

**Open Report on behalf of Marcus Coleman, Director of Customer Strategies**

Report to:	<b>County Council</b>
Date:	<b>21 May 2010</b>
Subject:	<b>A New Cultural Strategy for Lincolnshire Supported by New Strategies for the Sports and Arts</b>

**Summary:**

The purpose of this report is to highlight Lincolnshire's Cultural Strategy, Promote, Provide Participate!, along with the complementary strategy documents This is Art! and Loving Sport, Living Life around the service as the delivery mechanism for key parts of Lincolnshire's Sustainable Community Strategy. All have been developed through widespread consultation during 2008 and 2009 with the expressed intention of them being adopted by all Lincolnshire's local authorities and key partners such as the Lincolnshire Sports Partnership and Heritage Lincolnshire.

**Recommendation(s):**

That Full Council adopt these strategies.

**1. Background**

1.1 All three strategies seek to deliver aspects of Lincolnshire's Sustainable Communities Strategy through their action plans, in particular acting as the delivery mechanism for the outcome of opportunities *for social, recreational, sporting and cultural activities* in the Vibrant Communities Theme.

***Promote, Provide Participate! : A Cultural Strategy***

1.2 The Cultural Strategy was developed during 2009 by the Lincolnshire Senior Cultural Officers Group (LSCOG) which has representatives from each of Lincolnshire's eight local authorities; key strategic partners (Lincolnshire Sports Partnership, Heritage Lincolnshire, Lincolnshire Tourism, now Visit Lincolnshire); and the government funded regional agencies (Sport England, Arts Council, Museums, Libraries and Archives Council)

1.3 To guide the process a Cultural Strategy Review Board was established, chaired by Councillor Nick Worth. Councillor Marion Brighton OBE, the leader of North Kesteven District Council, served as Councillor Worth's Vice-Chairman.

1.4 A wide ranging public and stakeholder consultation process was undertaken during the summer and autumn of 2009.

1.5 The Cultural Strategy's **mission** is as follows:

*As the country's economy recovers from the most severe economic downturn of recent times, the mission over the next five years is to develop, promote and enjoy the wide range of opportunities to participate in Lincolnshire's culture, which will help improve the County's economy, wellbeing and quality of life for its residents.*

*Lincolnshire's culture will make a positive contribution to the economic and social well being of residents and visitors. By maximising existing cultural assets and taking advantage of new opportunities, including the Cultural Olympiad and 2012 Olympics, we will ensure a wide choice of rich and varied cultural provision in Lincolnshire, promoting involvement, inclusion and quality of life.*

1.6 The Cultural Strategy's **aims** are as follows:

Aim 1: To promote the wide ranging benefits of Lincolnshire's culture

Aim 2: To increase cultural provision in Lincolnshire, preserving and developing its unique cultural identity

Aim 3: To enable and encourage people to participate in Lincolnshire's culture

***Lincolnshire Loving Sport, Living Life – A Strategy to 2012 and Beyond***

1.7 During 2008 the Lincolnshire Sports Partnership (LSP) undertook an extensive consultation exercise to establish Lincolnshire residents' views on sport. This was followed up with a series of planning meetings with members of the LSP which include all of Lincolnshire's local authorities and a number of sports clubs and governing bodies.

1.8 From this process, *Lincolnshire Loving Sport, Living Life – A Strategy to 2012 and Beyond* emerged. This has the following **vision**:

*By 2020 we will create a successful county that leads a healthy, sporting lifestyle<sup>1</sup>*

<sup>1</sup> The 2020 date ties in with Sport England's *A Vision for Sport* which is contained in *The Framework for Sport in England* (2004)

1.9 The Sports Strategy's **aims** are as follows:

Aim 1: Improve awareness of sport in the county

Aim 2: Increase demand for participation across the county

Aim 3: Develop people in and through sport across Lincolnshire

Aim 4: Increase opportunities and provision of sport in the county

### **This is Art! : An Arts Strategy**

1.10 The need for a countywide Arts Strategy emerged in 2008 from the Lincolnshire One Project which was funded by Arts Council England's Thrive Programme. The strategy, *This is Art!*, was devised during 2009 through a wide ranging discussion with the arts sector, including all local authority providers, and many promoters, practitioners and members of the public.

1.11 The Arts Strategy's **vision** is as follows:

*To develop a truly inspirational, locally powered and connected arts culture of regional, national and international standing that reflects the unique diversity of environment and community across Lincolnshire as an outstanding model of good practice for the arts in rural and coastal areas.*

1.12 The Arts Strategy's **aims** are as follows:

- Aim 1: Stronger strategic and operational connections throughout the Arts sector
- Aim 2: Increased opportunities for sustainable partnerships across sectors within and external to the Arts that contribute to raising the profile of Lincolnshire Arts.
- Aim 3: Greater opportunities to develop Arts leadership, further training, skills development and skills diversification.
- Aim 4: Raising the artistic quality of our work and offering better quality Arts for more people.
- Aim 5: Additional funding opportunities for the Arts in Lincolnshire

## **2. Conclusion**

2.1 The three new strategies seek to deliver key aspects of Lincolnshire's Sustainable Communities Strategy and complement each other. They have been developed following widespread public and stakeholder consultation and are ready for adoption by the County Council.

### **3. Legal Comments:**

There are no material legal implications as a result of implementing the recommendations of this report.

#### **4. Resource Comments:**

The strategy needs to be operated within the Culture & Adult Education medium term financial plans.

#### **5. Consultation**

##### **a) Has Local Member Been Consulted?**

n/a

##### **b) Has Executive Councillor Been Consulted?**

Yes

##### **c) Scrutiny Comments**

Discussed at the Member Engagement Day on 13 May 2010.

##### **d) Policy Proofing Actions Required**

The affect of these Strategies has been assessed and been shown to be particularly beneficial in relation to physical and mental health and well being, for those participating in cultural activities. Increased engagement in cultural activity will lead to reduced levels of crime and anti-social behaviour. The Strategies are heavily reliant on the third sector and seek to increase volunteering, community involvement and training for those delivering these activities. They seek make the most of Lincolnshire's natural, built and cultural environment and if successful are likely to make a positive contribution to Lincolnshire's economy.

#### **6. Appendices**

These are listed below and attached at the back of the report	
Appendix A	Promote, Provide, Participate! Lincolnshire Cultural Strategy 2010-2015 Revised Final Draft 24th March 2010
Appendix B	Lincolnshire Loving Sport, Living Life – a Strategy to 2012 and Beyond
Appendix C	This is Art!

#### **7. Background Papers**

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

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