infrastructure, networks, finances, time, expertise)?

What do you consider to be the 3 most important things to focus on for your practice in Worcestershire for the next three years?

What do you consider to be the 3 most important things to focus on for the arts in Worcestershire as a whole for the next three years?

How do you think you could make a contribution towards meeting priorities for the arts in Worcestershire?

What, if anything, has been the impact of the current economic climate on your work?

The results were analysed and then put into a survey for members of the public to comment on. From this four broad priority areas came through and twelve objectives and these were then further analysed by members of the arts partnership.

Vision and Priorities

The overall vision for the arts is as follows:

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

This vision sets out the importance of the arts being important to as wide a range of the people in the county as possible irrespective of social background, geographical location, gender, age and racial background. This vision statement acts as a way of underpinning everything that takes place in the Strategy and Partnership.

The Priorities

The following four priorities and objectives were created after a consultation exercise involving members of the arts community, the general public and an on-line questionnaire.

The four priorities and 12 objectives were tested in the following ways:

- As a member of the public in Worcestershire, how would I benefit?
- As a County/District Officer in Worcestershire, how would I benefit?

- As an arts stake sector stakeholder in Worcestershire, how would I benefit?
- As a partner (non-arts sector) stakeholder in Worcestershire, how would I benefit?

In terms of the arts partnership we also asked the following question – How could you as a partner contribute towards these priorities and objectives?

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.

Examples could include website development, what's on guides, shared marketing initiatives.

- b. Facilitating engagement including developing audiences

Examples could include audience development initiatives, working and targeting specific social groups.

- c. Working on ways to minimise barriers to attendance and participation.

Examples could include initiatives that encourage new participants to the arts, working with groups who are traditionally excluded in the arts.

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.

Examples could include training programmes that will encourage and develop arts organisations and individuals leading to greater benefit to the Community.

- b. Exploring with the sector opportunities and approaches to sustainable financial health.

Examples could include working with non sector partners to develop new models of work to attract new funding or developing training programmes aimed at sustainable funding.

- c. Facilitating collaboration and networking.

Examples could include artistic and marketing collaboration and work within the Worcestershire Arts partnership)

Priority Three

To develop art-forms in Worcestershire

Worcestershire Arts Partnership will do this by:

- a. Supporting quality provision.

Examples could include working with leading artistic professionals both in and out of the county.

- b. Developing the range and choice of provision.

Examples could include developing new work for a range of participants/audiences.

- c. Exploring the needs of the visual arts in the first year of the Strategy.

Examples could include developing existing gallery spaces or creating new ones or working with artists in this field. By Visual Arts we mean arts which are primarily visual in nature namely paintings, drawing, mixed media photography, printmaking, sculpture and textiles.

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;

Examples could include new programmes of work in existing arts buildings such as greater use of existing spaces.

- b) Promoting wider use of non-arts spaces for arts activity; and

Examples could include activities in local community areas such as village halls or community centres or outdoor venues.

- c) Exploring the development of a landmark project for Worcestershire.

Examples could include the development of a large scale piece of work or project that will have county wide benefit

Draft

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. For example, through the toolkit for venues, designed for the Economic and Social Impact Study and the Arts Council Taking Part Survey. Both the strategy and the action plan will be subject to an annual review by the Worcestershire Arts Partnership.

List of Consultees

The strategy continues....
This new strategy....
Key to the success....
This Arts Strategy....
These are challenging times....
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What do we mean by the words 'Arts'....
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Vision and Priorities....
Monitoring and Evaluation....

BROMSGROVE DISTRICT STRATEGIC CONTEXT AND FRAMEWORK

Bromsgrove District Council first produced an **Arts Strategy in 1993 – 2003**.

The main successes of the arts strategy were –

- The Appointment of an Arts Development Officer
- Responsibility of the arts to be placed within a service area

- An arts programme established with a revenue budget
- Work with Bromsgrove Arts Association to draw up requirements for an arts centre and carry out a detailed feasibility study and building funding options
- Priority areas of activity established addressing gaps in provision – young people, rural and community arts and people with limited access
- Engagement with the Amateur, Voluntary and Professional Sectors

Bromsgrove District Council produced the authorities second **Arts Strategy in 2004 – 2009**.

