



# Enhancing our communities

The arts and entertainment plan 2005 -2010

**DRAFT**

21 June 2005

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## Foreword

“Enhancing our Communities” is about how the District Council can best achieve its goal of increasing the number and range of people participating in arts development activity during the years 2005 to 2010.

Arts development is about communication, enjoyment and appreciation of life. Such attributes are fundamental to enhancing the appearance of our built and social environment. This is integral to the work of Community Services, particularly at a time when the district is growing.

The arts are also about developing skills and providing opportunities for participation in village life. Arts activity helps individuals and groups express views and feelings in a safe, supportive environment whether it is:

- A theatre production in a village hall
- a village film project
- a community play
- a specially commissioned dance production
- a classical music ensemble in a medieval church,
- a prize-winning poem
- a piece of public art.

It is the importance of creating a 'safe space' for individual and group artistic expression that remains a priority for Community Services and this is the reason the council has chosen to maintain its tradition of enabling and supporting participation in arts activity across the district as a central part of its community development work.

In implementing this plan, the Council will actively seek to draw together:

- regional and local arts and cultural agencies
  - professional arts organisations and individual artists,
  - providers of arts education,
  - the amateur arts sector,
  - the parish councils,
  - statutory services
  - the business community
- i.e. all those with an interest in improving the quality of life of residents of South Cambridgeshire.

This plan was developed with the support of the Arts Advisory group, consisting of Councillor observers on the boards of council-funded arts organisations including:

Chair: Cllr Steven Harangozo (Observer, Cross Border Arts)  
Cllr Phillipa Corney (Observer, Junction Dance)  
Cllr James Hockney (Observer, Cambridge Film Consortium)  
Cllr Joan Smith (Observer, Arts in Cambs on Tour)  
Cllr Daphne Spink (Observer, Wysing Arts)  
Cllr James Quinlan (Observer, Cambridge Film Consortium)

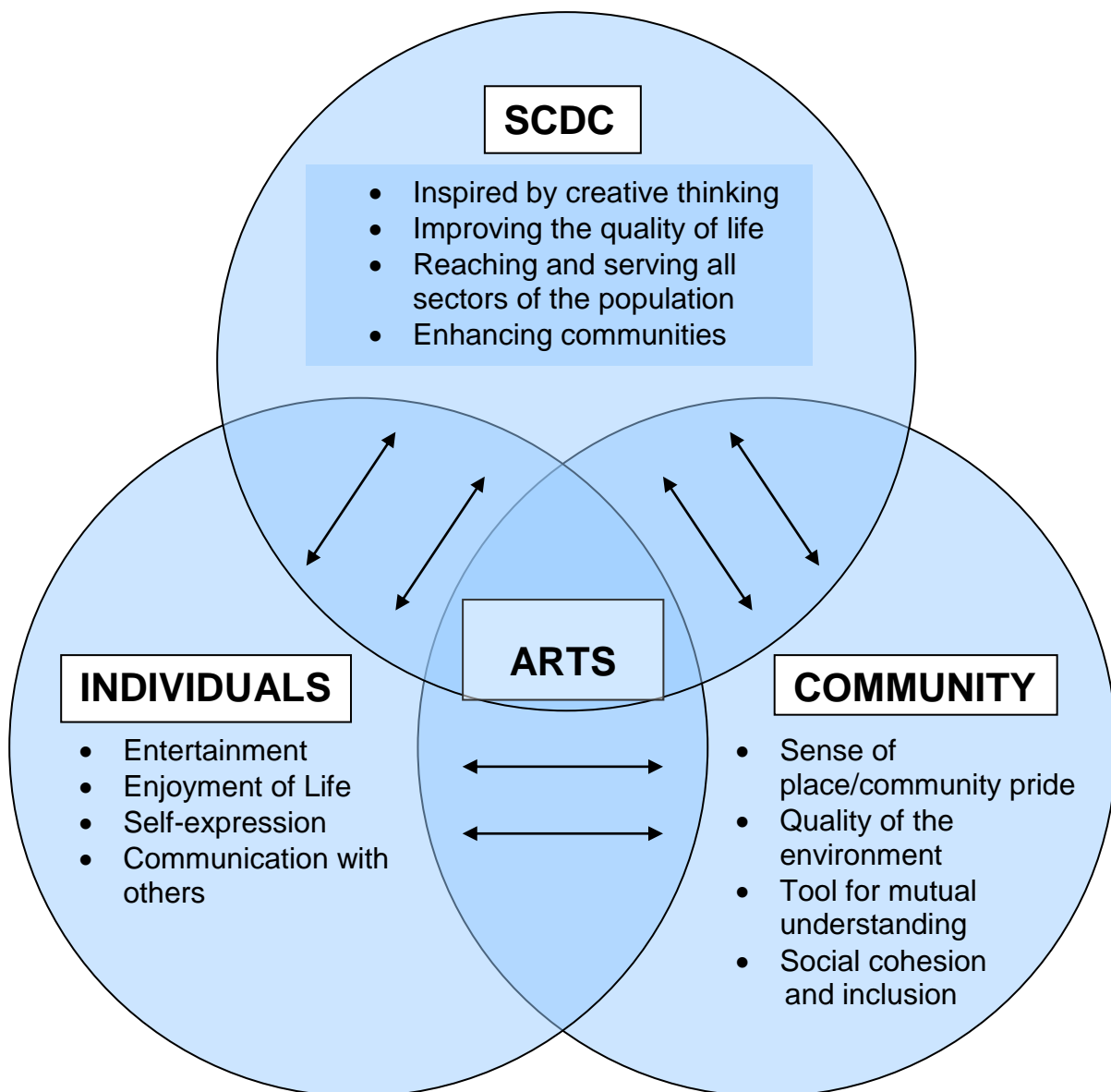
and was attended by the following contributors:

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If you have any comments or queries about *Enhancing Our Communities* please contact the Arts Development Officer on 01954 713343.

## ***THE ARTS: a place for all to meet***



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From the Foreword

# ENHANCING OUR COMMUNITIES

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## **Enhancing Our Communities: Executive summary**

Beginning with a summary of achievements made during the previous 'Lighting the Way' arts strategy, the new arts plan considers the wider context and affirms the Council's commitment to providing arts services, in partnership with arts agencies, to its residents and describes its objectives for the period 2005-2010 (page 6).

