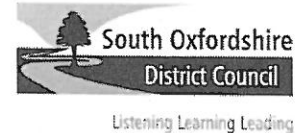


Scrutiny Committee Report



Report of: Head of Economy Leisure and Property

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To: Scrutiny committee

DATE: 3 September 2013

Review of arts development strategy and action plan

Recommendation

The scrutiny committee is requested to provide its comments on the draft year four action plan so that the head of economy, leisure and property can take these into account before finalising the action plan.

Purpose of report

1. The purpose of this report is to update the committee on the review of the delivery of the arts development strategy and action plan for South Oxfordshire, which was approved in July 2010, and advise on any amendments to the strategy for 2013/14. In addition, the report reviews the delivery of year three of the action plan and seeks the committee's views on the draft year four action plan, to ensure that officers have identified the key issues correctly

Strategic objectives

2. The arts development strategy and action plan contributes towards the council's strategic objectives in the corporate plan 2012-16, particularly:
 - effective management of resources
 - support for communities.

Background

3. In July 2010, the cabinet approved the arts development strategy and action plan 2010-13, with annual review and amendment of the strategy and approval of the annual action plan delegated to the head of economy, leisure and property, in consultation with the relevant strategic director and cabinet member for leisure
4. The arts development vision for South Oxfordshire is 'to make the arts and cultural activity an effective means of achieving a better quality of life, encouraging personal development, social interaction and active participation in the arts and community as a whole, as well as contributing to economic development. The creative economy brings spend into the area, giving employment to residents and enabling residents to generate income
5. In August 2012 the arts development officer went on maternity leave and a new officer (maternity cover) started in post. The head of economy, leisure and property, in consultation with the relevant strategic director and cabinet member for leisure, agreed that the arts development strategy 2010-13 could roll on for one year so that there was effectively a year four action plan for 2013/14
6. The arts development officer decided not to return to work and the person carrying out maternity cover was offered and accepted the post as of August 2013. The new arts development officer intends to write a new strategy for 2014-17, to reflect updated external circumstances, and anticipates completing this by the end of 2013/14.
7. Officers, in consultation with the relevant strategic director and cabinet member for leisure, have reviewed the strategy and action plan for year three and produced a draft action plan for year four

Review of arts development strategy and action plan – year three

8. Officers reviewed the strategy and determined that, with a few minor amendments and updates, it remained fit for purpose and should roll on to year four, as above, as its objectives were still in line with current priorities
9. The arts development officer worked with a wide range of arts and non arts organisations to help develop accessible, high quality and arts activity in South Oxfordshire district. Officers will give a short visual presentation of the work carried out in year three of the action plan.
10. Some of the key successes arising from the year three action plan, which took on board scrutiny's comments from the years one and two review, include:
 - activities for protected characteristic groups in the east of the district – animation workshops in three Henley primary schools, professional intergenerational dance company working with 30 older adults in Nettlebed hospice;
 - five consultation sessions with over seventy young people (aged 13-19) in order to build up a picture of their preferences (arts and communication) so we can build up increased contact with the arts by this age group - this fed into a youth engagement action plan;

- development of opportunities for adults with learning disabilities - 'Drop-in Art' sessions, festival of activities for people with learning disabilities over five days, staff training led by people with learning disabilities;
- working with groups across the district on the Tree of Light project - seven schools and groups from South Oxfordshire including Wallingford, Henley and Woodcote, worked with over 1,000 people to create a massive piece of theatre that was seen in Oxford and at Stonor Park, in addition to being seen at Reading's Madejski Stadium as part of the Olympic Torch's relay around the country;
- significantly moving on the Orchard Centre public art project, to the point where the planning application is in and the first press stories are being delivered about the forthcoming installation.

11. Whilst the council took the lead on implementing the action plan, it worked in partnership with district and regional organisations to deliver several of the projects to avoid duplication and to promote South Oxfordshire's arts service. Examples of this are:

- continued work with Oxfordshire Arts Partnership to attend county and regional arts events
- leading and hosting the Area Action Activities Group, Oxfordshire Play Association, Oxford Options, Oxfordshire County Council Adult Safeguarding conference.
- the arts development officer convened the hosting of one of two regional Arts Award Conferences run by Artsworld at Cornerstone, which drew delegates from across the region
- the development of arts and science programme in collaboration with Royal Microscopical Society who ran a family day in conjunction with the 'Seeing is Believing' exhibition – three sessions attended by 50 children
- holding of a public art and planners day drawing arts and planning officers from the Oxfordshire district and city councils to discuss best practice and future developments (including CIL).