The main strategic aims of the arts strategy were –

- To support and provide increased opportunities for people of all ages to participate in and experience the arts
- To support arts provision of high quality for the residents of the district reflecting the cultural and creative diversity of the contemporary arts in Britain
- To work in partnership with other agencies in maximising resources for the arts and integrating the arts into other social, economic, learning and environmental programmes

The Arts Strategy had ten strategic priorities –

- Increase opportunities for young people to experience and participant in the arts
- Support rural and community arts development
- Development new facilities for the arts and increase the use of existing facilities for the arts by the community
- Extend and strengthen visual arts and craft provision
- Improve co-ordination, support and information in the arts
- Expand the range of professional arts available in the district
- Strengthen and extend partnership working in order to develop provision and increase resources for the arts
- Address cross-cutting issues through arts programmes
- Work strategically to develop the arts
- Increase funding from external and non-arts sources for the arts

SUCCESSSES AND REVIEW OF THE ARTS STRATEGY 2004 – 2009

The 2004 – 2009 Arts Strategy provided the strategic context and framework for the development of the arts within Bromsgrove district. The Arts and Events Service has employed different methods to achieve the strategic aims and priorities of the arts strategy –

- Direct service provision
- Partnership working
- To address cross-cutting issues and corporate priorities through the arts and events programmes
- Improved advocacy, marketing activity, media coverage and public perception

In 2006 the Arts and Events Service also became responsible for the development, facilitation and delivery of community events across Bromsgrove district.

In 2007 the Arts and Events Service also became responsible for fairs across Bromsgrove district.

BROMSGROVE ARTS ALIVE! ARTS FORUM

Bromsgrove Arts Alive! Arts Forum was established in 2006 following an initiative by the Arts and Events Service to **bring together the amateur, voluntary and professional art sectors from across Bromsgrove district to collectively champion, develop and invest in artistic experiences that enrich people's lives.**

Bromsgrove Arts Alive! Replaced Bromsgrove Arts Association, the association had become defunct some years earlier with very little activity from its membership.

The main strategic aims of Bromsgrove Arts Alive! Are –

- To establish an independent group of like minded members, with a common purpose of promoting the individual, the group and the arts as a whole to a mutual and general benefit

- To make available to a wider audience the opportunity to experience and become involved in a broad spectrum of the arts
- To encourage, particularly in the north Worcestershire area, all ages and cultures to participate and contribute
- To support, assist and share, wherever possible, with each group member. To hold quarterly meetings, inviting an appropriate speaker
- To appoint a Group Board of: Chairman, Vice Chairman, Secretary and Treasurer together with 8 committee members, with the ability to co-opt, at each annual general meeting

Bromsgrove Arts Alive! Membership comprises of a broad and vibrant spectrum of over 40 diverse and active groups including All & Sundry, Artrix, Avoncroft Arts Society, Avoncroft Museum of Historic Buildings, Barnt Green Choral Society, Bromsgrove Concerts, Bromsgrove Festival, Bromsgrove Folk Club, Bromsgrove Operatic Society, Celebrating English Song, Glamba Theatrical Percussion Group, The Housman Society, The Midland Sinfonia, Rubery Drama Club, Someone at the Door Samba Band, Step On Board Appalachian Step Dance Team, Trigger Band, Waseley Hills Crafts Guild, Worcestershire Youth Service and Words.

Bromsgrove Arts Alive! Meet quarterly at venues in Bromsgrove town, produce regular member directory and newsletter publications, have a website and hold annual showcase events for the public.

In March 2009 Bromsgrove District Council hosted the 3rd Anniversary of Bromsgrove Arts Alive! In the Council Chamber at the Council Hall. The Chairman of Bromsgrove District Council Councillor Caroline Spencer opened the meeting by celebrating the excellent and vibrant work the organisation has undertaken since its inception.

Quote Jim Page.... / Keith Woolford Photographs add.... / Artrix SLA.... / Young People.... / Funding....and Worcestershire County Council....

