

REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND CULTURE

ANNUAL REVIEW OF THE COUNTY COUNCIL CULTURAL STRATEGY

Purpose of the Report

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

Information and advice

3. The Cultural Strategy agreed by Council 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 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 half year review was considered at the Culture Committee meeting on 30 October 2012. This report now sets out the achievements of the full first year of the Cultural Strategy in **Appendix 2**.
9. This work encompasses not only the main providers of cultural services, i.e. 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:

Libraries:

- visitor numbers to Mansfield Central Library surpassed the 300,000 target for visits during 2012. Over 5000 people joined the library with 11,000 attendances for special events. The visit of Julia Donaldson (Children's Laureate) was a highlight for the library service and a significant national recognition of the ongoing development of the service
- progress to modernise library buildings was made at Beeston, Calverton and Newark Libraries.

Archives:

- capital budget allocated within the Councils capital programme and design work completed with contractor assigned. This will extend the life of the archive for another 24 years and meet new archive building British standard.

Adult and Community Learning:

- OfSTED inspection assessment resulted in a 'Good' judgement under the new common inspection framework.

Country Parks

- the award of Discovery Attractions as preferred bidder for the redevelopment the Sherwood Forest Visitor Centre was made at Policy Committee on 17 October 2012
- the organisation of a number of major events at Rufford and Sherwood throughout the year e.g. June Jubilee Week-End; 1940s Week-End in September, the Aurora Winter Illuminations and winter festivities in December
- the Robin Hood Festival, 13-19 August 2012, was one of the best ever, with record attendances on the final week-end with record income.

Cultural Services

- the organisation of the Jubilee celebrations at the National Water Sports Centre in June 2012

- on 29 June 2012 Nottinghamshire successfully hosted the Olympic Torch on its tour of the UK
- the appointment of Holme Pierrepont Leisure Trust as the Council's preferred partner for the management and development of the National Water Sports Centre was confirmed at Policy Committee on 16 January 2013. Contract commencement took place on 1 April 2013.

Other Options Considered

10. As this is a report for noting, it is not necessary to consider other options.

Reason/s for Recommendation/s

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

Statutory and Policy Implications

12. This report has been compiled after consideration of implications in respect of finance, public sector equality duty, 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.

Financial Implications

13. As this is a report for noting, there are no direct financial implications of the recommendations contained within it. The ongoing Cultural Strategy will be delivered within the financial capital and revenue resources available to the Council.

Equalities Implications

14. Due regard has been given to the Public Sector Equality Duty.
15. 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 first annual review of the Cultural Strategy for Nottinghamshire County Council 2011-2021 be noted.

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Constitutional Comments

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

Financial Comments (KLA 14/05/13)

17. There are no financial implications arising as a direct result of the report.

Background Papers and Published Documents

A Cultural Strategy for Nottinghamshire 2011 -2021 – report to County Council on 15 December 2011
Review of the County Council Cultural Strategy – report to Culture Committee on 30 October 2012
Equality Impact Assessment
Sherwood Forest Visitor Centre – procurement of new operator – report to Policy Committee on 17 October 2012
National Water Sports Centre – future management arrangements – report to Policy Committee on 16 January 2013
Refreshed County Council Strategic Plan 2010-14

Children, Families and Cultural Services Business Plan 2012-13
Service Specific Cultural Action Plans

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.

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The Strategy sets out four key themes for delivery and implementation:

Theme 1: Creating opportunities for everyone to learn new skills, enjoy and participate in culture and have fun

- Our cultural services will work to provide opportunities, both formal and informal, for individuals to extend and challenge themselves, develop their creative thinking, build confidence and learn new skills.
- *At the end of 4 years we will have:*
 - increased the participation and involvement of people in the enjoyment, organisation and development of cultural activities
 - contributed to improved life chances and achievement by our young people, and increased opportunities for older people to share their existing skills and develop new skills
 - sought out opportunities to enhance Nottinghamshire as a tourist and cultural destination.

Theme 2: Improving the social fabric and participation in community life

- Cultural activities can have a direct, positive influence on health and community well-being. Our cultural services will provide opportunities for people, especially those facing barriers, to play an active role in their communities and lead cultural development locally.
- *At the end of 4 years we will have:*
 - increased volunteering opportunities in the cultural sector
 - supported communities to develop new 'big society' opportunities to improve their local area
 - worked with partners to improve communities' health & aspirations
 - ensured equality of opportunity and fair access to culture and sport.

Theme 3: Conserving and providing access to our history and heritage and supporting environmental sustainability.

- The historic and natural environment is key to unlocking and celebrating the story of Nottinghamshire. The County Council is the custodian of a wide variety of important cultural assets. A number of these are in need of substantial maintenance and improvement in order that they may continue to operate to meet customer expectations. There are also cultural assets that the County Council may wish to acquire in order to improve and enhance its stock, while at the same time dispose of other sites that are less critical to the implementation of the Strategy. The Council recognises that our facilities provide tremendous cultural and economic opportunities, so the Council will make best use of them,

maintained and enhanced for the understanding, appreciation and enjoyment of communities and visitors.

- *At the end of 4 years we will have:*
 - responded to the needs of Nottinghamshire's natural and historic environment and heritage to ensure it is conserved and managed in a sustainable manner
 - encouraged local communities to value and make best use of our cultural resources, facilities and assets
 - created new opportunities for our communities to actively engage with our cultural assets to preserve them for future generations
 - reviewed our strategic cultural asset acquisitions and disposals.

Theme 4: Supporting the economic prosperity of the County

- Culture is a key economic driver and helps drive inward investment and regeneration by contributing to the fabric of local communities, stimulating local economies through the creation of jobs, encouraging social regeneration and the development of sustainable partnerships between local people, statutory and voluntary agencies and the private sector, and supporting the development of Nottinghamshire as a tourist destination. Cultural activities also provide a significant income source for the County Council.
- *At the end of 4 years we will have:*
 - increased skill levels in the cultural sector
 - improved the sustainability of the cultural sector
 - increased the commercial opportunities and income of the County Council
 - encouraged more visitors to Nottinghamshire.