The five key strategic priorities (page 8) are highlighted and the 6 methods of delivery (page 9) described.

The arts and entertainment plan will be delivered through:

- Support for local partnership development programmes
- Professional arts partnerships
- Grant aid schemes to local organisations
- A Capital Development Programme
- Marketing and publicity
- Monitoring and evaluation

The strategy seeks to strengthen the local arts infrastructure in order to maximise cost-effectiveness and to provide affordable, community focussed, arts activity. Particular attention will be paid to the development of new arts facilities and services for the new settlements around Cambridge including Cambourne and the town of Northstowe.

The arts plan's appendices contain a list of service objectives linked to the Council's strategic and enabling role and a policy context document offering current guidance for local authority arts development services.

## 1. INTRODUCTION

The Arts Service is, with Sports Development, part of the Cultural Services section of Community Services, working within the Chief Executive's department of South Cambridgeshire District Council.

Since 1994, when its first arts strategy was published and the first professional arts officer was employed, the Council has played an important role in the development of the arts in the district. The positive influence of the District Council within the publicly funded arts sector is acknowledged nationally, regionally and locally. Nationally, as one of many local authorities advocating the uses and value of the arts, regionally, as a partner in a wide range of arts programmes and locally, as a valued service, offering advice and practical and financial support for community initiatives.

South Cambridgeshire District Council, like many other local authorities in England, has adopted the definition of the arts used in the National Arts and Media Strategy (1992):

*"The term 'arts' includes but is not limited to, music (instrumental and vocal), dance, drama, folk art, creative writing, architecture and allied fields, painting, sculpture, photography, graphic and craft arts, industrial design, costume and fashion design, motion pictures, television, radio, tape and sound recording, the arts related to performance, execution and exhibition of such major art forms and the study and application of the arts to the human environment."*

In the context of the corporate objectives, the arts can

- contribute to a better quality of life for residents by providing stimulating and entertaining experiences through participation in creative activities.
- create more sustainable communities by providing attractive cultural facilities and opportunities to meet neighbours and share ideas in a positive, creative environment.
- assist parishes, business and voluntary organisations in establishing cultural partnerships that forge a sense of community and acknowledge and celebrate the diverse cultural experiences and heritage of those living and working in South Cambridgeshire

In addition, the introduction of published service plans and service improvements supporting the Comprehensive Performance Assessment have helped to create stronger links between the arts and corporate services (see Appendix 1).

### Review

*Enhancing Our Communities* is based on a review of the work of the arts service developed over the past three as part of the 'Lighting the Way' strategy (April 2005). The review, available from the Arts Office upon request, describes the work of the Council's art service and its impact. One of the tables contains the following information for a typical year, 2004-2005:

2004-2005	South Cambs investment	Investment from:		Number of participants
		Business sector	Public sector	
Professional arts partners	£117,500		£770,000	97,700
Arts Project Grant Aid	£19,560		£52,250	4,822
Development Projects	£38,731	£100,000	£60,100	5,000
Dual Use Arts	£40,000		£150,000	10,000
TOTAL	£215,791	£100,000	£882,350	117,522

Table 1: Council revenue investment<sup>1</sup>, other investment and participant numbers

<sup>1</sup> These revenue figures do not contain figures for marketing (£20,600) or subscriptions to arts agencies (£14,000)

The previous strategy:

- promoted the role of Arts Development Managers in four village colleges, now – with the support of Council - established full-time posts.
- introduced criteria for arts partnership funding that directed professional arts organisations to engage more actively in developing arts infrastructure in the villages, in partnership with the local arts development managers where they exist.
- incorporated a public art policy in the district's local development framework and produced supplementary planning guidance for developers, including a 1% for art formula.

It also maintained a commitment to:

- a range of arts grants schemes for community groups
- the annual free concert for older people and children;
- a series of arts events for young people throughout the summer;
- public art with parish councils and in new developments.

*Enhancing Our Communities* offers a framework for arts development in South Cambridgeshire for the years 2005-2010. It provides a structure around which arts partners across the district can plan for improved arts facilities and activities within the resources available.

## Context

This arts strategy does not exist in isolation. It is part of a network of plans and strategies already published or now in development at district, county and regional level. A table of current documents are summarised at Appendix 2.

The new arts strategy takes account of a number of significant changes during this period that can be summarised as follows:

Change	Impact on arts service
Establishment of dual use arts strategy and the introduction of local Arts Development Managers	More cross-district arts planning between village colleges and the district
Development of the roles of a network of regional and local planning and governance groups including Living East (the Cultural Consortium for the East of England), the Primary Health Care Trust and the local strategic partnership and Cambridgeshire Horizons, the planning 'delivery vehicle' for the Cambridgeshire sub-region	The Arts have a much greater opportunity to address wider corporate objectives and other key strategies.
Changes in governance and management of Arts Council England	Development of a regional office with more funding available for arts organisations
South Cambridgeshire District Council now has all services under one roof in Cambourne	Improved liaison between Council arts services and Licensing, Communications, Planning and Environmental Health
Population growth from 125,000 (1996) to 134,000 (2000)	More residents need more cultural opportunities than ever before

## KEY STRATEGIC ARTS OBJECTIVES

**The role of South Cambridgeshire District Council in the arts is to facilitate the provision of valued arts experiences for the people of South Cambridgeshire and to assist in the development of a thriving arts and cultural sector.**

Since 1994 South Cambridgeshire District Council has sought to provide quality arts services for its residents through supporting professional organisations and amateur arts activity. The Council does not directly manage any arts facilities but rather seeks to enable arts (and arts-related) organisations in the district to be responsible for and manage their own arts initiatives and facilities.

The District Council recognises the role of the Arts Service in planning the sustainable development of facilities and activities with key funding partners.

In order to build a strong arts infrastructure and a continuous programme of arts activity for the district the five key strategic arts priorities<sup>2</sup> established in the 'Lighting the Way' will be incorporated into the following objectives:

- Developing further the dual use arts strategy with village colleges
- Producing an arts and health action plan, linked to community safety
- Planning quality arts and entertainment opportunities in the new settlements
- Encouraging artists-in-residence in villages across the district
- Maximising the delivery of arts and cultural resources through the achievement of external funding and planning gain

*Enhancing our Communities* will be delivered through the Arts Service's partnerships in four overlapping areas with:

- village colleges through the continuing development of the dual use strategy for the arts
- professional arts organisations
- planning and community agencies including e.g. Cambridgeshire Horizons, the Primary Care Trust, the local strategic partnership, parish councils, residents and local organisations
- arts agencies and regional public bodies including the East of England Development Agency, Living East (the regional cultural consortium), Arts Council England, Eastern Orchestral Board, Arts & Business

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To attract significant investment into the district for improved arts facilities for South Cambridgeshire's residents.