Bromsgrove Arts Alive! Arts Forum have increased the use of existing facilities for the arts, extended and strengthen visual arts

and craft provision, have strengthened and extended partnership working in order to develop provision and increase resources for the arts, work strategically to develop the arts, supported rural and community arts development, improved co-ordination, support and information in the arts and expanded the range of professional arts.

Service Level Agreement

Background

Bromsgrove District Council's vision is 'Working together to build a district where people are proud to live and work, through community leadership and excellent services'.

The council's values are – Leadership, Partnerships, Customer First and Equality.

The council has four objectives – Regeneration, Improvement, Sense of Community and Well Being and Environment.

Bromsgrove District Council is committed to delivering excellent services to all its customers and needs to ensure that the relationship between the council and the Artrix is formulised to contribute to the council's vision and values, delivers an excellent service to its customers, represents value for money to its customers and contributes to the council's goal of attaining excellent corporate performance assessment status.

Bromsgrove District Council now wishes to establish a formal agreement with the Artrix regarding the grant funding arrangement and the services provided to their customers and the local authority.

Therefore the service level agreement has been established to manage the grant funding arrangement, sets out the expectations and defines the relationship between Bromsgrove District Council and the Artrix. **Artrix SLA added as Appendix ?**

Bromsgrove District Council

STREET THEATRE

Street Theatre takes place throughout August in Bromsgrove Town on the Recreation Ground, Hagley Recreation Ground, Rubery St Chad's Park and Wythall Park and is attended by over 12,000 people each year.

Street Theatre provides free national and international street theatre entertainment and activities aimed at **children, families and young people**.

Street Theatre will celebrate its 15th anniversary in 2010.

JUBILEE BANDSTAND

The Jubilee Bandstand was opened in 2002 to celebrate the Queen's 50th Golden Jubilee.

Since it opened each year, between May and September, a Jubilee Bandstand programme has been delivered to the public. The programme has included brass bands and music, puppet and clown and magic performances, school music, youth arts and bands and art and music workshops.

The 2009 programme hosted over 50 events included Blackwell Wind Band, St Augustine's Catholic High School Jazz Band, Glamba – Brazilian, Western and World Percussion, Youth Arts, Bromsgrove Churches Together 'Praise the Park', Bromsgrove Area Music Club, The Midland Sinfonia Wind Ensemble, Worcestershire Youth Jazz Orchestra, Birmingham international Jazz Festival, Bromsgrove Carnival, Professor Clive Chandler's 'Punch and Judy', Russ the Magician, Clown Wolly, Sidemoor First School, Chadsgrove School, Trigger Youth Bands, Storytelling, Brazilian Drumming, Major Mustard 'Robin Hood' and Austin Ten Drivers Club.

The aim of the Jubilee Bandstand is to engender an inclusive arts and events programme available and accessible to everyone, with a particular emphasis on **older people, children and families**.

BLACK HISTORY MONTH AND DIWALI

Blue Sky Puppet Theatre Company specialises in devising and performing puppetry for children aged 3 – 5 years old.

Blue Sky Puppet Theatre as part of Black History Month has delivered puppet shows to children aged 3 – 5 years old in First and Primary Schools and Nursery settings.

The aim of the puppet shows is to celebrate black cultural heritage by engaging children through puppetry.

To celebrate Diwali we have engaged a visual artist to deliver drop-in artworks on the theme of 'light' to children and their families.

WORCESTERSHIRE SUB REGIONAL ARTS PARTNERSHIP

Shindig is the rural and community touring scheme for Worcestershire. The scheme is operated across Worcestershire and managed by all the local authorities within Worcestershire.

Shindig is a Regularly Funded Organisation by Arts Council England.

Worcestershire Arts Marketing was established to offer a leaflet distribution service across Worcestershire and a Worcestershire website based events and activities service.

COMMUNITY EVENTS

The Arts and Events Service took on the responsibility of community events in 2006 and has the responsibility to co-ordinate the facilitation and delivery of the community events programme across Bromsgrove district including Bromsgrove Carnival, Fairfield Festival, High 5, Junior Leukaemia Bikeathon, Play Day, Race For



Life, Rubery Festival, Rubery Tatoo and Schools Town, District and County Cross Country Running and Timberhonger 10k Race.

