

Bath & North East Somerset Council

DECISION MAKER:	Cllr Terry Gazzard, Cabinet Member for Development & Major Projects	
DECISION DATE:	On or after 19th June 2010	PAPER NUMBER 1
TITLE:	Arts Development Strategy 2011-2014	EXECUTIVE FORWARD PLAN REFERENCE: E 2009
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report: Arts Development Strategy 2011-2014		

1 THE ISSUE

1.1 The Council's Arts Development service, and its funded services procured from voluntary arts organisations, are planned and delivered within the context of the Arts Development Strategy. The previous strategy covered the period 2008-2011; it has now been substantially revised to set new priorities for the coming three years 2011-2014 in line with the themes of the Sustainable Community Strategy.

2 RECOMMENDATION

The Cabinet member is asked to agree that:

2.1 The Arts Development Strategy 2011-2014 is adopted and implemented.

3 FINANCIAL IMPLICATIONS

- 3.1 The budget for implementation of the Arts Development Strategy 2011-2014 will be managed within the existing resources of the Arts Development cost centre. The strategy sets medium-term service priorities. The extent to which these can be delivered will be dependent on the budget set by the Council for each of the three years 2011-2014, and officers will review and re-prioritise strategy objectives annually in response to available resources.
- 3.2 Any additional development work required to implement the strategy will be resourced through external funding or efficiency savings.
- 3.3 The service has been analysed in comparison with the Audit Commission 'family group'. The services of these other local authorities vary greatly in scale and scope, and it is therefore difficult to measure direct value-for-money comparisons.
- 3.4 At the time of publication of the Arts Development Strategy 2011-2014, no recommendations have been made about the future budget resources for Arts Development, other than the overall requirement to make savings and efficiencies. The planned work described in this strategy is therefore provisional, and any decrease in budget will be reflected in the volume of work able to be delivered and the amount of funding available for commissioning and grants.

4 CORPORATE PRIORITIES

The Arts Development Strategy 2011-2014 sets out how arts provision and activity contributes to the achievement of the six themes of the Sustainable Community Strategy, and how the arts can make a difference to 'narrowing the gap'. The strategy contributes in particular to achieving the following Council priorities:

- *Building communities where people feel safe and secure*
- *Promoting the independence of older people*
- *Improving life chances of disadvantaged teenagers and young people*
- *Sustainable growth*
- *Improving transport and the public realm*

5 THE REPORT

- 5.1 The Council's Arts Development service, and its funded services procured from voluntary arts organisations, are planned and delivered within the context of the Arts Development Strategy. A robust strategy, which clearly demonstrates how the Arts Development service meets the Sustainable Community Strategy themes, enables officers and elected Members to make informed decisions about investment of Council resources in commissioning or grant-funding services from voluntary arts organisations.
- 5.2 The Arts Development Strategy 2011-2014 sets clear priorities and objectives for the service, linking its work to other Council strategies. Applicants for 2011-2014 funding from the Council will be required to demonstrate how they will deliver the strategic priorities. Officers' recommendations for funding will be based on the extent to which a voluntary arts organisation contributes to our objectives, and the performance of all organisations in receipt of funding is measured against these same objectives.

5.3 Building on changes made over the past three years, the Arts Development service will continue to set clearly defined social and economic outcomes that the Council wishes to see achieved through the arts. Consequently, funding to voluntary arts organisations will be awarded to those organisations which can best demonstrate their ability to achieve these outcomes. Arts Development funding will not be awarded to any arts organisation to run arts activities that the organisation has defined for its own purposes.

5.4 Officers have identified three strategic priorities for arts development in Bath and North East Somerset for the three years 2011-2014:

Narrowing the Gap

Cultural Diversity

Widening Participation

Participation by Children and Young People

Health, Mental Health and Wellbeing

Arts and Health Projects

Work with Older Residents

Building Stronger Safer Communities

Organisational Development

Improving Governance

Fitness for Purpose

Understanding Audiences

5.5 Each priority is further defined as follows:

Narrowing the Gap

Cultural Diversity

- Increasing participation from black and minority ethnic communities, by those with disabilities and/or learning difficulties, and from the lesbian, gay, bisexual and transgender community.