To link capital and revenue investment in professional facilities to a programme of arts and cultural development for the community.

To strengthen the role of local arts development managers employed through the district's dual use arts strategy by the village colleges through investment in arts provision and arts development activity.

To engage the parishes, local organisations and residents in arts schemes that answer to a community need, whether cultural, environmental, social or economic. (*Lighting the Way 2001*)



### 3. METHODS OF DELIVERY

*The following headings indicate the methods of delivery and each paragraph provides a statement of intent for the next five years:*

#### i **Support for local partnership development programmes**

The new development programme includes:

- the dual use arts strategy
- arts facilities in new settlements
- public art protocol for planners and section 106 agreements
- the arts and health strategy
- the youth arts strategy
- offering funding advice and assistance to local voluntary groups.

These areas of work will take precedence over the next five years and become increasingly central to the work of the district's arts service.

The development programme also covers annual projects initiated by the Arts Service specifically to address gaps in provision for example, the *Hot Stuff* children's summer activities, the *Arts in Villages* Scheme and the *Springboard* Arts Toolkit. In addition the development programme helps to enhance the quality of the arts through events like *Sounds of Summer* and *Celebrating the Classics*. Projects in association with other departments of the council e.g. *Environmental Arts*, and are also included.

These schemes are under review for 2006-7 and will only take place if funds are available and they relate directly to the bullet-points above.

#### ii **Professional Arts Partnerships**

A number of professional arts organisations provide the highest quality work on behalf of the district through annual service level agreements with the Council. Current levels of grant aid cannot be assumed beyond 2005-6 and in future delivery may be through third parties including the Village College based Arts Development Managers.

Professional arts partnerships also include subscriptions to arts agencies including Arts Council England (East), the Eastern Orchestral Board and Arts & Business (East). These agencies deliver services or invest directly into arts organisations in the district providing significant "added value" to the Council's subscription and which will be maintained, subject to member approval.

#### iii. **Grant Aid Schemes**

Any small group or organisation that is non-profit making can apply for one of these schemes, provided that the artistic activity benefits South Cambridgeshire residents. The grants are an important aspect of the Arts Service's work, offering opportunities for a range of individuals and organisations to provide valued services and a positive experience of the Arts that the Council are unable to provide directly.

#### iv. **Capital Programme**

The arts capital reserve will, subject to approval, be allocated to four specific capital development areas, each with their own criteria. All awards would be expected to form a part of a local arts development plan, co-ordinated by a local arts development manager, where one exists. Sums will be allocated to:

- **Arts Organisations**
  - for building works and equipment in venues serving the district. Payment will be directly linked to improved facilities/activities for South Cambridgeshire residents and linked to the dual use arts strategy.
- **Parish Councils and community associations**
  - for new arts facilities (buildings and adaptations) and public art in villages.
- **Local clubs and organisations**
  - Essential equipment such as sound, lighting and musical instruments.
- **The Equipment bank and touring digital film service**
  - Managed under contract by the Broadening Education Trust (Linton and Sawston Community Education Partnership) based in Sawston and available for hire across the district.
- **New and expanding settlements in the district**
  - Towards new arts facilities and public art, particularly at Northstowe

#### v. **Marketing**

Marketing and publicity services to the public will continue to include:

- the Council's online events list
- advice and consultation with arts officers and managers
- the Springboard arts toolkit and associated seminars and surgeries
- The List - the district's arts directory
- access to a database of contacts including local arts groups, the media and parish councils
- a library of books and periodicals on arts promotion
- publicity in the Event, the Council's quarterly guide to arts and entertainment that, since June 2004, has been distributed to 55,000 homes in South Cambridgeshire along with the South Cambridgeshire magazine.

#### vi. **Monitoring and Evaluation**

Monitoring and evaluation is required in order to identify barriers to participation and access and to inform future plans. A review of current monitoring and evaluation procedures is currently taking place. Changes will be based on a consideration of the following factors:

- Ease of collection and interpretation of data
- Quantitative findings tempered by qualitative assessment including the social, economic and cultural context in which the arts activity took place and the nature of the groups involved.
- any funded organisation will be required to provide concise information in an uncomplicated format
- Data will be collected and interpreted on a six monthly basis.

#### **4. ADDRESSING THE ARTS OBJECTIVES**

The introduction of published service and improvement plans supporting the comprehensive performance assessment have helped to make clear the connection between the Council's arts and corporate objectives (see Appendix 1).

##### **OBJECTIVE 1: DEVELOPING THE DUAL USE ARTS STRATEGY WITH VILLAGE COLLEGES**

###### **Arts networks and clubs in villages**

The aim of the dual use arts strategy is to facilitate an increasing amount of arts work of a high quality within the district's villages. This has been achieved by the implementation of the dual use arts framework report, approved by Cabinet in February 2002, and the appointment of two Arts Development Managers by Sawston, Bassingbourn and Melbourn Village Colleges in September 2002. In 2003 Linton Village College joined the scheme and in 2005 Swavesey Village College will also appoint an arts development manager for the patch.

The scheme is seed funded by South Cambridgeshire District Council and relies on a commitment to continuing investment by village colleges that value the role that Arts Development Managers can play in their organisations.

The scheme was reviewed and new targets were set in August 2004. The establishment of Arts Development Managers is a key development for the Arts Service and it is essential that the close working relationship between District Council Arts Officers and Village College Arts Development Managers is developed and maintained.

**TARGET:** Establish clear arts partnership agreements with current Arts Development Managers between the District Council and the village colleges.

**TARGET:** Establish two further Arts Development Manager posts in the north and west of the district during 2005-2010

**TARGET:** To attract external funding in order to maximise the potential of the dual use arts strategy.

###### **Touring Cinema**

The district has acquired digital film projection equipment that will be based in Sawston and promoted, as part of the Equipment Bank, by the BE Partnership's Arts Development Manager. A network of volunteer film promoters from interested villages will be established in the first year.