The main strategic aims of centralising the responsibility of community events were –

- To provide a central point of contact within the council
- To foster and support new community event groups and organisations
- To provide an enhanced advisory, facilitation and delivery service – e.g. Co-ordination, health and safety and marketing
- To provide Infrastructure support – e.g. Barriers, litter cages, pig tail stacks, road signage, sand bags and traffic cones
- To liaise with internal and external partners – e.g. Grounds Maintenance Team, Parks and Open Spaces Team, Community Safety and Police
- To centrally co-ordinate and market an annual events calendar
- To raise the public profile of the annual community events programme
- To foster and support community event groups and organisations to adhere to 'best practice' to implement successful community events

The Arts and Events Service have produced an Events Facilitation Pack. The aim of the pack is to enable community event organisers to successfully implement community events.

FAIRS

The Arts and Events Service took on the responsibility for fairs in 2007.

The main strategic and operational aims of placing the responsibility of fairs were –

- To provide a central point of contact within the council
- To improve the terms and conditions operated by the council
- To offer an improved service to the public

- To seek potential new commercial opportunities available to the benefit of the council and the fair operators
- To liaise with internal and external partners – e.g. Parks and Open Spaces Team, Legal and Democratic Team, Community Safety and Police
- To centrally co-ordinate and market an annual fair calendar, as part of the annual events calendar
- To seek potential linkage and collaboration between the fair operators, community events groups and organisations and the councils own arts and events programme

In 2009, as part of the Jubilee Bandstand programme, we introduced a fair operator to Sanders Park to enhance the programme by providing bouncy castles and trampolines to the public and providing the council with a new revenue stream.

ART FOR CHILDREN AND YOUNG PEOPLE

The Arts and Events Service has successfully operated art clubs, drama clubs and art weeks for children.

In partnership with the Youth Service we have successfully ran two Waseley Hills Youth Carnival events.

What is the purpose of the Arts Strategy?

The strategy has been developed to provide clear direction for the provision of Arts and Events by Bromsgrove District Council including the Artrix Arts Centre and the team, Arts Development and Special Events. The strategy will contribute to the enhancement of arts and entertainments opportunities aimed at improving the quality of life of the local community.



For some years, the Arts and Events service has adopted the following as its mission statement -

To promote, develop and facilitate a wide range of quality arts and events/activities within available resources, to a wide range of people throughout the District and the surrounding area.

In achieving this vision we aim to:

- Ensure all parts of the community have access to good quality theatrical experiences.
- Ensure all sections of the community have the opportunity to participate in good quality arts and cultural activities.
- Ensure that local artists, arts organisations and individuals are supported in their work and have access to appropriate support for their activities where required.
- Ensure that Bromsgrove residents derive maximum benefit from new cultural developments in the District.

What will we do?

The main objectives of the strategy will be delivered through an Action Plan which has been prioritised through background research and public consultation. Each action will have a range of key targets to be achieved throughout the life of the strategy. Key actions are as follows:

Improved Performance Arts Facilities

Community Partners

We will continue to listen to and work with a range of external partners to ensure the arts needs of the district are addressed.

Visual Arts Provision

Public Art

Events and Festivals

Major Benefits of an Arts and Events Strategy

Making a strategy for the arts and events in Bromsgrove will provide a plan of how to focus resources and energy into an agreed direction to maximise achievement and meet the needs of the community. An important driver of the strategy development has been community consultation, which has sought to bring

together community views and tease out key themes and priorities for the district

The Arts and Events Strategy outlines the future delivery of Arts and Events through out the District, defining partnerships, identifying future priority areas for both investment and development, and is supported by a comprehensive action plan detailing key future projects and areas of delivery. The Arts and Events strategy includes identification of significant partnerships and defines key objectives linked to Worcestershire Arts Partnership. The Arts and Events Strategy is a key document in guiding the districts investment in Arts and Events, and Bromsgrove Arts Alive! Arts Forum will be a key partner in delivering the strategy - Artrix assisting to shape the vision of the residents.



