

**REPORT OF THE ACTING CORPORATE DIRECTOR, CHILDREN, FAMILIES
AND CULTURAL SERVICES****ANNUAL REVIEW OF THE COUNTY COUNCIL CULTURAL STRATEGY 2014****Purpose of the Report**

1. This report provides an annual review for 2014 of the implementation of the Cultural Strategy for Nottinghamshire County Council that was agreed by Council at its meeting on 15th December 2011.
2. The Committee is asked to note the report.

Information and advice

3. The Cultural Strategy agreed by Council at its meeting on 15 December 2011 made a clear rationale for the County Council's continuing strong commitment to both providing and supporting an extensive range of cultural services for the people of Nottinghamshire and the many visitors who are attracted to the County.
4. The Strategy depicted a direction of travel for the Council's cultural and related services for the next ten years until 2021, though the immediate focus of work was the four year period to 2015, which reflected the Council's current Strategic Plan.
5. The Cultural Strategy provides a high level framework for a number of more detailed, service specific plans which underpin the work of those services that contribute to the delivery of cultural services across Nottinghamshire.
6. The key themes of the Strategy are set out in **Appendix 1**.
7. The Strategy will be used to:
 - underpin the continuing development of key cultural services such as Libraries, Archives and Information, Country Parks and the Green Estate and the Cultural and Enrichment Service
 - emphasise the County Council's continuing commitment to delivering and supporting strong and effective cultural services in Nottinghamshire
 - support efforts to attract investment to the cultural sector in Nottinghamshire

- further develop joint work with key cultural service partners to maximise the range of cultural opportunities available to local people and visitors.
8. A second year review was considered by the Culture Committee at its meeting on 4 February 2014. This report now sets out the achievements of the third year of the Cultural Strategy in **Appendix 2**.
9. This work encompasses not only the main providers of cultural services, ie: Sports, Arts, Libraries, Archives, Country Parks, but also reflects other service areas across the Council whose work has an impact or influence on the wider cultural life of Nottinghamshire. The key cultural achievements can be summarised as:

Arts:

- over 15,000 people participated to make a drawn poppy curtain and a sea of poppy seed ball sculptures. The exhibition at the Rufford Craft Centre Gallery was seen by over 8,000 visitors.
- three Big Draw networks have been established in Hucknall, Manton and Newark and they are developing new projects.

Libraries:

- visitor numbers during 2014 were maintained against the national trend of an average 12% decline
- progress to modernise library buildings was made at Newark and Bingham Libraries
- Bookstart gifting achieved 100% take up rate for all new births and the Summer Reading Challenge 2014 maintained high levels of take up and completion of the scheme
- an Arts Council funded project explored how digital technologies and creative media can be used to engage library audiences
- over 500 people attended the four day Southwell Poetry Festival in 2014. Highlights included Derbyshire Poet Laureate, Helen Mort, and the first ever Southwell Poetry Slam.

Archives:

- the capital project to provide the service with 20 years extra space and gain the new British standard for Archive buildings progressed to an on-site construction project, with completion on schedule and budget during April 2015.

Adult and Community Learning:

- the service overachieved on the learner target of 7,500 by 1,023

- over 50% (52.6%) of learners were on benefits and 69.4% of activity was in the top 250 Super Output Areas, demonstrating effective targeting of resources on those most in need in Nottinghamshire.

Country Parks

- Rufford Abbey Country Park and Sherwood Forest Country Park achieved the Visitor Attraction Quality Assurance Scheme (VAQAS) annual award.

Arts and Music Services for Young People

- whole class programme - Royal Concert Hall event in June where 1,553 young people took part alongside The Hallé Orchestra
- increased performance opportunities for young people, including the Winterlight Concert at Southwell Minster and County Youth Arts showcase events
- schools concert in commemoration of the 100th anniversary of the outbreak of the First World War called 'Dark Clouds are Smouldering into Red' developed in partnership with Sinfonia Viva.

Cultural Services

- all participation targets for Arts and Sports for Children and Young People for academic year 2013-14 were exceeded with 42,994 people participating in arts and swimming activities
- term time occupancy targets of 80% were exceeded at all day visit and residential centres including occupancy at Hagg Farm at 100% during term time
- National Water Sports Centre capital improvements programme was completed by April 2014.

Other Options Considered

10. This report is for noting only.

Reason/s for Recommendation/s

11. The Council's Strategic Plan for 2010-14 had a specific action to prepare a Cultural Strategy and there was a key commitment when this was approved to carry out a review of service performance.

Statutory and Policy Implications

12. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such

implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

13. The Cultural Strategy will be delivered within the financial resources available to the Council.

Public Sector Equality Duty Implications

14. An Equality Impact Assessment has been undertaken for the Cultural Strategy. Individual actions contained within **Appendix 2** will each have their own Equality Impact Assessments as appropriate.

RECOMMENDATION/S

- 1) That the annual review for 2014 of the Cultural Strategy for Nottinghamshire County Council be noted.

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Constitutional Comments

15. As this report is for noting only, no Constitutional Comments are required.

Financial Comments (SS 13/04/15)

16. There are no financial implications arising directly from this report.

Background Papers and Published Documents

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.

A Cultural Strategy for Nottinghamshire 2011-2021
Cultural Strategy Equality Impact Assessment
Children, Families and Cultural Services Business Plan 2013-14
Service Specific Cultural Action Plans

Electoral Division(s) and Member(s) Affected

All.

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