Subscription to the Film Bank, the national distributors, will be free to local promoters in the first year.

Advice on marketing and promotion, managing box office and catering will be provided by the Arts Service.

Promoters may also wish to screen films produced by local groups in association with the Cambridge Film Consortium.

**TARGET:** To establish "Film on Your Doorstep", a South Cambridgeshire Rural Touring Cinema Scheme, working with at least six local film promoters in the first year.

**TARGET:** To seek ways of promoting the cinema scheme through village access points.

### **South Cambridgeshire Arts Network (SCAN)**

SCAN is the name of the group formerly known as Arts Network 10, originally an association of arts representatives (mostly from Adult and Community Education and the Youth Service) based at the ten colleges serving South Cambridgeshire. Since 2002 these members have been joined by the new Arts Development Managers and all the professional arts organisations with service level agreements together with other interested parties including the County Arts Officer and Cambridgeshire Instrumental Music Agency.

SCAN is the forum through which the Arts Service consults arts constituents working in the district on both operational and strategic matters.

**TARGET:** For all Arts Development Managers to review the work of the South Cambridgeshire Arts Network

**TARGET:** Members of SCAN will support the Arts Service and Arts Development Managers in organising a number of evening Springboard workshops for parishes and community organisations relating to arts opportunities, fundraising, marketing, equal opportunities, disability awareness and/or other topics as required.

**TARGET:** At least three meetings a year, each addressing a significant arts development issue.

### **Fundraising Seminars**

The Arts Officers will provide information on other funding sources, particularly the Arts Council's Grants for the Arts scheme, and other sources of funding for community groups including Trusts & Foundations, at grants and fundraising seminars in association with the Community Development team.

The exponential growth in the district over the next decade brings with it enhanced opportunities for achieving success in leveraging investment for new arts facilities and activities across the district. This will be reliant on the preparedness of the arts sector and it is essential that knowledge and strategies for growth and fundraising are shared and understood by all concerned.

**TARGET:** To incorporate fundraising advice into the work of Arts Development Managers and as an item at local arts forums.

**TARGET:** To encourage SCAN to participate in the Community Services "Funding Fair" (minimum one annually) for groups throughout South Cambridgeshire.

## **OBJECTIVE 2            PRODUCING AN ARTS AND HEALTH STRATEGY, LINKED TO COMMUNITY SAFETY AND YOUNG PEOPLE**

The District Council's Community Strategy 2004 – 2007 (Aim 1) aims to achieve improvements in the following areas:

- services for young people
- lifelong learning
- healthy lifestyles
- independent living

The arts strategy prioritises healthy lifestyles and this priority informs other areas of the community strategy. As well as assisting recovery the arts can enhance mental health awareness and the promotion of healthier lifestyles amongst the public at large.

The issues of poor health and crime and/or fear of crime are closely related; the arts and health objective therefore has close links with community safety and young people.

### **Arts and Health work with Young People**

The Arts have the capacity to engage young people who seem otherwise to disassociate themselves from the adult community. Arts activity with young people will be conducted in partnership with the local voluntary organisations that seek to commission youth arts and health work and in association with parish councils where possible. The Arts Service intends to work closely with the Junction and the South Cambridgeshire Community Safety Partnership i.a. to develop an arts programme for the 13-24 age groups. This work, to have a strong musical element, will be conducted by and with young people.

People in this age range are difficult to reach collectively and the development of an arts text-messaging service and on-line services should ensure much greater 'reach'. Such services will be developed in association with the Community Development team of South Cambridgeshire District Council, and Youth Services, and will enlist the expertise of individuals and organisations in arts and new technologies.

A survey designed to identify appropriate arts organisations and individual promoters to deliver selected programmes, for example, festivals, youth arts and public art, on behalf of South Cambridgeshire District Council will be undertaken.

**TARGET:** The development of the South Cambridgeshire "Freetime" Youth Council, managed by The BE Partnership Trust, to include an arts programme for young people aged 13-24 with The Junction and South Cambridgeshire Community Safety Partnership, i.a. (SCDC Service Plan 4biii)

**TARGET:** The development of arts text-messaging and on-line services, in association with the Arts Development Manager for Bassingbourn and Melbourn Village Colleges.

### **Community Safety and Young People**

The Crime and Disorder Reduction Partnership already employ arts activity to raise awareness of community safety issues amongst young people. This has included:

- Forum theatre that demonstrates the dangers of arson to young people.
- Design of special cards – including poetry - by young designers to promote awareness of anti-social behaviour (ASB) and how it can be combatted.
- Arts workshops with 'problem individuals, focusing on prevention and enforcement'
- They included their own poetry and design, which they worked on together with a local graphic designer.

- a CD of hip-hop and rap style music produced by young people, considering the implications of ASB and issues surrounding alcohol.

Currently, the South Cambs Community Safety Strategy includes an objective 'to improve communication between the settled and travelling communities, and increase mutual understanding'. Another objective within the anti-social behaviour priority one seeks 'to reduce the number of malicious fires'.

**TARGET:** To support Community Safety Officers in a media project that will raise awareness of the differences of young members of travelling community and their way of life in comparison with other young people in the settled community.

**TARGET:** To support Community Safety Officers in the commissioning of a forum theatre project highlighting the danger of arson.

### **Arts and Health work in Lifelong Learning**

Working with providers of lifelong learning opportunities, e.g. village colleges and arts organisations, the Arts Service will aim to extend the reach of arts learning opportunities. Participatory workshops, talks, regular courses and on-line facilities will be typical ways of offering all residents the chance to learn through and about the arts. One of the aims of this work will be to contribute to the health or well-being of individuals or communities – for example: a dance course would provide an opportunity to learn (steps, rhythm, dance styles, etc.) as well as contribute to people's fitness and enjoyment of life, whilst also bringing people together in a social context.

