

POLICY DEVELOPMENT AND REVIEW PANEL – 2 – 25th JULY 2007

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OVERVIEW AND UPDATE ON SPORTS DEVELOPMENT AND ARTS DEVELOPMENT IN BRECKLAND

Summary: Members considered the workplans of both the Arts and Sports Development Officers at their meeting in October 2006 and made appropriate comments. This report aims to inform and update Members on the progress of Sports and Arts Development in the district against these workplans and to outline future plans and opportunities.

1.0 Background

- 1.1 Members will be aware that a Clientside function was set up for Culture as part of the Star Chamber process for the financial year 2006/07. In addition to a Senior Leisure Manager (SLM) being appointed, a Sports Development (SDO) and an Arts Development Officer (ADO), the latter on a two-year fixed-term post, were also recruited during 2006/07. This report reviews their progress and achievements one year on.
- 1.2 A Cultural Strategy, jointly endorsed by the Local Strategic Partnership (LSP) and Breckland Council, was agreed in October 2006. The Cultural Strategy identified a number of recommendations which have already been reported to this Panel.
- 1.3 At the meeting of the Policy Development and Review Panel 2 on the 2nd October 2006, the workplans for the ADO and the SDO were submitted to Members for their information and comment. These workplans flowed specifically from the Cultural Strategy and the consultations that had taken place during its compilation.

2.0 Key Decision

- 2.1 This report is for information only

3.0 Council Priorities

- 3.1 The matters raised in this report fall within the following Council priorities:
 1. Well planned place to live which encourages vibrant communities
 2. A safe and healthy environment
 3. A prosperous place to work and live

4.0 Main Body of the Report

- 4.1 The Council decided, following the successful signing of the PFI Contract, to re-establish a sports and arts development function. The Interim Manager, Keith Stevens, although continuing to work on the PFI, was replaced as the Senior Leisure Manager on 22nd May 2006 by Joe Liggett. The ADO (Claire Salley) and SDO (Riana Rudland) started their duties in early July 2006 and initially spent time focussing on what their priorities should be, following a wide range of meetings and consultation events with local residents.
- 4.2 Members will be aware of the development of three related strategies which are in the “ownership” of the Local Strategic Partnership (LSP). The three strategies are:
 - Cultural Strategy
 - Social Inclusion Strategy and
 - Prosperity Strategy

Each of these strategies have now been endorsed and implemented.

- 4.3 The Cultural Strategy was endorsed and adopted by Council and the LSP in October 2006. The Cultural Strategy was submitted to the Policy Development and Review Panel 2 at its August 2006 meeting for their consideration.
- 4.4 Following further consultations throughout the District, workplans were devised and these were considered and endorsed by Members in October 2006.
- 4.5 Appropriate development budgets were either already in existence, in the case of the sports development function (£30k), or were established by the Star Chamber process (for arts development and health improvement - £40k in total). These development funds have been utilised to deliver the key priorities within the workplans.
- 4.6 The former PFI Manager will be in attendance should Members wish to ask any detailed questions about the arts or sports activities that were provided or are planned for the future.

What is Sports and Arts Development?

- 4.7 The role of Sports and Arts Development is to enable a greater number of residents to engage in and gain access to cultural and leisure opportunities. This is achieved by working strategically with key delivery agencies, such as Active Norfolk and Creative Arts East, and by enabling local individuals, communities and organisations to develop their own initiatives.

Sports Development in Breckland

- 4.8 A variety of initiatives have been developed to address the recommendations of the Cultural Strategy and the priorities/objectives of the Council. Club/coach education courses and workshops have been developed district wide (working in partnership with Active Norfolk) to upskill our current coaches and clubs. Coaching courses in a variety of sports have also been delivered to increase the number of qualified coaches across the district. These courses have been well attended and will assist with increasing participation in sport and provide high quality coaching and safe club environments. The courses have been developed by Sports Coach UK and provide recognised qualifications for the those in attendance.
- 4.9 A number of strong partnerships have been formed with agencies such as Active Norfolk, Sport England, Sports Coach UK, Skills Active, National Governing Bodies of Sport, School Sports Partnerships, Parkwood Leisure (the authority's leisure operator under the PFI) and other local authority leisure departments. In addition to this a wide range of local partnerships have been developed with community club, leisure facility providers, coaches, village hall committees and schools. These partnerships have enabled joint initiatives to be carried out, deployment of shared resources and increased support to residents, community groups, clubs and coaches. A joint approach has created new opportunities and enabled access to information, assistance and financial/human resources. Partnership events and activities such as the Active Norfolk Youth Games and the Community Sports Coach scheme have proved the worth of these partnerships.
- 4.10 The emerging Community Sports Network across the district is now gathering pace with its development and engaging with more local partners. Draft projects have been submitted and the Sports Development Officer will be submitting an application to Sport England later in the year to draw down £25k per year for sports activity and grass roots delivery in the district.
- 4.11 Key priorities over the forthcoming year include assisting clubs to achieve Clubmark standard, further development of the holiday activities programme, upskilling the sports workforce, engaging with partner agencies to deliver cross cutting themes as well as exploring diversionary activities in key areas. In addition to this it is proposed that a directory of opportunities will be developed to help clubs attract more participants.