12. Changes to the delivery of the arts development strategy occurred naturally due to the change of postholder. Some time had to be spent researching and developing partnerships in order to scope and plan meaningful activity. This resulted in a necessary slight change of priorities in the year three action plan. The main examples of this are:

- whilst the arts development officer has worked with the comms buddy to put out stories in WIS, press releases, filming of exhibition launch and other communications, it has not been the right time to pay for additional communication support to publicise arts development
- developing new partnerships in the north and east of the district to launch the 'Taking pArt' programme of participatory arts workshops available to community groups whose communities may struggle to access high quality arts - whilst, as above, it can be seen that the arts development officer did good work in the east of the district, the extended work will take place with the roll out of the Taking pArt programme in year four and beyond - the arts development officer

completed a comprehensive review of the Taking pArt programme with the Vale arts development officer during year three to prepare the ground for this.

Arts development strategy and action plan – year four

13. Officers reviewed the year three action plan targets, and drafted the year four action plan targets taking into consideration new projects and developments not in existence when creating the three year action plan in 2010. The action plan continues to address the following objectives, identified in the extended three year strategy:

- participation and inclusion in the arts by all including key protected characteristic groups
- support youth arts, and encourage youth ambassadors
- support to professional and community arts groups and organisations
- support arts centres, venues and spaces
- support for public art

and to penetrate into the north and east of the district

14. A copy of the draft year four action plan is attached as appendix one to this report.

Financial implications

15. The action plan for year four will be delivered within the existing arts development budget.

Legal implications

16. There are no legal implications arising from this report.

Risks

17. Changing priorities, timetables and diminishing resources for partners can impact and delay on the proposed plans.

18. The action plan for year four relies on the arts development officer's time to input and oversee delivery and activity.

Conclusion

19. The arts development strategy sets out an action plan that provides a clear vision for arts development in the district and the new priorities for year four. It provides an opportunity to develop partnerships with arts organisations and other agencies to ensure our actions achieve the maximum impact on the ground. The views of the scrutiny committee on the draft year four action plan are welcomed, and will be taken into account by the head of economy, leisure and property when finalising the plan.

Background papers

- Arts Development Strategy 2010-2014

ACTION PLAN – 2013-2014

The action plan will attempt to focus resources by setting a number of specific achievable objectives and actions. The action plan will run for the duration of the strategy, but will be reviewed and amended yearly in line with changes in funding and influencing priorities. The below action plan shows actions for the final year of this strategy (2013-14) based on development since 2010. The objectives and actions will be designed to improve the range and quality of arts provision and access to that provision. It will take a practical, grass roots approach but not at the expense of aspiration and innovation. The arts development officer will be a key driver in these actions and the person responsible for their delivery.

In 2013-14 an additional action which overlies all objectives is the research and production of a new arts development strategy. The current extended strategy was researched and written before 2010 and given the major changes to government, funding contexts and the changing arts environment, the strategy needs to be renewed rather than updated from 2014/15 onwards. The new three-year strategy will have annual action plans renewed each year rather than a three-year action plan.

OBJECTIVE: Research and write a new arts development strategy for 2014-2017

Purpose: to ensure that the ongoing arts development activity remains relevant to external changes to the district, regional and national contexts; to ensure that ongoing arts development activity remains effective and able to deliver on the council's corporate priorities

OBJECTIVE 1: PARTICIPATION AND INCLUSION IN THE ARTS

OBJ	REF	Action	Purpose	Key Partners	Resources	Measure	Activity and Spend	Budget
1	A	develop partnerships with key agencies to further engage all members of the community in the arts, (initial focus on people with learning disabilities)	to ensure there is an equalities approach to arts delivery <ul style="list-style-type: none"> · race · gender · age · disability 	SODC corporate project officer (EIA), Styleacre, Anjali, Area Activities Action Group (South), equalities panel, disabilities panel, Oxfordshire Health & Wellbeing Board, Age UK	Officer time	EIA indicators, EO4 and EO8 Provide at least 50 opportunities for people with learning disabilities to participate in arts activity	Ongoing officer support for Curious Arts, theatre workshops for adults with learning difficulties [£350 showcase subsidy] Q1-Q4 Deliver and evaluate LD festival to promote	£1,950