**TARGET:** Increase the opportunities for residents to take part in arts learning activities

### **Arts and Health for Healthy Lifestyles**

There are two main ways that arts and health work can contribute to healthy lifestyles:

1. Through active participation in arts activities, which can improve physical well-being (especially dance, but also other performing arts) as well as mental well-being (through self-expression, mutual understanding and respect, social interaction, discovering new aspects of oneself, and as an outlet for thoughts and feelings)
2. The arts can also provide an excellent tool for raising people's awareness of healthy lifestyle options and engaging them actively (and enjoyably) in thinking through the issues

**TARGET:** Increase the opportunities for residents to take part in arts activities that have the potential to maintain or improve their health or well-being, or to integrate them into the community

**TARGET:** Develop an arts referral scheme that directs people to appropriate arts activities, which can benefit them

**TARGET:** Liaise with health promotion agencies to develop awareness-raising initiatives

### **Arts and Health for Independent Living**

A significant number of our residents are either in need of care or are carers and the Council aims to promote independent living for them.

Some are elderly and trying to maintain as much independence as possible, others have disabilities or learning difficulties, or mental health problems. Arts engagement can offer them a way to develop confidence, improve self-esteem, and have the courage to be less dependent. If carers also get involved, they may be able to view the relationship differently and encourage independence. Participants in Arts and Health projects, including projects in South Cambs, have experienced these outcomes.

TARGET: To develop participation in arts activity in sheltered settings across the district, including concerts and performances provided by e.g. Cambridge Arts Theatre (Education) and English Sinfonia.

TARGET: Identify groups of cared-for people in the district and the potential for involving them in arts activities

TARGET: Increase participation by people needing/providing care in arts activities, which promote independence

### **Arts and Mental Health**

The Arts Service is aware, through reports from arts and health / disability projects and research, and the work of the South Cambs and City Primary Care Trusts (PCTs), of the potential of the arts to maintain health and well-being. Arts activity can be efficacious in helping individuals overcome distress and interact positively with others in their community.

One in four people will experience a mental health problem within the course of a year. In South Cambridgeshire Primary Care Trust (SC PCT), 40% of GP consultations are for mental health problems. For SC PCT local prevalence rates for mixed anxiety and depressive disorder are 6,777 and for dementia are 1,666 (These figures are national rates applied to local populations).

There is growing evidence to show the mental health benefits of arts and creativity. Participation can have a positive impact on self-esteem, self worth and identity and it can be a resource for promoting social inclusion and strengthening communities (Mentality, 2003).

The value of the arts in assisting recovery from mental illness – not only through individual therapy but also through creative interaction with others - is well established. In association with the PCTs, the Mental Health Partnership Trust and Arts Council England, the Council will develop an arts and health strategy that will include an arts referral scheme.

TARGET: To work with Cross Border Arts to produce an arts and mental health strategy by April 2006

TARGET: To introduce a district-wide arts referral scheme by April 2007

## OBJECTIVE 3

## PLANNING QUALITY ARTS AND ENTERTAINMENTS SERVICES FOR NEW SETTLEMENTS

### Supporting new and enhanced arts facilities

Professional arts organisations serving South Cambridgeshire District Council have been successful in winning Arts Council and arts lottery support for major capital developments.

In the past three years the Council's arts capital awards to the Junction and Wysing Arts have attracted substantial additional external investment.

Future population growth, the expansion of villages and the creation of Northstowe will necessitate additional and enhanced arts facilities and these will require revenue as well as capital investment and need careful planning to ensure that they are successfully managed.

TARGET: To work with *Cambridgeshire Horizons* (the government's delivery vehicle) to develop both "the Arts and Cultural Infrastructure Strategy" to plan for new arts and cultural facilities and to determine South Cambridgeshire District Council's role and the degree of investment required in meeting these needs.

TARGET: To achieve an integrated arts plan for Northstowe to include quality arts facilities and a comprehensive public art strategy; to involve the developer's designers and a number of artists interventions with the residents of neighbouring villages and new arrivals.

TARGET: To support the objectives of the emerging sub-regional "Green Infrastructure Strategy" to better integrate Wysing Arts as a regional arts centre in the rural landscape, creating a new focus for both countryside access linking key cultural and recreational attractions. The project will thereby provide enhanced physical and intellectual access into the rural landscape for the developing new communities, including Cambourne.

TARGET: TO support the objectives of the emerging sub-regional green infrastructure strategy to provide a new countryside gateway via Denny Abbey and the Farmland Museum, into the open fen-edge landscape within the Cam valley, creating an enhanced visitor hub, which will link cultural and recreational attractions. This will provide enhanced physical and intellectual access into the Fenland landscape

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### Arts & Business

South Cambridgeshire District Council works closely with Arts & Business (East) to facilitate local business involvement in the arts and increase the number of sponsorship opportunities for professional and voluntary arts organisations.

TARGET: To manage the development of the Arbury Park lead artist project with the support of Arts & Business and apply lessons learnt to new and emerging projects.

TARGET: To secure two other major Arts & Business New Partner initiatives in new settlements in the district by April 2009.



## **OBJECTIVE 4            ENCOURAGING PROFESSIONAL ARTS IN VILLAGE SETTINGS ACROSS THE DISTRICT**

### **Arts Council East and the Local Government Arts Forum**

Arts Officers and Councillors will continue to attend meetings and information seminars held by Arts Council England (East) and the Local Government Arts Forum and the Arts Forum for Cambridgeshire and Peterborough in order to maintain knowledge of current sub-regional, regional and national developments. The *Vital Communities* research partnership with Arts Council England (East) aims to measure the impact that exposure to the arts has on a community when they are made more frequently available to a generation of children and young people from age 5 to age 20.

**TARGET:** To participate in the Local Government Arts Forum with a view to identifying new opportunities for the arts in South Cambridgeshire

**TARGET:** To support and encourage the *Vital Communities* exemplar project in Fulbourn and to apply the lessons learnt from the research where practicable.

### **Professional Partners**

South Cambridgeshire District Council will continue to maximise its investment in the arts by supporting organisations that can provide an ongoing programme of high quality arts activity. Professional arts organisations, supported by the District Council, attract funds to a level far beyond that of the Council's contribution. Residents of South Cambridgeshire share the benefits of this added value with Cambridge City dwellers and visitors to the region.

All of the funded professional organisations manage community programmes specifically for South Cambridgeshire's residents and in the district. Successful programmes of work will continue and form the basis for future development.

The aim for the district's Arts Service is to match the arts needs of communities with the skills and facilities of the key arts organisations. This will increasingly be achieved by the local Arts Development Managers, with whom the professional arts partnership or service level agreements will be agreed.

