

## BROMSGROVE DISTRICT COUNCIL

# **CABINET**

3<sup>rd</sup> November 2010

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### **BROMSGROVE ARTS AND EVENTS STRATEGY**

Relevant Portfolio Holder	Cllr Mike Webb
Relevant Head of Service	Head of Leisure & Cultural Services
Non-Key Decision	

#### **1. SUMMARY OF PROPOSALS**

- 1.1 The report requests Members to acknowledge and approve the Bromsgrove Arts and Events Strategy 2010 - 2013

#### **2. RECOMMENDATIONS**

- 2.1 The Executive Cabinet is recommended to:

2.1.1 Approve the Bromsgrove Arts and Events Strategy 2010-2013.

#### **BACKGROUND**

- 3.1 In 2008 Arts Council developed a delivery plan for Art which sort to clarify the position and role of agencies and organisations that play a part in the delivery of Arts and Events opportunities. Their mission for the next three years, ten years and beyond is clear – it is about great art for everyone.
- 3.2 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 – Local Authorities and the Arts Council serve the same public and can serve them better by working together.
- 3.3 The arts are an important part of life in this country. When 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 emotional connection. It's unique for everyone.
- 3.4 'The Arts Matter' is the new ambitious Arts Strategy (2010-2013) for the Worcestershire Arts Partnership, which includes all the local authorities within 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 many partners who represent the arts in this county. It has also been informed through consultation throughout 2009 with arts providers and organisations and the general public.

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- 3.5 A summary of the Worcestershire Arts Strategy can be found within the Bromsgrove Arts and Events Strategy – Appendix 1.
- 3.6 The previous Bromsgrove Arts Strategy ran between 2004-2009 which resulted in enhanced opportunities for local residents to access a diverse range of arts and events activities. It was felt that a new document is needed to build stronger relationships and partnerships, identify external funding opportunities and to ensure local objectives and priorities are continually achieved.
- 3.7 Bromsgrove District Council has taken the responsibility for the strategy development, content, consultation and final strategy production for Bromsgrove District Council Arts and Events Strategy to ensure that the needs of the whole arts community are reflected.
- 3.8 The final document before members today contains the following elements:
- The Vision and Values for the delivery of Arts and Events in the local area to support the County Strategy.
  - Sets the context in which the Council's Arts and Events Service operate at a regional, county and local level.
  - Will govern the objectives, priorities and agreed principles on which the Arts and Events Teams will operate over the next 3 years.
  - Will be the basis for future funding bids for the Arts and Events Teams in order to deliver the strategy.
- 3.9 In order to ensure the Strategy developed is deliverable officers have established a clear scope for the strategy, defined Arts and Events, outlined key partnerships, agreed outcomes anticipated and the priorities for change and set a performance network to measure success.

#### **4. KEY ISSUES**

- 4.1 There are no key issues directly associated with the endorsement of the strategy as these have been addressed during its production. However, there are several key actions that will be required to ensure the strategy is delivered, these include:
- Creating better links with the Bromsgrove Arts Alive and the Local Strategic Partnership.
  - Building capacity within the arts sector to deliver strategic objectives.

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- Identification of external and joint funding opportunities which are not available to strategic bodies.
- Increased Marketing and Promotion of the arts to increase uptake and accessibility.
- Ensure the local objectives and priorities agreed within Bromsgrove support those of county and regional plans.

#### **5. FINANCIAL IMPLICATIONS**

- 5.1 There are no financial implications contained within this report that are not currently included within the medium term financial plan or the forward capital programme

#### **6. LEGAL IMPLICATIONS**

- 6.1 There are no legal implications contained with in this report over and above the normal level of support provided to the Leisure and Culture Services Department.

#### **7. POLICY IMPLICATIONS**

- 7.1 The Bromsgrove Arts and Events Strategy will directly influence the delivery of services within Bromsgrove and as such sets the outline policy of service delivery within the overall corporate framework.

#### **8. COUNCIL OBJECTIVES**

- 8.1 The proposed Strategy links to the Council's Objective CO3 One Community and it's priority of Community Influence by establishing a formal framework for the basis of Arts and Events planning, implementation, delivery across Bromsgrove.

#### **9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS**

- 9.1 There are no risks associated with the Strategy that have been identified at present. Risk Management implications will be considered on an individual project/scheme basis and addressed as part of the project planning/implementation stage. The delivery of the strategy will also be added to the departments risk register process as from April 2011.

#### **10. CUSTOMER IMPLICATIONS**

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10.1 The proposed strategy is designed to enhance the coordination planning, delivery and promotion of Arts and Events across the district. This will have a positive impact on the Council's resident's, contribute to the Council's Community Strategy and the aims of the LSP and partner organisations.

10.2 The key outcomes identified within the Strategy are:

- Raise participation levels within Arts and Events, particularly for under represented groups across the district.
- Increase the number of high quality Arts Practitioners, volunteers and active recreations groups.
- To make a positive impact on the local community by contributing to the outcomes of the Bromsgrove LSP and the Worcestershire Local Area Agreement (LAA)

### **11. EQUALITIES AND DIVERSITY IMPLICATIONS**

11.1 There are no implications for the Council's Equalities and Diversity Scheme.

### **12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT**

12.1 There are no VFM implications contained within this report, however the frame work established will lead to enhanced partnership working, a more coordinated approach to services delivery, higher customer satisfaction with the services provided (quality of life) and a more effective use of resources in future years.

### **13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY**

13.1 None contained within this report.

### **14. HUMAN RESOURCES IMPLICATIONS**

14.1 None contained within this report.

### **15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS**

15.1 None contained within this report

### **16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998**

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16.1 None contained within this report

**17. HEALTH INEQUALITIES IMPLICATIONS**

17.1 None contained within this report

**18. LESSONS LEARNT**

18.1 N/A

**19. COMMUNITY AND STAKEHOLDER ENGAGEMENT**

19.1 N/A

**20. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	YES
Chief Executive	YES
Executive Director (S151 Officer)	YES
Executive Director – Leisure, Cultural, Environmental and Community Services	YES
Executive Director – Planning & Regeneration, Regulatory and Housing Services	YES
Director of Policy, Performance and Partnerships	NO
Head of Service	YES
Head of Resources	NO
Head of Legal, Equalities & Democratic Services	NO
Corporate Procurement Team	NO

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**21. WARDS AFFECTED**

All Wards

**22. APPENDICES**

Appendix 1 Draft Arts and Events Strategy 2010 - 2013

**23. BACKGROUND PAPERS**

Arts Council – Great Art for Everyone 2008 -2011  
Worcestershire County Council - Arts Strategy 2009 - 2013

**24. KEY**

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