Strategic Aims

1. To work together to improve the impact and quality of the arts and events by maximising the **resources** available across the district
2. To improve **communication and awareness**, providing co-ordination and support to ensure that arts and events can thrive across the district
3. To increase **participation** in the arts and events by providing accessible activity for all
4. To contribute to the **regeneration** of Bromsgrove by developing a positive cultural identity and raising community aspiration



Outcomes of the Arts & Events Strategy

1. To enhance the quality of life for people living and working in the District
2. To develop new opportunities for local people and visitors to

- experience arts and events both through participation and as audience members and promote learning through life ensuring access to cultural activities
3. To develop a cohesive framework of arts and events organisations, agencies and groups across the District
 4. To disseminate information and give people access to arts and events that are already happening in the District and its surrounding area
 5. To actively encourage the participation of current non-users and overcome physical & social barriers to participation and enjoyment of cultural activities and celebrations in Bromsgrove
 6. To access funds for arts development and event initiatives through sponsorship, trust foundations, the National Lottery and other grant making bodies. To maximise the use of existing facilities and consider capital development where appropriate, targeting the National Lottery, and other available sources
 7. To link the District into the county and regional strategies for arts, culture and events.
 8. To contribute to the development of tourism, environmental improvement, economic development and leisure opportunities in the District, linking to the corporate aims of Bromsgrove DC.
 9. To contribute to the government's cross-cutting agendas including public health, community safety, social inclusion, environmental sustainability, regeneration and lifelong learning.
 10. To effectively tackle the problem of anti-social behaviour within communities by providing constructive and productive alternatives for young people by working with appropriate agencies such asHuw to complete????

This strategy provides the direction and focus required to achieve the vision for arts and events in Bromsgrove and has been written in partnership with the public, private and voluntary sectors. Its realisation is only possible through continued partnership working and collective responsibility for the completion of actions, delivery, strategic monitoring and evaluation.

Liaison between Partners, local authorities, national bodies and stakeholders will be vital to deliver joint projects and satisfy a

variety of priorities and strategies. Building relationships and maintaining excellent communications is essential if this is to be delivered.

This strategy aims to create an environment which nurtures and supports events and event organisers.

Creation of guidelines for event organisers incorporating planning, managing and funding. They will also signpost event organisers to organisations, departments and personnel who will be able to assist with specific enquiries and requests.

The Council have a duty to provide services which are essential for event organisers. The Council will ensure these are provided to a high standard with a customer focus and to a defined timescale.

We want Bromsgrove to be, and to be known as, a good place to live, work and visit. Not only can events use the existing quality of life in Bromsgrove to attract funding and visitors, they can improve it though adding value to the economy, and raising the profile of the area and staging events which encourage a sense of community and pride.

Customer Panel Survey Quality of Life

The main issue affecting young people is the lack of things to do (57%). Youth clubs, sports coaching and events were the top priorities for rectifying this. We also need to consider how we improve children and young peoples' awareness of the extensive range of activities that our Sports Development, Arts and Events Teams and Neighbourhood Wardens already deliver.

LIST OF INDIVIDUALS AND ORGANISATIONS CONSULTED

Bromsgrove Arts Alive! Arts Forum Membership

'Together Bromsgrove' Public Events Questionnaire

Street Theatre Public Questionnaire

Artrix

Worcestershire County Council Arts Service

Telephone.... / Sue Babbs.... / Nick Ledbury.... / Jim Page.... /
Keith Woolford.... / Tony Maslen.... / Jules Evans.... / Ian
Perrygrove (Quote)....

REFERENCES

Arts Council England www.artscouncil.org.uk
Plan 2008 – 2011
Work in Partnership / The ‘Arts Debate’

DCMS Department for Culture, Media and Sports
www.culture.gov.uk

Worcestershire Arts Partnership Arts Strategy 2009, draft edition

Bromsgrove Arts Alive! www.bromsgroveartsalive.co.uk

Artrix Service Level Agreement

Jubilee Bandstand 2009 Programme

Black History Month 2009 Programme

Diwali 2009 Programme