**TARGET:** Each professional arts organisation awarded Partnership funding to sign a service level agreement with measurable targets, quantifying the precise benefits delivered to South Cambridgeshire residents.

### **Promoting home-grown local arts in South Cambridgeshire**

The Arts Advisory Board stressed the importance of promoting the arts and improving communication between artists and audiences. This will be achieved in the following ways:

#### **1. Springboard**

The Springboard project is designed to encourage the villages of South Cambridgeshire to use the arts as a focus for cultural, social, environmental and economic activity. Afternoon or evening showcase events, which will include presentations by local artists, will feature practical information about involving the local community, working with professional artists, licensing, health and safety, CRB checks, dealing with the press and fundraising. The Springboard toolkit – a publication that brings together all these different aspects (also available online) will be continuously updated.

Events will be publicised on local notice-boards, in the South Cambridgeshire Magazine, the Event and in the new online directory.

TARGET: To set up the Springboard publication online, in conjunction with community access points and the library service.

TARGET: Arts Development Managers to offer a minimum of two Springboard showcases each year, featuring artists that work in the community, to promote the Springboard pack to parishes.

TARGET: The summer artists 'market place' to be integrated into this scheme

## 2. Children's Arts

The summer activity programme, as well as *Celebrating the Classics* and both seasons of children's theatre (co-ordinated by the Junction/CDC) as well as workshops and events run by the Village Colleges and various arts summer schools (including one for deaf children managed by The Arts Theatre) will help ensure that the children of the district are not left out. The priority for the Arts Service in this area in the future will be to support arts work with children and young people during half-term (SCDC Service Plan 4biii).

TARGET: To assist in funding a programme of children's arts activity in a minimum of four villages that can demonstrate support and demand, during half term and summer holidays each year.

## 3. Arts and Social/Environmental Issues

Theatre companies have been employed by the arts service to explore issues around bereavement, bullying at school, drug abuse and domestic violence. Following discussions with the Strategic Development Officer a community-based theatre-arts project exploring environmental concerns is planned. (SCDC Service Plan Section 4c(ii))

## **OBJECTIVE 5      MAXIMISING THE DELIVERY OF ARTS RESOURCES THROUGH EXTERNAL FUNDING INCLUDING PLANNING GAIN**

The substantial increase in the number of homes in South Cambridgeshire means that there is a genuine need for additional community-based arts and cultural facilities and services.

South Cambridgeshire has a role to play in the planning and co-ordination of such services and can help to identify external funding. As well as government funds earmarked specifically for infrastructure development, private developers can make a significant contribution through, for example, section 106 agreements

**TARGET:** To secure, through section 106 and planning obligations, funding for facilities that provide for the arts and cultural needs of new communities in South Cambridgeshire.

**TARGET:** To apply for funds from government schemes for accelerating the progress of arts development programmes that specifically address socio-economic issues relating to the growth agenda.

**TARGET:** To work closely with non departmental bodies including Arts Council England and Cambridgeshire Horizons on developing a funding strategy for the continuing development of the arts in the new towns, urban fringe and expanded villages.

## 5. Financial Resources

In the next five years, the Arts Service of South Cambridgeshire District Council will enable the following arts programmes, through externally funded and match-funded direct grant aid and development programmes. Estimates of arts development revenue and capital allocations, all subject to annual approval by the Council, appear below.

### Revenue

The arts development revenue budget has remained more or less constant since it was established. In 2003-4 it was reduced year on year by £10,000 to help identify Council savings. The table below shows District Council funding for the arts programme over the next five years based on this year's level, with inflation at 2.5% per annum. It indicates a trend towards increased spending on the dual use arts strategy, the arts and health strategy and Northstowe and a commensurate reduction in direct grant aid to professional arts organisations.

	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
Professional Arts Partnerships	126,700	130,000	120,000	115,000	111,000
Development Projects	47,020	43,500	43,000	43,000	45,000
Dual Use Arts	45,000	55,000	65,000	70,000	80,000
Arts Grants to local groups	19,650	20,500	25,000	30,000	30,000
Marketing and Publicity	14,500	10,000	12,000	14,000	13,000
Monitoring and Evaluation	550	750	1,000	1,000	1,000
Total required	253,420	259,750	266,000	273,000	280,000

### Capital

Since 1996 South Cambridgeshire District Council has made arts capital awards, large and small, on an individual and responsive basis, to arts organisations, village colleges and community groups. The table below gives a good indication of the sums required to accommodate the demand of eligible arts capital applications consistent with the strategic priorities of *Enhancing our Communities*.

Scheme	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
To support capital refurbishment of facilities	50,000	50,000	40,000	35,000	35,000
Text messaging service	2,000	0	2,000	0	2,000
Works associated with dual use arts including the equipment bank	10,000	10,000	12,000	5,000	5,000
Public art and artists in residence	15,000	18,000	25,000	40,000	40,000
Equipment and musical instruments	3,000	4,000	5,000	6,000	6,000
Total required	80,000	82,000	84,000	86,000	88,000

Figures 2006-2010 have been rounded down to nearest thousand

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# **ENHANCING OUR COMMUNITIES**

## **APPENDIX ONE**

### **Timetable of Objectives 2005-2010**

## Extracts relating to the arts from the Council's Service Plan for Community Services 2005/6

### Sub Section 1b: Service Summary

We aim to work in partnership to help improve the quality of community, sports and arts facilities across the district and to improve opportunities for residents to participate in high quality local activities and receive services that are accessible. This includes helping to attract the maximum levels of external funding into the district. The section has a particular focus on improving opportunities for young people and those with a disability and in particular works closely with Partners to help reduce the fear of crime and improve the health and wellbeing of residents through sports, arts and learning initiatives. We will manage Milton Country Park effectively, work to increase the number of users and will ensure that new developments such as Cambourne and Northstowe have appropriate facilities and services to meet the needs of new residents.