1	B	work with partners to develop a diverse range of arts activities and projects in rural areas and market towns	to create vibrant and thriving economies in villages and towns	ACE, OAP, Good Night Out Leisure centres, market towns initiative, The Cultural (Arts) Group of The Henley Partnership, parish and town councils, community organisations	Officer time, arts development budget, SODC economic development,	See 4C (GNO) Taking Part: help to deliver at least 5 Taking Part Workshops	organisations working with PWLD and celebrate Cornerstone's accessibility [£1000] Q1-2 Develop Cornerstone-based taster sessions for specific partner groups, including drop-in art for PWLD [600] Work with Good Night Out, to host a development event to encourage new promoters in rural venues [OAP budget] Q1-Q4 Develop Taking pArt programme focussing on East of District [£1200] Identify capacity for arts market to be held in market town (e.g. Wallingford, Thame) [OAP budget]	£1,200
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1	C	develop partnerships that will create new opportunities for the arts to contribute to the health and well being of local people	to improve quality of life using the arts	Age Concern, Styleacre, PCT, Care Homes, Crossover, professional performers and companies	Officer time Arts Development budget	Deliver at least 20 hours participatory activity through projects for local residents not easily able to access the arts	Work with and fund Age UK to deliver intergenerational project with the MOD and local barracks, schools and Health and Wellbeing Centres across the district [£1500] Q3-4 Fund Crossover to deliver an intergenerational and international arts workshop at educational/care home institutions in Henley area [£200] Q1	£1,700
1	D	network within own council and with other local authorities and arts providers over long term strategic development of arts activity for the benefit of local people	to ensure projects are developed to their maximum and funding is fully exploited	OAP, neighbouring authorities, OYAN, ADUK, Oxfordshire Gallery Network SODC/VOWH Economic Development, Leisure, Planning, Community Safety	Officer time	Network with at least four arts providers and facilitators Attend team meetings of at least three other Council departments to assess potential for link-up	Ongoing networking Advocate for the arts amongst colleagues at SODC/VOWH and ensure good partnerships are maintained across departments to allow effective joint working	

1	E	network with other disciplines to develop partners and projects (initially arts and science)	to increase engagement and communication and to strengthen relationships between local organisations and ensure funding sources are utilised	Rutherford Appleton Laboratory, Harwell Science and Innovation Campus, Culham Science Park, Diamond Light Source, Science Oxford, RMS,		Facilitate at least eight contact sessions with non arts providers Initiate and facilitate (and fund) at least one cross-disciplinary project at Cornerstone	Ongoing networking Complete delivery of Npower / Didcot Power Station artist in residence project Q1 Initiate Cornerstone project with RAL Space Centre and other RAL institutes for National Science & Engineering week Q2-4 Continue partnership with Cafe Sci to link into relevant Cornerstone programme and provide science-based opportunities for Cornerstone participants – ongoing Link with Oxfordshire Science Festival, working with RMS outreach and other relevant organisations Q4
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OBJECTIVE 2: Youth Arts

2	A	recruit contacts and advocates across the district	to promote partnerships and to maximise the potential for youth arts	<p>TRAIN, OCC youth service, schools/consortiums, OYAN, OYAP, Artswork, Young Person's Coordinator, EIHs,</p>	Officer time	Attend at least 6 network sessions or meetings for youth activity and youth arts	Attend and host networking meetings and attend Oxfordshire Playdays Facilitate the promotion of the Arts Award across the district, including holding a briefing session with Artswork and hosting the Arts Award regional conference Q1	
2	B	ensure young people are consulted and involved in decision making of arts program-mes and policies	to meet the needs of young people	<p>Shared young person co-ordinator, Cornerstone gallery panel, Cornerstone programmer, schools</p>	<p>Arts development budget, officer time</p>	<p>Facilitate at least three separate initiatives to involve YP at Cornerstone</p> <p>Host at least three work experience placements at Cornerstone</p>	<p>Deliver YP engagement action plan at Cornerstone [£800] Q1-4</p> <p>Implement schools liaison strategy and establish teacher contacts Q2-4</p>	£800

