



## **Report to Cabinet**

**Subject: Arts Strategy for the Borough of Gedling**

**Date: 27 April 2005**

**Author: Councillor Wendy Golland – Leisure Portfolio Holder**

### **1. Purpose of the Report**

To adopt the Gedling Borough Arts Strategy.

### **2. Background**

Previous to its first arts review in 1995, Gedling Borough Council played a limited direct role in arts development with coordination of the arts delegated to a voluntary Gedling Arts Association.

The Council appointed its first Arts Development Officer (with financial support from East Midlands Arts) in 1996 and launched its first arts strategy in 1997 to cover a three-year period, at the conclusion of this period the Arts Officer left, the Council did not reappoint and has been without one until September 2004. Departmental restructures has made it difficult to maintain continuity in arts policy development, however the Council has now recognised the need to readdress its support for the arts and commissioned the Arts Strategy to provide a framework for a more pro-active approach.

An external consultant from 'Artservice' was commissioned in 2003 to produce the Gedling Arts Strategy. The aim of the report was to examine the issues around Gedling's arts provision at that time, its resources, and to identify a way forward from which a dynamic and comprehensive arts actions plan could be implemented.

The Strategy was produced following a period of widespread consultation and a comprehensive review of current arts provision and activity within the Borough of Gedling. It has been developed with reference to national, regional and local policies and strategies, and takes into account the limited arts development work undertaken by the Borough Council since its previous arts strategy action plan reached the end of its life in 2000.

The new Arts Strategy identifies five key target areas: -

- Young People
- Community Well-being
- Regeneration
- Access, equality and Diversity
- Collaboration and Partnership

Appendix 1 gives an executive summary of the strategy.

A key issue identified within the strategy was the need to employ a dedicated Arts Development Officer. The posts key responsibilities would include playing a strategic role within the Council, working to address cross-cutting agendas, and developing new programmes to increase opportunities throughout the community and with target groups.

Since the publication of the strategy, Gedling Borough Council in partnership within Arts Council England, have now jointly funded the appointment of a new Arts Strategy and Development Officer.

Services Scrutiny Committee have examined the Strategy document and its action plan as requested by the Leisure Portfolio Holder.

At it's meeting on the 22<sup>nd</sup> March 2004 Scrutiny resolved "to endorse the proposed Arts Strategy and to ask the Portfolio Holder for Leisure to ensure that there is wide ranging consultation on the future of the Bonington Theatre to secure the maintenance of theatre provision and also Pond Hills Lane Community Centre, the location of the Arts Association.

The Leisure Department will ensure the appropriate level of consultation is undertaken prior to any decisions being taken on the future of the Bonington Theatre or Pondhills Lane Community Centre.

### **3. Proposal**

To adopt the Strategy and action plan, instructing the Leisure Department to ensure its delivery and promotion.

A full copy of the report can be obtained from the Leisure Services Department.

### **4. Resource Implications**

Arts Council England has matched funded the Arts Development Post, the report identifies additional grant support from the County Council, and further funding sources will be explored in order to help fund the Action Plan.

### **5. Recommendation**

To adopt the Arts Strategy for Gedling 2003-2008.

## **7. Wards Affected**

All.

**ARTS STRATEGY EXECUTIVE SUMMARY**

1. This Strategy was produced following a period of widespread consultation and discussion and a review of current arts provision and activity within Gedling Borough, within public, private and voluntary sectors. It has been developed with reference to national, regional and local policies and strategies, and takes into account the arts development work undertaken by the Borough Council since its previous arts strategy was completed in 2000.
2. The Strategy proposes the strengthening of the Council's role in the arts through the appointment of a dedicated Arts Development Officer. This post would replace the existing Arts and Events Officer post and could attract time-limited funding from Arts Council England (East Midlands). The post would have a strategic role in the Authority and would work in partnership with other agencies to increase resources for the arts in Gedling.
3. A new Arts Development Officer would play a key role in working to address cross-cutting agendas and addressing areas of particular need, including work with young people, arts programmes related to community safety, regeneration and learning, and developing programmes to increase the range and number of opportunities to participate in the arts at local level throughout the community and with target groups.
4. The strategy aims to increase opportunities for all of the Borough's residents. It proposes more integrated working with a variety of partners and in the context of the Gedling Community Plan and the work of the Gedling Partnership. It seeks to increase resources for the arts by attracting additional investment into programmes, which are linked to social, and community regeneration and development.