Progress on the 04/05 improvement proposals (in the 2004 Performance Plan)				
2	Improvement proposal	Milestone date	Service action	Lead Officer
2g	Establish the South Cambs. Parish Plan steering group, which will provide greater council support in planning and undertaking parish plans	June 2005	Steering group to be established as a sub group to the Local Strategic Partnership, which will support and review action plans and ensure that strategic issues are raised with the appropriate body.	Jane Thompson
2m	Commence work on establishing a new South Cambs. Cultural Forum as a theme group to feed into the Local Strategic Partnership	Commence October 2005 ?	To establish by April 2006?	Jane Thompson
2r	Develop an arts and mental health strategy to improve healthy opportunities for all residents	Commence pilot Oct 2005	Full strategy from October 2006	Andy O'Hanlon

### Section 3: Service improvements, which support the CPA Improvement Plan

#### Sub-section 3b: Successful, sustainable new communities at Northstowe and around Cambridge

#	CPA ref.	Action in CPA Improvement Plan	Service Action	Lead Officer	Date
iii	B19	All services to prepare costed plans for the provision of their services at Northstowe and future growth areas	Prepare plans for community services section	Jane Thompson Tricia Pope	Dec 2006

### Section 4: Service improvements through Mainstreaming

#### Sub-section 4b: Mainstreaming Community Safety

#	Service Action	Impact	Lead Officer	Date
i	Sports and arts projects in community safety anti social behaviour target villages including summer sports activities and youth videos. Also partnership work with the Youth Service in target villages	Provide positive activities and opportunities for young people in villages; to give young people alternatives to anti social behaviour	Jane Lampshire/ Andy O'Hanlon/ Sue Harris	Ongoing subject to budgets
iii	Work with arts partners to develop opportunities for teenagers in villages including partnership initiatives with the Cambridge Arts Theatre, the Junction and Cambridge Film Consortium	Young people become involved in positive and creative activities linked to their local environment	Andy O'Hanlon	Ongoing subject to budgets

#### Section 4: Service improvements through Mainstreaming

##### Sub section 4c: Mainstreaming Climate Change

#	Service Action	Impact	Lead Officer	Date
ii	Raise the profile of climate change through arts and theatre in villages	Raise the profile of climate change in an accessible and attractive way	Andy O'Hanlon	January 2005

#### Section 5: Proposals to continue to deliver and develop the service

#	Corporate Objective (see key)	Service Action	Impact	Lead Officer	Milestone Date
Cultural Services					
I	P,S,Q,H	Continue to oversee the delivery of community facilities at Cambourne and begin delivery at Arbury Camp.	Ensure that new communities have appropriate facilities	JT	Ongoing
li	P,S,Q	Encourage more villages to undertake Parish Plans and support the subsequent village action plans	More local people will have a say in decisions that affect them	JT/SMcl	Ongoing
lii	P,S,Q	Ensure that community and cultural facilities and services are provided within all new developments to meet local need.	New communities have access to high quality facilities that meet the needs of all.	SMcl/JT	Ongoing
iv	SQ	Ensure that the LDF includes appropriate policy relating to public open spaces, sport and recreation, play, community safety, community facilities and public art.	New communities and residents living in existing villages benefit and are properly catered for through s106 agreements	JT	Q2 2005
V	P,S,Q	Establish the new cultural forum in the district to feed into the LSP and develop cultural services in the future	Improve the quality of life of residents and the effectiveness and availability of cultural services and cultural planning throughout the district	JT	Q4 2005
Vi	S,Q,H	Review the Council's capital grant policies and percentages given to ensure maximum community benefit and attraction of external funds	Ensure limited funds are used to greatest community effect	JT	Q4 2005

Arts and Sports					
Viii	PSQH	Develop the Arts Dual Use Initiative in Swavesey as part of the programme to further extend arts development work across the district	Access to local arts development support and services at the local level in Swavesey area in addition to existing schemes	Andy O'Hanlon	Q2 2005
Ix	P,S,Q,H	Develop and implement new sport and arts strategies working in partnership with a large number of agencies	Direct services to residents and in particular minority groups, health groups, the disabled and young people	AOH/JL	Q2/3 2005
X	P,S,Q	Continue to develop high quality sports and health initiatives in partnership with the PCT including the district wide exercise referral scheme, the TEAQM project for overweight young people, activities for people referred from the Mental Health Trust and a wide range of opportunities for people with a disability	More residents that suffer from a range of health related problems benefit from improved health and quality of life	JL/AOH	Sports ongoing as part of the Physical Activity Strategy. Arts and Health Strategy due by June 2005

Key: P: Partnership. S:Sustainability. Q: Quality Village Life H: High Quality, Accessible, Value for Money Services

PI Code	PI Description	Past Performance			Current Year		Future Targets (Note)		
		03/04			04/05		05/06	06/07	07/08
		Target	Actual	Top quartile	Target	Est	Target	Target	Target
BV 119a	The % of residents by target group satisfied with the local authority's leisure services	60%	52%	60.25%	-	-	-	Survey 60%	-
BV 119c	The % of residents by target group satisfied with the local authority's Museums and Galleries	75%	58%	50%	-	-	-	Survey 60%	-
BV 119d	The % of residents by target group satisfied with the local authority's Theatres/Concert Halls	70%	60%	56%	-	-	-	Survey 65%	-
BV 119f	The % of residents by target group satisfied with the local authority's Cultural and Recreational facilities	60%	46%	-	-	-	-	Survey 50%	-
SX12	% of the annual Arts Strategy action plan implemented	80%	85%	-	95%	95%	New strategy	50%	75%



# **ENHANCING OUR COMMUNITIES**

## **APPENDIX TWO**

**Policy Context 2005**

**A table of documents**

The arts plan is part of a network of strategies already published or now in development at district, county and regional levels.

*A County of Culture*, drafted by the District Councils, Cambridge City Council and the County Council in 2001, prioritises six key areas for the arts:

- Promoting lifelong learning
- Contributing to social inclusion
- Enhancing public health
- Supporting community safety
- Increasing economic regeneration
- Contributing to environmental sustainability

These key areas also relate to the national, regional, sub regional and district priorities for the arts in local government, summarised below.