OBJECTIVE 3: Support to professional and voluntary arts groups and organisations

3	A	support local artists through advice, referrals and sign-posting opportunities to perform, sell, educate and exhibit work, and source funding	to support innovation, creativity and entrepreneurship		Officer time	Hold at least 3 Artist Information evenings across district	Plan and deliver artist information evenings across district to get to know individual artists and promote the Taking pArt scheme [£500]	£500
3	A	support local artists through advice, referrals and sign-posting opportunities to perform, sell, educate and exhibit work, and source funding	to support innovation, creativity and entrepreneurship	Other authorities, South & Vale colleagues	Officer time	deliver one funding advice session for artists Four SODC artists display at Oxfordshire Art Markets	plan and deliver funding advice session aimed at artists Encourage SODC based artists to sell work at OAP arts markets and make use of Oxfordshire subsidy [OAP budget]	
3	B	develop and maintain the OxonArts website with current jobs, opportunities and projects and drive awareness of it.	to ensure there is an effective one-stop shop for artists and people wanting to use the arts	OAP	Officer time, OAP budget	Continued increase in members and website hits	In partnership with OAP [OAP budget] ongoing	

3	C	act as an information and advisory service in relation to the development of the arts in the district	to ensure people have a point of contact		Officer time	Receive, act on and answer at least 50 enquiries	ongoing	
3	D	encourage collaboration and partnerships between and with arts organisations and arts groups.	to ensure artistic development for social, economic and environmental benefit	Oxford Inspires, OAP, arts organisations, arts groups	Officer time	Make links between at least four organisations	Ongoing auditing and proactive research of local organisations and projects Facilitating collaborations between organisations	

OBJECTIVE 4: Arts centres, venues and spaces

4	A	provide support to existing arts facilities and encourage the development of participation and outreach programmes	to increase the range of activities available	Theatres, arts centres, village halls and community centres, Children's centres, schools, existing youth groups, professional companies. Library services	Venues, budgets, external, arts budget	Deliver at least 50 hours of participatory activity Engage at least six organisations in outreach activity, including at least three new to Cornerstone outreach	Work with libraries in SODC to host performances and workshops [500] Host or facilitate and fund schools workshops linked to Cornerstone programmed shows [400] Link to Didcot and other local children's	£1,000
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						centres engagement with Cornerstone's performance and participation programme YP engagement outreach project – linked with 5 th Birthday [100]	
4	B	work with colleagues to maintain a vibrant creative vision for Cornerstone	to increase visitors and income for the venue	Cornerstone, professional artists, Style Acre & Options group	Officer time	Facilitate at least three new initiatives	Continue Artweeks partnership Programme extra Visual Arts events alongside gallery and window wall exhibitions Coordinate 5th Birthday events - show case local professional artists
4	C	ensure the effective delivery of the rural touring (RT) scheme	to ensure there is a vibrant cultural offer in rural areas	Village/ community halls, OAP, Theatre Chipping Norton	Arts development budget, OAP budget	Recruit at least three new promoters in rural locations with booked shows	Assist Good Night Out to maintain a vibrant programme and deliver an awareness raising event [OAP budget and £2,000 district subsidy] Q1-4

OBJECTIVE 5: Support for public art

5	A	encourage active collaboration between, artists, architects, planners, engineers and arts development to deliver best practice in public art.	to ensure public art is considered and delivered appropriately for each site	SODC planning, developers, Vale arts development officer	Officer time, s106, Percent for Art	Install Orchard Centre public art project	Manage the installation of the Orchard Centre artwork [officer time] Q1-3 Support delivery of public art at Chinnor and Fairmile, Cholsey	
5	A	encourage active collaboration between, artists, architects, planners, engineers and arts development to deliver best practice in public art.	to ensure public art is considered and delivered appropriately for each site	SODC planning, developers, Vale arts development officer	Officer time, s106, Percent for Art	Deliver at least phase one temporary artwork project	Manage delivery with Vale ADO of the public art strategy for Didcot Great Western Park [S106 budget and officer time] Phase one temporary artwork project – Q1-2, all other artwork Q3 ongoing	