5. The strategy has seven key objectives:
  - ***Increasing opportunities for young people to participate in and enjoy the arts.***
  - ***Building a sustainable infrastructure for the arts in Gedling***
  - ***Contributing to the health and well-being of local communities***
  - ***Contributing to the social and economic regeneration of the area***
  - ***Ensuring that as many people as possible have access to the arts, as creators, participants and audience members***
  - ***Working in collaboration with local and regional partners to develop and increase resources for the arts***
  - ***Supporting balanced and varied arts provision and work to extend opportunities for arts practitioners based in the Borough***
  
6. In delivering the above objectives the Council will build on its existing partnership links with other local authorities in the County and strengthen and extend partnership working. In particular it will seek to develop joint programmes with the County Council's Arts Service and work with non-arts agencies to increase funding from external and non-arts sources for the arts.
  
7. The strategy will aim to increase support for local arts activity and organisations and encourage local agencies to work together more closely through a Borough Arts Forum. Schools and colleges will also be encouraged to work with the Council to increase opportunities for participation in the arts and to make better use of school facilities for community involvement with the arts.
  
8. Developing opportunities for young people to participate in the arts will be given particular attention and the Council will work to establish mechanisms for a more integrated approach to arts for young people. This will involve developing closer partnerships with agencies involved in work with young people, including the County Youth Arts Service and Creative Partnerships, the Nottingham-based arts education programme supported by Arts Council England.

9. The arts infrastructure (facilities, annual events and programmes) in the Borough will be addressed through further work on improving arts facilities in Arnold and making better use of existing community facilities. Partnerships will be strengthened with schools and other facility providers and further support will be given for programmes such as Village Ventures and Music in Quiet Places, which extend access to the arts for all the Borough's residents. The Council will also work with and support the voluntary sector to increase resources for the arts.
  
10. Opportunities to work with arts major regional arts and media agencies based in Nottingham City will be explored with a view to extending their outreach work in the Borough in the way that Dance 4 has operated. The Council will also explore ways of addressing current gaps in provision in particular in film and media, visual arts exhibitions, public art and literature.

## 6.2 Action Plan Objectives and Tasks

<b>Objective 1</b> <b>To increase opportunities for young people to participate in and enjoy the arts.</b>		
<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Develop a co-ordinated approach to arts and young people in Gedling by creating a Youth Arts Forum and working in partnership with other agencies	County Youth & Arts Services, Education & voluntary sector agencies, arts organisations, & range of other agencies	Short
2. Investigate the possibility of forming a Gedling Youth Dance Company	Dance 4 Foundation for Community Dance NCC LEA and schools Young people	Medium
3. Work with Schools to expand the range and number of out of school hours arts sessions	Schools LEA Arts organisations & practitioners	Medium
4. Support the creation of a music recording facility at Netherfield	Netherfield Local Area Forum Bandwagon Studios NCC (Youth Service and Youth Arts Service) Young people	Medium
5. Investigate the development of a County Council-run youth arts 'base' within the Borough	NCC (Youth Service and Youth Arts Service) Young people Schools	Long
6. Develop formalised partnerships with Nottingham Playhouse and other City-based arts and media providers to develop new programmes in Gedling	Dance 4 (existing partnership) Nottingham Playhouse Intermedia Broadway Media Other arts agencies	Short
7. Consider the development of mobile youth arts programmes and youth theatre for the Borough	Leisure & community centres Village halls NCC (Youth & Youth Arts Service) Schools Voluntary sector agencies Next Stage	Long