<p><b>Department for Culture, Media and Sport (DCMS)</b> From 'Living Life to the Full' the DCMS Five Year Plan (March 2005)</p>	<ul style="list-style-type: none"> <li>• Personal enrichment</li> <li>• A great start in life</li> <li>• Including everyone</li> <li>• Listening to people</li> <li>• Better places to live</li> <li>• Looking after the nation's cultural assets</li> <li>• International prestige</li> <li>• Personal freedom</li> <li>• Economic prosperity</li> <li>• Value for money</li> </ul>
<p><b>Report for the DCMS Local Government Team</b> From <i>Leading the Good Life</i> Guidance on integrating cultural and community strategies (June 2004)</p>	<ul style="list-style-type: none"> <li>• Councils play a key role in ensuring the provision of cultural facilities, activities and opportunities to local communities</li> <li>• Culture is central to the quality of life of local communities; it is inclusive and 'joined up' already with people's key concerns</li> <li>• The Integration of Community and Cultural Planning via: <ul style="list-style-type: none"> <li>• Effective leadership for Culture</li> <li>• Establishing a strong case for culture</li> <li>• Building a strong partnership for culture and community</li> <li>• Putting the community into cultural and community planning</li> </ul> </li> </ul>
<p>Recommendations from <b>DCMS Select Committee</b> report on Theatre in the 2004-5 session (23 March 2005)</p>	<ul style="list-style-type: none"> <li>• Public amenities such as theatres are legitimate planning gains to which local authorities should aspire via Section 106 agreements</li> <li>• Now is the time for the Arts Council to re-focus its lottery capital programme towards the provision of publicly-funded theatres</li> <li>• The case for substantial public investment in the theatre is overwhelming and there are high levels of support for this investment amongst the public.</li> <li>• A strategic approach to the funding of</li> </ul>

	grassroots, or community, theatre should be developed
<b>Arts Council England</b>	Nationally: <ul style="list-style-type: none"> <li>• Successful integration of the culture block, incorporating arts services, into the comprehensive performance assessment process</li> </ul>
	Across the Eastern region: <ul style="list-style-type: none"> <li>• Growth of the regions economy</li> <li>• Regional identity</li> <li>• New technology</li> <li>• A new strategy for cultural entitlement</li> </ul>
	In Cambridgeshire: <ul style="list-style-type: none"> <li>• <i>Vital Communities</i> partnership research</li> <li>• Strengthening arts infrastructure through building on existing opportunities</li> <li>• Invest in the expertise of professional arts organisations</li> <li>• Cultural infrastructure for new settlements</li> <li>• Arts and community facilities for Northstowe.</li> </ul>
<b>Department of Education and Science</b> <i>Every Child Matters</i> Green Paper (2003)	<ul style="list-style-type: none"> <li>• Being healthy</li> <li>• Staying safe</li> <li>• Enjoying and achieving</li> <li>• Making a positive contribution</li> <li>• Economic well-being</li> </ul>
<b>Living East (Regional Cultural Consortium)</b>	<ul style="list-style-type: none"> <li>• Advocacy role for culture and creativity across the region</li> <li>• Forging a common vision, expressed as 'A Catalyst for Change'</li> <li>• Making links between culture, the economy, and environmental and social interests</li> </ul>
<b>Cambridgeshire Horizons</b> (sub-regional infrastructure 'delivery vehicle')	<ul style="list-style-type: none"> <li>• Commissioning the research and preparation for arts facilities in South Cambridgeshire's growth areas</li> </ul>
<b>Cambridgeshire County Council, other rural districts and Cambridge and Peterborough</b>	<ul style="list-style-type: none"> <li>• Working on sub-regional initiatives and shared programmes and schemes</li> <li>• Contributing to a harmonised cultural strategy</li> </ul>
<b>Office of the Deputy Prime Minister</b> <i>Creating Sustainable Communities in the East of England</i> (January 2005)	<ul style="list-style-type: none"> <li>• Building sustainable communities in which people want to live <ul style="list-style-type: none"> <li>• Improving quality of life</li> <li>• Encouraging people to get involved in decisions which affect their community</li> <li>• Delivering better public services</li> <li>• Improving the environment</li> </ul> </li> <li>• New developments will be integrated with existing communities, enabling everyone to benefit from improved facilities for education, health, culture and sport</li> </ul>
<b>Southern Cambridgeshire Mental Health Promotion Strategy and Action Plan: 2005-2007</b>	<ul style="list-style-type: none"> <li>• Strengthen community care</li> <li>• Strengthen public [participation in health related matters</li> <li>• Develop personal skills and knowledge in</li> </ul>

	managing health <ul style="list-style-type: none"> <li>• Build healthy public policy             <ul style="list-style-type: none"> <li>• Contribute to the development of an arts and health strategy for Cambridgeshire</li> </ul> </li> </ul>
<b>The Community Strategy for South Cambridgeshire</b>	<ul style="list-style-type: none"> <li>• Active , Safe and Healthy Communities             <ul style="list-style-type: none"> <li>• Increase perception of safety</li> <li>• Develop voluntary sector</li> <li>• Promote healthier lifestyles</li> <li>• Increase learning and play opportunities for children</li> </ul> </li> <li>• Building Successful New Communities             <ul style="list-style-type: none"> <li>• Community planning for facilities</li> <li>• Engagement of residents in cultural development and growth of civic governance</li> <li>• High quality of design</li> </ul> </li> <li>• A Prosperous District</li> <li>• Good Access to Services             <ul style="list-style-type: none"> <li>• Include young people's access to youth provision</li> </ul> </li> <li>• Quality homes for all</li> <li>• A High Quality Environment</li> <li>• Engaging with young people/hard to reach groups</li> <li>• Health Improvement: addressing the needs of older people, as well as children and young people</li> <li>• Improving access to leisure facilities in rural areas</li> </ul>
<b>Northstowe Partnership</b>	<ul style="list-style-type: none"> <li>• To create a sustainable and vibrant new community combining the best of modern and innovative urban design with the best traditions of a fen edge Cambridgeshire town.</li> </ul>
<b>South Cambridgeshire and County Crime and Disorder Audit 2004</b>	<ul style="list-style-type: none"> <li>• To promote greater community cohesion between the settled and travelling communities</li> <li>• To reduce the harm caused by alcohol and drugs, in conjunction with the Drug and Alcohol Action team, especially in relation to young people (under 18)</li> </ul>

Following consultation, the Audit Commission may shortly be introducing a 'culture block' into local authority comprehensive assessments. The overall terms of reference are to measure culture's ability in creating:

- Healthier and more active communities
- A safer, stronger, accessible and enabling local environment
- Independence and well-being, participation and community sustainability
- Value for money and service efficiency

The Arts Service will have a role to play in addressing the performance indicators, currently in development, that demonstrate the accomplishment of these measures.