OBJECTIVE 6: Advocating for the arts

6	A	<p>take an active role in existing strategic cultural networks and ensure a high profile for South Oxfordshire</p>	<p>to ensure South Oxfordshire is a vibrant and exciting place to visit</p>	<p>Oxford Inspires, Artswork, OAP, ADUK, ACE</p>	<p>Officer time</p>	<p>Attend at least 12 networking events Host at least three meetings/ events</p>	<p>Ongoing <ul style="list-style-type: none"> • Arts Council Curators days • SEYDN • ADUK [£170 membership – spent in 12/13] Foundation for Community Dance (membership – spent in 12/13) Arts Industry (£38 membership) Arts Professional (membership spent in 12/13) Touring Exhibitions Group (membership £60) OYAN Artswork South East Dance regional networking OI Cultural Forum Host meetings and events to raise the profile of Cornerstone and SODC across the county and region</p>	<p>£200</p>
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6	B	improve and update arts development information on the council's website and ensure the site links to other arts organisations	to ensure clarity and accurate information is provided	SODC IT team, SODC communications, VOWH Arts Development Officer	Officer time	Record web hits for Arts Dev web-pages	Work with Comms Buddy and Vale ADO to update Arts Development pages and develop and implement new ideas	£500
6	C	raise the profile of the arts by increasing marketing celebrate achievements and successes with networks and partners through the media	to champion the benefits of the arts and the associated projects to ensure comprehensive understanding of the benefits	SODC communications, WIS, Cornerstone marketing officers	Officer time, arts development budget	Publish at least • 4 messages in WIS • 4 parish magazine/ website articles • 12 social networking messages through SODC mechanisms	Deliver marketing campaign with shared comms buddy and colleagues to communicate and raise awareness of projects, promote accessibility, and communicate successes following projects. Training around marketing and advocating to communities [£500]	£9,850

Abbreviations

AAAG	Area Activities Action Group (led by Oxfordshire County Council Youth Services)
ACE	Arts Council England
ADO	Arts Development Officer
ADUK	Arts Development UK
DCMS	Department for Culture, Media and Sport
EIA	Equality Impact Assessment
EIH	Early Intervention Hubs (merging Youth Services and Young Offending Teams)
GNO	Good Night Out (Rural Touring Scheme)
IT	Information Technology
LGA	Local Government Association
OAP	Oxfordshire Arts Partnership
OCC	Oxfordshire County Council
OYAN	Oxfordshire Youth Arts Network
OYAP	OYAP Trust, formerly The Oxfordshire Youth Arts Partnership
PCT	Primary Care Trust
PWLD	People with learning disabilities
RMS	Royal Microscopical Society
RT	Rural Touring
SEYDN	South East Youth Dance Network
SODC	South Oxfordshire District Council
VOWHDC	Vale of the White Horse District Council
WIS	Weekly Information Sheet – internal council publication
YP	Young People

Glossary

Anjali

arts award

Artswork

a contemporary dance company where all the dancers have learning disabilities. The company produces and tours performances and undertakes educational and outreach work. Anjali aims to show that disability is no barrier to creativity (www.anjali.co.uk) a national qualification, which supports young people from 11-25 in their development as artists and arts leaders.
a national youth arts charity, with a strategic role as Bridge Organisation for the South East (supported by ACE) (www.artswork.org.uk)

Artweeks

an annual festival of visual arts with open studios and exhibitions held across Oxfordshire

Arts Council England South East (ACE, SE) including the South East.

the national development agency for the Arts covering the nine regions of England,

Arts Development UK a professional association, with a membership drawn from local authorities and those working in the creative industries sector in England and Wales. (www.artsdevelopmentuk.org)

OYAP Oxfordshire based youth arts charity which specialises in working with young people at risk. (www.oyap.org.uk)
section 106 (S106) of the Town and Country Planning Act 1990 allows a local planning authority (LPA) to enter into a legally-binding agreement or planning obligation with a landowner in association with the granting of planning permission. The obligation is termed a Section 106 Agreement. These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. They are increasingly used to support the provision of services and infrastructure, such as highways, education, health, affordable housing and recreational facilities (including public art and street furniture).

Style Acre

Style Acre's sole purpose is to support people with a wide range of learning disabilities, including autistic spectrum disorders, mental health problems and physical or sensory needs - in addition to learning disabilities. We specifically support people in Oxfordshire and the connecting counties of Berkshire and Buckinghamshire (www.styleacre.org.uk)

TRAIN

Didcot TRAIN Youth Project was formed by Churches Together in Didcot & District and now employs a full time Detached Youth Worker (www.didcottrain.org.uk)

Vale

Vale of the White Horse District Council

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