

REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND CULTURE**NOTTINGHAMSHIRE ARTS AND SPORTS DEVELOPMENT STRATEGY****Purpose of the Report**

1. To seek approval for the adoption of a new Development Strategy for the Arts and Sports Services for Nottinghamshire County Council (see **Appendix**).

Information and Advice

2. The County Council has a long track record of support to the development of opportunities for residents to take part in positive activities. Nottinghamshire is a vibrant County with a rich heritage and arts and sports are a fundamental part of the County's character.
3. The County Council's strategic plan is clear in its ambition that it wants Nottinghamshire to be a place where all our people and communities enjoy a good quality of life with opportunities to explore their potential through arts and sports activities. We are proud of our past and ambitious for our future.
4. A new Development Strategy is required to:
 - a. Re-state the County Council's continuing commitment to maintaining and developing a strong sports and arts service offer
 - b. Align the future development of the Arts and Sports Services to the strategic priorities of the County Council and the Children, Families and Cultural Services Department
 - c. Detail the contribution of the Arts and Sports Services to the delivery of the County Council's new Cultural Strategy
 - d. Act as a strategic framework for the delivery of an excellent and modernised Service offer.
5. The Development Strategy places current and future sports and arts provision within the context of the County Council's Strategic Plan 2010 – 2014 and the new Cultural Strategy for Nottinghamshire. In this context it will contribute to:
 - Creating opportunities for everyone to learn new skills, enjoy and participate in culture and have fun
 - Improving the social fabric and participation in community life

- Conserving and providing access to our history and heritage and supporting environmental sustainability
 - Supporting the economic prosperity of the County.
6. The Development Strategy provides a Statement of Purpose for the service offers:
- “We will inspire our communities and offer a wide range of opportunities to engage with the arts and sports and actively participate in the creative and sporting life of the County.”
7. Specifically, the Strategy outlines the Council's key aims in relation to its commitment to arts and sports development, summarised by the following:
- We will **invest** to ensure all our communities have opportunities to engage with sports and arts
 - We will keep **local people and their communities at the centre of what we do**
 - We will be **modern, innovative** and share best practice
 - We will provide **good customer service** and maintain our high satisfaction levels
 - We will work to deliver **positive social, economic and educational outcomes** through sports and arts for individuals, communities, schools and local businesses across Nottinghamshire
 - We will continue to **explore new operating models** to provide the best possible sporting and creative outcomes for Nottinghamshire.
8. Whilst the County Council plays a significant role in sports and arts across the County through direct provision and development, it does not work in isolation. Local, regional and national clubs and organisations together with the education, health and heritage sectors also play a major role in our cultural life.
9. We will therefore work with partner organisations to ensure that our direct delivery complements provision in the independent and voluntary sectors and that the whole creative and sporting sector thrives, thus maximising the impact of our investment.
10. The objectives of the Arts and Sports Development Strategy are designed to align fully with the Council's previously adopted Cultural Strategy. The service business plans will include within their action plans methods of monitoring success which are specific and measurable.
11. The progress on the Arts and Sports Development Strategy will be monitored and reviewed by the Culture Committee within its monitoring of our overall Cultural Strategy to ensure the strategies are fully aligned. We will also ensure local people understand the benefits of our investment on their own lives and the wider arts and sports offer in the County. Detailed service based plans aligned to the objectives of the Development Strategy will be the key drivers for action at an operational level.

12. The Strategy encompasses and highlights the work undertaken across the Council including work that focuses on young people, reported separately to the Early Years and Young People's Sub Committee.

Other Options Considered

13. None.

Reason/s for Recommendation/s

14. The Development Strategy demonstrates a continuing strong commitment to the development of sports and arts services for the benefit of residents across Nottinghamshire.

Statutory and Policy Implications

15. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Implications for Service Users

16. The commitment within the Strategy to continue to provide the same level of access to the service presents no negative implications for service users.

Financial Implications

17. The Strategy is based on current revenue budgets and elements of delivery are reliant on external funding providers

RECOMMENDATION/S

- 1) That the Nottinghamshire Sports and Arts Development Strategy be approved.

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Constitutional Comments (NAB 11/12/12)

18. Culture Committee has authority to approve the recommendation set out in this report by virtue of its terms of reference.

Financial Comments (NDR 12/12/12)

19. The financial implications are referred to in paragraph 17 of the report.

Background Papers

Strategic Plan 2010 – 2014 Nottinghamshire County Council, July 2011
A Cultural Strategy for Nottinghamshire County Council, December 2011

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Division(s) and Member(s) Affected

All.

C0139