



Nottinghamshire
County Council

Arts & Sports Development Strategy





Creative Workshop at Rufford with artist Anna Roebuck

Contents

Foreword	1
Background	2
Our Promise	4
Proud of our past...	5
...ambitious for our future	7
Our key pledges	12
Delivering our strategy	13
Our core offer	14

Foreword

Nottinghamshire is a vibrant county with a rich cultural heritage. Arts and sports provide a fundamental part of this heritage and contribute to the county's character.

The County Council want 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.

We know that engagement in arts and sports has a beneficial effect on individuals, providing valuable learning, skills and personal development, particularly for children and young people. However engagement in sports and arts also has wider benefits for our communities, bringing people together, creating links between different communities and encouraging people to feel a sense of pride and belonging in their local area.

Our vision is for Nottinghamshire to be a place where people enjoy life, are healthy, safe and prosperous; and where business is able to thrive. People feel more fulfilled when they are part of a community and feel proud of where they live and work. Without the opportunities to inspire our young people and bring people together that arts and sports create, the county would be a less attractive place to visit, live and work.

Arts and sports are integral to the Council's Strategic Plan and Cultural Strategy. Culture is about more than a list of activities and services, it is about the way people live their lives, creating a more vibrant and thriving County and a stronger local economy. We are therefore committed to ensuring that support for arts and sports is maintained & developed, and we will continue to explore new ways of working to ensure that available resources are used to best effect.

Councillor John Coffee
Chairman of the
Culture Committee

Councillor Lynn Sykes
Chairman of the Early Years
People Sub-Committee

Background

The arts and sports offer across the county makes a significant contribution to the vision and priorities outlined in the County Council's Strategic Plan and Cultural Strategy.

Nottinghamshire's One Council Strategic Plan

The vision

Our vision is for Nottinghamshire to be a place where people enjoy life, are healthy, safe and prosperous and where business is able to thrive. We are proud of our past and ambitious for our future.

The promises and priorities

We want Nottinghamshire to be a county where people have high aspirations, live as independently as possible and are empowered to have greater responsibility.

Priority one: to foster aspiration, independence and personal responsibility.

Priority two: to promote the economic prosperity of Nottinghamshire and safeguard our environment.

Priority three: to make Nottinghamshire a safer place to live.

Priority four: to secure good quality, affordable services.

Nottinghamshire Cultural Strategy

The County Council Cultural Strategy, adopted in 2011, supports the Council's vision and reflects the priorities of the strategic plan. It encompasses the broad definition of culture as defined by The Department for Culture, Media and Sport which includes arts, sports, libraries, museums, heritage, archaeology, archives, architecture, crafts, children's play, reading, parks, tourism, countryside recreation, together with other activities such as entertainments, design, fashion, food, media, visiting attractions, and other informal leisure pursuits.

Cultural Strategy Themes:

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

Theme Two: Improving the social fabric and participation in community life.

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

Theme Four: Supporting the economic prosperity of the county.

This strategy details how sports and arts play a part in the delivery of Nottinghamshire's vision and sets out an overview of why the County Council provides and supports, both directly and indirectly, a range of sporting and creative opportunities for the people of Nottinghamshire and the many visitors who are attracted to the County.

County Council Grant Aid to individuals

The Sports Development Team co-ordinates the councils grant aid support for individual sportspeople. The 'Rising Stars' fund supports young people

who excel at regional and national level, whilst 'Shining Stars' supports international standard athletes. To date the County Council has supported 216 individual athletes competing in 39 different sports. Ten of our supported Shining Stars took part at the London 2012 Olympic Games, bringing 8 medals back to the county.

'The County Council funding helps with travel costs and helps to pay the cost of entering competitions which is crucial to success in my sport.'

Paralympic 2012 Gold Medal winner, Sophie Wells





Our promise to the people of Nottinghamshire

The County Council 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.

To achieve this, we will:

Develop the sporting and creative talents of our communities.

Nurture the artistic and sporting aspirations of our young people.

Support sportspeople, sporting clubs, artists and creative organisations to flourish.

Increase opportunities for everyone to enjoy high quality sports and arts.

Whilst the County Council plays a significant role in sports and arts across the county, through both development of the wider sector and direct provision, it does not work in isolation. Local, regional and national organisations and clubs, together with the education, health and heritage sectors also play a major role in our cultural life.

To achieve the best outcomes for the county we will work with partner organisations to ensure that our direct delivery complements provision provided by the independent and voluntary sectors. By targeting our delivery, avoiding duplication and supporting the whole creative and sporting sector to thrive we will ensure the maximum impact from our investment.

Proud of our past....