Widening Participation

- Increasing participation by residents from the following places within the district: Radstock; Midsomer Norton; Peasedown St John, Keynsham, Twerton; Whiteway; London Road/Snowhill; and Foxhill. According to available attendance data, at present, residents in these places are not benefiting sufficiently from the Council's investment in arts activity.

Participation by Children and Young People

- During 2011-14, the Council wishes to target its investment to support work with children and young people who would not otherwise be able to participate in arts activity.

Health, Mental Health and Wellbeing

Arts and Health Projects

- Arts activities that takes place within health care settings, or that actively promote healthy lifestyles.

Work with Older Residents

- Arts activities that engage older residents across the district in beneficial physical and mental activity.

Building Stronger Safer Communities

- Arts activities that create opportunities for residents to gather together in celebration and enjoyment, that promote tolerance and understanding of diversity and difference, or that highlight and contribute to local distinctiveness. Where possible, the Council wishes to fund grass-roots activity that is led by the community itself or responds to a need that the community has identified.

Organisational Development

Improving Governance

- Work that strengthens the skills and abilities of board members and trustees of voluntary sector arts organisations in areas such as strategic planning, management of resources (human and financial), legal compliance and best practice.

Fitness for Purpose

- Work that supports organisations to initiate change and to respond proactively to circumstances that affect their operating environment. This might include staff training in topics such as fundraising, strategic and financial planning, and change management.

Understanding Audiences

- Work that supports organisations to better understand their audience (existing and potential) and to programme, promote and market more effectively to the diverse audience that exists in Bath and North East Somerset

5.6 Voluntary arts organisations in receipt of funding will be required to report on eight performance indicators so that achievement can be measured and evaluated. Officers also undertake regular monitoring of service quality.

6 RISK MANAGEMENT

6.1 The report author and Cabinet member have fully reviewed the risk assessment related to the issue and recommendations, in compliance with the Council's decision making risk management guidance.

7 EQUALITIES

7.1 An Equalities Impact Assessment has been carried out on the Arts Development service overall, and on the Arts Development Strategy 2011-2014.

8 RATIONALE

8.1 The Council has allocated an Arts Development budget for investment in services delivered by voluntary arts organisations, and staff to administer and deliver the service. The Arts Development Strategy 2011-2014 is required in order to guide

the Council's decision-making about commissioning and award of grant-funding, and to measure the success of the service in meeting Council priorities.

9 OTHER OPTIONS CONSIDERED

9.1 None.

10 CONSULTATION

10.1 Cabinet member; Town Councils; Staff; Other B&NES Services; Service Users; Stakeholders/Partners; Other Public Sector Bodies; Section 151 Finance Officer; Chief Executive; Monitoring Officer

10.2 A draft Arts Development Strategy 2011-2014 was produced in February 2010 and issued for consultation, allowing 8 weeks for comments and responses (12 February-9 April). Consultation was undertaken with all voluntary arts organisations currently in receipt of funding; Bath Area Cultural Forum; other Council teams with whom the Arts Development service works on projects or joint initiatives; and other relevant local and regional organisations and agencies in the arts and cultural sector.

10.3 Officers reviewed the comments and responses received, and amended the strategy to reflect these where appropriate.

11 ISSUES TO CONSIDER IN REACHING THE DECISION

11.1 Social Inclusion; Customer Focus; Sustainability; Young People.

12 ADVICE SOUGHT

12.1 The Council's Monitoring Officer (Council Solicitor) and Section 151 Officer (Strategic Director - Support Services) have had the opportunity to input to this report and have cleared it for publication.

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Background papers	Current strategy: Arts Development Strategy 2008-2011
Please contact the report author if you need to access this report in an alternative format	