Arts Development in Breckland

- 4.12 Various initiatives have been developed to address the recommendations of the Cultural Strategy and the priorities/objectives of the Council. Festivals, carnivals and community events have been supported in all towns and relevant parishes which have enabled them to diversify and extend professional live programmes and reach new audiences, and rural areas have in particular supported through a professional touring theatre scheme and holiday arts activities. Opportunities for local artists to practice, exhibit and perform have been developed, such as through the Open Studios scheme and the purchasing of portable exhibition screens for community hire; and community participatory initiatives, such as workshops and visual art competitions, have been introduced.
- 4.13 Close links have been developed with the new Dereham and Breckland Leisure Centres as centres for the arts as well as for sports. Due to limited exhibition space in the district, the bowls lounges at both sites and the main thoroughfare at the Dereham site now exhibit work of over 12 local artists on a rotating basis. During the opening period, Dereham Leisure Centre also hosted jazz and street music events, storytellers, sculpture, a district-wide art competition and a large stained glass installation created by over 60 local children.
- 4.14 Strong partnerships have been established with agencies such as Norfolk County Council, Creative Arts East, Norfolk Music Works, Norfolk and Norwich Festival, The SeaChange Trust, Theatre Is, as well as with other district arts officers. This has enabled a joined up approach to developing new opportunities and collaborative work has brought in considerable financial, human and physical resources that otherwise would not have been accessible. Some examples include the recent agreement between the Council and Norwich Theatre Royal to deliver two seasons of the Norfolk Schools Project in Breckland and other benefits in return for capital investment into the Theatre's modernisation programme and diversionary activities in Thetford and the surrounding rural area with SeaChange Trust.
- 4.15 Arts development has also had a significant role in the development of museums and heritage activity in Breckland. Projects and initiatives, such as the Over 55's Days at Gressenhall Farm and Workhouse and the proposed Thomas Paine Festival in Thetford have received advice and assistance from the Arts Development Officer and community groups, such as the Thetford Society, have also been supported in the development of initiatives like Heritage Open Days and Heritage Matters campaigns.
- 4.16 It is proposed that, over the forthcoming year, more generic support for community arts and heritage groups will be available through networking events, equipment hire, email and web-based information. Greater cultural involvement with developments such as the Dereham Memorial Hall and plans relating to Thetford Growth Point Status, support for the creative industries and the development of the Arts Award scheme for young people will also be key priority areas of work.

The Holiday Activity Programmes

- 4.17 Both the Arts and Sports Development Officers, in conjunction with the former PFI Manager, organise a range of events for children during school holiday periods. A range of activities have been organised at a number of village hall/community centre venues throughout the District. The many venues across the district have included the followed:
- Ashill, Banham, Garboldisham, Yaxham, Great Hockham, Narborough, Cranworth, Old Buckenham, Oxborough, North Elmham, East Tuddenham, Whissonsett, Little Ellingham, Dunham, Wendling, Fransham and Beeston
- 4.18 The events provided included:
- Arts events have offered, some in conjunction with Creative Arts East and Community Music East, cartooning, puppet making, junk percussion, singing and song writing, drum and dance, singing and percussion and poetry. In addition, a

travelling storyteller event was held on one of the mobile library routes, in conjunction with the NCC Library and Information Service, and two performances are due this summer in conjunction with Mad Dogs and Englishmen Theatre Company and Norwich Puppet Theatre.

- Sports events offered, badged under a Multi sports Fun and Games banner, included opportunities to take part in cricket, football, dodge ball, athletic activities, handball, to name but a few. Activities varied according to the age range, ability and numbers of children present.
- At each session, fruit and water was provided in line with the healthy eating initiative.

4.19 Over 600 young people have attended the sessions since October 2006. All events achieved a 100% satisfied/very satisfied rating with 100% of those attending indicating that they would attend again if similar events were organised.

5.0 Options Available

5.1 To note the overview and update report and to make any specific comments.

5.2 Not to note the overview and update report.

6.0 Reason for recommendation

6.1 The workplans and this review flow out of the seminal research that was conducted as part of the Cultural Strategy process. Members asked to be updated on the development of the Cultural Strategy recommendations.

7.0 Recommendation

7.1 To note the report and to make any comments Members may wish.

This report has taken account of the need for compliance with the Council's Equal Opportunities Policy and the requirements of Section 17 of the Crime and Disorder Act 1998 and the Human Rights Act 1998. This report raises no matters to which attention specifically needs to be drawn under the legislation.