**Objective 2****To build a sustainable infrastructure for the arts in Gedling**

<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Work in partnership with other agencies to develop new arts facilities in Arnold	Gedling Arts Association Redhill School CVS ACE- EM	Medium
2. Develop a Gedling Arts Forum to improve co-ordination and information and widen engagement with the arts sector	Voluntary arts sector Arts agencies NCC Education sector	Short
3. Expand the level of arts input into existing events and festivals in the Borough and develop new festivals and events to address gaps in provision	NCC ACE- EM Voluntary sector Arts providers	Medium
4. Work with education sector to increase community use of schools facilities for the arts	Education sector LEA Voluntary arts sector Arts agencies Adult Education providers LSC	Medium/ Long
5. Develop improved information and advisory services, including a Borough arts database and website	Arts Association/voluntary sector NCC Education & Youth sectors	Medium/ Long
6. Increase the level of arts activity in community & leisure centres, schools and other community venues through developing community arts programmes in partnership with other agencies	Community agencies Parish Councils Voluntary sector Schools & other education providers Arts agencies	Medium
7. Explore ways in which the range of exhibition facilities might be increased through using existing facilities such as schools, libraries and arts and crafts centres	County Library Service Schools Voluntary sector Arts & crafts centres County Arts Service	Long
8. Develop arts support & information services (e.g. a regular Arts Newsletter or events guide) & support for marketing & fundraising & raising awareness of local arts activities	Gedling Borough Arts Association Professional organisations (Patchings, Longdale, Jazz House) Community-based arts groups Parish councils Local area for a Leisure and community centres	Short / Medium



**Objective 3****To contribute to the health and well-being of local communities**

<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Work in partnership with other agencies to identify opportunities for arts activities linked to other programmes aimed at community well-being and safety	Gedling Partnership Crime and Disorder Group Primary Care Trust Probation & other services Government programmes Local Strategic Partnership	Short
2. Provide arts opportunities linked to the <i>Positive Moves</i> GP Referral scheme	GP Referral scheme Mental health services Older people Gedling Primary Care Trust	Medium
3. Work with local community groups to develop opportunities for participation in the arts at local level	Community organisations Gedling CVS County Services (e.g. Social Services) Arts practitioners & agencies Gedling Partnership	Long
4. Develop and support a crime and disorder arts programme for disaffected young people as part of other initiatives	Dance 4 Drug & Alcohol Action Team NCC (Youth Service and Youth Arts Service) Young people Schools	Short

**Objective 4****To contribute to the social and economic regeneration of the area**

<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Arts Officer to work strategically across the Authority & within the Gedling Partnership to identify new arts and creative industries components of regeneration and community programmes	Gedling Partnership NCC Local Area Forums	Short/ Medium
2. Create links between Education to Employment work with young people in Netherfield and the creative industries	Netherfield Local Area Forum Education to Employment Young people Local businesses LSC	Short
3. Develop a strategic approach to public art by working with Planning Department & consider the creation of pieces of public art in the town centres, parks and countryside locations within the Borough	GBC Planning Department Local Area Fora Tenants & Residents groups NCC (Arts, Highways & Countryside)	Medium
4. Investigate the development of an open studios scheme arts and crafts for the Borough	Patchings Farm Longdale Craft Centre 'Art on the Map' (Lincolnshire) EMDA/GNP NCC (Arts + Tourism) Gedling Borough Arts Association Artists	Long
5. Develop arts components within corporate programmes and planning by ensuring key member and officer involvement in policy planning across the corporate agenda	Council departments Council members Gedling Partnership	Short/Medium

**Objective 5****To ensure that as many people as possible have access to the arts, as creators, participants and audience members**