The County Council supports the arts and sports because we recognise how they enrich the lives of their participants and communities as a whole. Such activities, whether music, drama, literature, dance, craft, football, taekwondo, rowing, boccia or athletics, allow people to achieve personal goals and provide an outlet for their creativity and self-expression which they may not have through work or home life.

They have a value beyond pure monetary and utilitarian measures, improving the quality of life of Nottinghamshire's communities and helping to tackle social, regeneration, economic development, health and other issues.



Our services work with communities and individuals of all ages throughout the county providing and developing opportunities to come together and display incredible individual talent.

The Instrumental Music Teaching team teaches 10,000 pupils in 200 schools every week in whole class and one to one lessons.

In 2011, the School Swimming Service provided swimming lessons for 87,000 pupils from 312 schools and learning centres.

Over 100 local volunteers work with Village Ventures rural touring scheme to promote performances in their own community.

In response to the challenge of London 2012 the county has recruited over 1000 new sports volunteers.

7,452 adults and young people participated in creative workshops at Rufford Craft Centre in 2011.

800 sports community coaches attended training courses across the county.

Rufford Gallery attracted 30,000 visitors in 2011 with a further 7,000 visitors attending the annual Earth & Fire International Ceramic Fair.

County Youth Arts was awarded The Association of Social Care Communicators Award for its Hearts and Minds project looking at emotional wellbeing for young people.

..... ambitious for our future

The County Council is committed to maintaining and developing our arts and sports offer to ensure that all our communities and visitors can experience and participate in high quality sports and arts. This strategy outlines the priorities and actions, on which we will focus our work, to enable us to make best use of the resources we have available.

Our Priorities & Outcomes

Priority One: Increasing participation in Sports and Arts by:

- improving access to arts and sports by people who traditionally encounter barriers to engagement,
- providing and supporting affordable opportunities to engage with sports and arts,

Family Learning

Over the last two years the Arts Development team has worked to expand its family offer. In 2012 over 2,000 adults and children came together to celebrate the Diamond Jubilee. Over 700 commemorative plates and 150 mugs, miles of jubilee bunting, crowns flags and badges were created, together with permanent artworks at Newgate Lane Primary School, Tuxford School, South Leverton Memorial Institute and Sherwood West Children's Centre. The resulting exhibition was seen by over 6,000 people in 3 weeks.

'It's good to see children's work exhibited outside of school where everyone can see it. It's so well put together that the Queen should see it!'
Gallery visitor



- ensuring our communities are aware of the sports and arts opportunities across the county,
- supporting and developing the arts and sports infrastructure to enable a wide variety of opportunities to be offered,
- developing the skills of the sports and arts workforce to ensure high quality provision across the sector,
- supporting regional and national initiatives which offer increased sports and arts opportunities for our communities,
- ensuring that our young people have the opportunity to explore and participate in arts and sports both in and out of school,
- enabling local people to explore and improve their artistic and sporting talents.



At the end of 4 years we will have:

- increased the participation and involvement of people in the enjoyment, organisation and development of sporting and creative activities,
- contributed to improved life chances and achievement by our young people,
- increased the opportunities for older people to share their existing skills and develop new skills.

Priority Two: Developing community engagement and participation in Sports and Arts by:

- ensuring the voice of local people is heard and we respond to local needs and aspirations,
- listening to the needs of people with physical and mental disabilities and ensuring they have the opportunity to participate fully in arts and sports,
- supporting communities to develop their own arts activities and sports clubs through advice, training and grant aid,
- creating and supporting opportunities for people to volunteer in arts and sports,
- recognising and celebrating the artistic and sporting achievements of our communities.

At the end of 4 years we will have:

- increased volunteering opportunities in arts and sports,
- supported communities to develop new arts and sports opportunities,
- created greater equality of opportunity and fair access to culture and sport.

Priority Three: Contributing to the visitor offer of Nottinghamshire by:

- supporting and providing high quality arts and sports events,
- celebrating and preserving local character and traditions,
- supporting and developing creative industries and sports clubs,
- advocating for the achievements and high quality offer of our sports and arts organisations.

At the end of 4 years we will have:

- sought out opportunities for arts and sports to enhance Nottinghamshire as a tourist destination,

- created opportunities for local communities to celebrate their cultural heritage and preserve it for future generations,
- increased the skill levels and sustainability of the sports and arts sector.

Priority Four: Ensuring value for money by:

- constantly reviewing our operating practices to ensure best use of resources,
- ensuring direct provision is delivered by the most cost effective means,

The Nottinghamshire Leadership Academy Network

Led by the Sports Development Team, the Nottinghamshire Leadership Academy Network offers the most promising & talented young volunteers from across the county opportunities to develop their leadership skills.

The network supports over 250 young leaders within district networks, with an opportunity for 40 to progress on to the County Academy. It provides volunteers for the award winning Nottinghamshire School Games, as well as supporting various other local events and clubs.

'The Leadership Academy is a great starting point for any young person wanting a career in sport'

Daniel Edson – Nottinghamshire's Young Coach of the Year



Open Studios Nottinghamshire

Following research with artists, the Arts Development Team brought together a county wide Open Studios Group. With initial support and investment the group developed a county wide Open Studios event in Spring 2012, involving 117 artists and makers at 33 venues, attracting over 2,000 visitors. The group is now planning for the future, planning OS Notts 2013 with increased artist and venue numbers. The event contributes to the local creative economy and our tourism offer.

'The visitor numbers far exceeded my expectations and the whole day was busy, interesting, great for contacts, thoroughly enjoyable and also profitable.' Open Studio participating artist



- working with strategic partners including Sport England, the County Sports Partnership and Arts Council England to ensure the council's priorities are reflected in new developments and investment is used to best effect,
- working with District, Borough and City Councils and the independent sector to eliminate duplication of effort and resources,
- proactively seeking additional investment for the sports and arts sectors across the county,
- ensuring commissioned programmes deliver on our priorities.

At the end of 4 years we will have:

- achieved additional investment for the sports and arts sectors across the county,
- ensured all commissioned work and partnership programmes clearly deliver on our priorities,
- worked together with partners and funders to ensure maximum benefit is derived from our investment.

Our key pledges

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.





Now Hear This 2012

The Instrumental & Music Teaching team worked with The Royal Concert Hall and the Hallé Orchestra to give 2,000 Nottinghamshire children the chance to experience a world-class orchestra in a real concert hall. Not only do children attend the concert, they also get to meet the musicians through the 'Adopt a Player' scheme, as well as perform with the orchestra during the concert.

'A brilliant and fun concert. It gave the children a real sense of achievement.'

A teacher

Delivering our strategy

The County Council will ensure it delivers on its priorities and the objectives of this Arts and Sports Development Strategy, which align fully with our Cultural Strategy. The service business plans will include, within their action plans, methods of monitoring success which are specific and measurable.

Our 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 both strategies are fully aligned and continue to reflect our vision for Nottinghamshire. 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.

Our core offer

Whilst a wide range of services across the County Council contribute to the arts and sports offer, including libraries, two services make up the main core offer:

The Arts & Sports Development Service works with communities and the independent creative and sporting sector across the County and directly delivers a programme of creative opportunities at Rufford Craft Centre.

The Arts & Sports Service for Children and Young People delivers arts opportunities both in and out of school and the school swimming programme. It is also the lead organisation for the Nottinghamshire Music Education Hub.

The Big Draw

The Big Draw is a national event that uses drawing in all its forms as a tool for engagement and to foster aspiration. The Arts Development team act as regional associates advocating the use of drawing and offering training and professional development. In 2012 we trained over 120 non arts professionals from Libraries, care homes, childrens centres, schools and youth groups all of

whom went on to run Big Draw events of their own creating new opportunities across the county. Rufford Craft Centre ran its own family learning Big Draw event that engaged over 1400 people. In total over 2,500 adults and young people explored drawing together and learnt new skills.

'I enjoyed the whole day and was sorry when it ended. I felt empowered to go on and show others how much fun art can be, thank you' Training delegate



The Council also offers direct grant aid support to individual sportspeople, professional and community sports clubs, professional arts organisations and voluntary groups in the community developing arts programmes.

Arts

Arts Development Team

The team focuses on developing the wider arts community in Nottinghamshire to provide arts opportunities, to this end it works with a wide range of partners.

How the team works

- Initiating research and undertaking consultation to identify gaps in provision and sector needs.
- Commissioning pilot projects to meet identified gaps in provision and develop new sustainable programmes.
- Sharing knowledge and learning to improve and develop the wider arts sector.
- Managing partnerships programmes which increase participation. eg: Village Ventures the rural touring scheme, and the Creative Greenhouse a network for developing the creative industries across the county.
- Working with partners to develop specialist programmes to improve access to the arts by people who traditionally encounter barriers to engagement, eg: people with mental and physical disabilities and older people.

County Youth Arts Team

The team is based at the Old Library in Mansfield which comprises a 100-seat theatre, a professional recording studio, multi-media suite, exhibition space and rehearsal/meeting spaces. The team delivers across the county and offers young people hands-on opportunities to develop their creative and personal skills.