<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Work with Parish Councils and other agencies to expand the number of venues for Village Ventures and Music in Quiet Places	Parish Councils NCC Artservice (VV co-ordinators) Village Halls & community centres	Short/Medium
2. Explore the potential for developing & expanding the County Next Stage participatory programme into new venues in Gedling through a co-ordinated partnership programme	NCC Arts Service/Next Stage Schools Community venues Parish Councils	Short/Medium
3. Work with other agencies to develop new opportunities for arts in the community	Voluntary sector agencies	Medium
4. Investigate whether there is potential to link the CVS transport scheme to arts events/activities	CVS Arts venues	Short
5. Identify target groups (e.g. people with learning disabilities, ethnic minority community groups) for specific programmes of participatory arts	Age Concern MIND Social Services	Medium
6. Work with Gedling Arts Association & others to widen access within voluntary sector groups	Gedling Borough Arts Association Voluntary sector agencies	Medium
7. Work with other agencies to increase the range and quantity of adult learning programmes in the arts in Gedling	New College LSC WEA Schools Other education providers Next Stage	Medium
8. Maximise opportunities to introduce culturally diverse art forms (e.g. at the Arnold Carnival) and work with minority groups	NCC Arts agencies Art Exchange (Nottingham City) Voluntary sector	Short

<b>Objective 6</b>		
<b>To work in collaboration with local and regional partners to develop and increase resources for the arts</b>		
<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Arts Officer to work strategically within the framework of the Gedling Partnership to develop partnerships with other agencies engaged in regeneration and community development	Gedling Partnership NCC ACE-EM EMDA GOEM	Short/Medium
2. Develop cross-departmental working within GBC to ensure that the profile of the arts within non-arts services is raised and arts elements are built into appropriate plans and programmes	GBC Departments Gedling Partnership	Medium
3. Develop integrated plans for arts development programmes with County Arts Service & other County services in liaison with the Arts Council	NCC across departments ACE – EM	Medium
4. Create an arts forum or network for arts organisations and artists in the Borough to create opportunities for networking, information sharing and training	Gedling Borough Arts Association Professional organisations (Patchings, Longdale, Jazz House) Community-based arts groups Artists	Short
5. Work with other District Councils and NCC Arts Service to develop joint programmes including through local agreements with ACE-EM	County Local Authorities ACE-EM	Short-Medium
6. Develop partnership working with key organisations in the Borough	Patchings Farm Longdale Craft Centre Jazz House Gedling Borough Arts Association Key schools	Short / Medium
7. Produce an Arts Directory for the Borough listing service providers, clubs, and other resources	NCC (Arts Service) Parish councils Local area forums Leisure and community centres Arts groups Artists	Medium

<b>Objective 7</b> <b>To support balanced and varied arts provision and work to extend opportunities for arts practitioners based in the Borough.</b>		
<b>Key Tasks</b>	<b>Resources/Partners</b>	<b>Priority</b>
1. Work with Planning Department & NCC to explore potential for public art projects in Gedling including through a per cent for art policy related to new capital programmes in the Borough	GBC Planning NCC Private & public sector developers Arts agencies	Medium/Long
2. Work with key partner agencies to develop literature, visual arts and crafts exhibitions and film and media activity	NCC ACE-EM Intermedia Broadway	Medium
3. Consider the creation of new arts festivals in the Borough (e.g. Jazz House Guitar Festival)	Jazz House NCCI ACE-EM	Long
4. Work with other partners to increase opportunities for arts practitioners to work and exhibit work in the Borough including developing arts in schools and other work with young people	Notts LEA Schools Patchings & Longdales Other arts agencies inc. Dance 4 Arts practitioners	Long
5. Support and encourage arts and community venues to experiment with new and culturally diverse art forms, including those of other cultures (e.g. Bonington Theatre, Village Ventures venues)	Arts venues Village Ventures Music in Quiet Places	Short

### **Abbreviations**

ACE-EM	Arts Council England – East Midlands
CVS	Council for Voluntary Services
EMDA	East Midlands Development Agency
GOEM	Government Office East Midlands
GNP	Greater Nottingham Partnership
LEA	Local Education Authority
LSC	Learning and Skills Council
WEA	Workers Education Association