How the team works

- Delivering arts programmes with young people aged 13-19 across all art forms including music, dance, drama, film/media and visual arts.
- Working with targeted groups of young people across the county including disabled and looked after young people, young people from a black and minority ethnic background and young people at risk.

- Delivering open access arts projects within the Old Library during evenings, weekends and school holidays and supporting youth arts events.
- Providing progression opportunities for young people including Arts Award, work experience and youth-led projects.

Notts Performing Arts Team

The team provides children and young people aged 7-19 years with a training programme in the performing arts through its Saturday morning sessions and county performing arts companies.

How the team works

- Running inclusive workshop sessions to introduce young people to activities in dance, drama, music and music technology at four venues.
- Providing guidance and mentoring for children and young people taking Arts Award at bronze, silver and gold levels.
- Providing training groups so that children and young people can progress into higher level groups.
- Facilitating a wide range of performance work at venues around the county including county youth groups in dance, music and theatre.

Instrumental Music Teaching Team

The Instrumental Music Teaching team works with and in schools across the county to provide children and young people with opportunities to learn to



Notts Performing Arts

Frazer, 17, has been a member of a Saturday Performing Arts Centre for the past ten years and the NPA theatre company for the past five years. He is currently taking his gold Arts Award and is auditioning to go to drama school when he leaves school.

'I have had so many inspirational opportunities, been on amazing trips and my confidence has really grown with all my performing'.

play musical instruments and sing, as well as take part in large scale performance events. It supports the work of the Nottinghamshire Music Education Hub which is a group of people and organisations who have come together to provide the best possible music education in and out school for children and young people aged 5-18.

How the team works

- Teaching instrumental and vocal skills in school settings including whole class teaching, small group and 1-1 lessons.
- Hiring instruments and providing a discounted instrument purchase scheme to ensure affordable access to instrumental lessons.
- Working with partners to provide access to professional musicians and large-scale performances.
- Helping schools to provide progression routes in music and ensure equality of access.
- Delivering and facilitating training and resources to improve young people's music experiences in and out of school.

Rufford Craft Centre Team

The team is based at Rufford Craft Centre which comprises a gallery, creative learning centre and workshops. It provides a range of opportunities for families and adults to engage with the arts from master classes to beginner have-a-go sessions . It also offers creative visits for schools together with a development programme for local artists.

How the Team works

- Providing a year round programme of exhibitions by individual artists, groups and collectives.
- Programming short courses and weekend workshops, in a wide variety of crafts, run by professional artists.
- Delivering the annual Earth & Fire International Ceramics Fair which attracts visitors from across the country.
- Providing opportunities for local artists to develop work for visitors.
- Providing specialist ceramic facilities for schools, artists and the general public.



Sports

School Swimming Team

The team provides the opportunity for all children in Nottinghamshire to access swimming, enabling them to meet their Key Stage 2 statutory requirement. The team offers the fundamentals of swimming, stroke development, personal survival, diving and mini polo.

How the team works

- Providing inclusive swimming tuition to pupils from pre-school, primary and secondary schools of all ability levels.
- Offering the chance to participate in gala events across the county with the opportunity to signpost pupils into mainstream swimming clubs.
- Providing additional sessions to pupils with disabilities through the Bridging Clubs, helping to develop individual specific needs, creating pathways and opportunities for development of skills.
- Working closely with partners across the county to ensure the quality and standard of provision are maintained.

Sports Development Team

The team works closely with the County Sports Partnership providing specialist knowledge in a range of disciplines to develop the sporting infrastructure and increase sporting opportunities.

How the team works

- Developing the skills of the sports workforce to ensure the quality of sporting provision across the county.
- Developing opportunities for disabled people to engage with sport at all levels.

Talented Coaches

The Sports Development Team offers 12 months of support to coaches through its Talented Coaches Scheme. Coaches are offered mentoring and a programme of workshops and seminars looking at a variety of topics including sports psychology, nutrition and strength and conditioning. Since 2009 the scheme has supported 81 coaches from 18 different sports. In 2012 the programme was chosen as an example of good practice by Sports Coach UK.

'I've taken a great deal from the programme - I've developed a number of areas of my coaching and feel that the breadth of experience I have gained has given me great confidence.'

Talented Coach





- Developing the skills of sporting volunteers and increasing opportunities to engage with sport in a wide variety of capacities.
- Supporting sporting clubs to develop the skills and capacity to provide increased opportunities to participate.
- Working with National Governing Bodies of Sport to increase investment in sporting provision across the county.
- Commissioning pilot projects to meet identified gaps in provision and develop new sustainable programmes.

sports & arts

Our services will deliver on the priorities of the Arts and Sports Development Strategy, ensuring positive outcomes for our communities and visitors.





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County Council**

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