

Scrutiny committee report

Report of head of economy, leisure and property

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AGENDA ITEM 4

Review of arts development strategy and action plan

Recommendation

Scrutiny committee is requested to provide its comments on the draft year three action plan so that the head of economy, leisure and property can take these into account before finalising the action plan.

Purpose of report

1. The purpose of this report is to update the committee on the review of the delivery of the arts development strategy and action plan for South Oxfordshire, which was approved in July 2010, and advise on any amendments to the strategy for 2012/13. In addition, the report reviews the delivery of years one and two of the action plan and seeks the committee's views on the draft year three action plan, to ensure that officers have identified the key issues correctly

Strategic objectives

2. The arts development strategy and action plan contributes towards the council's strategic objectives in the corporate plan 2012-16, particularly:
 - effective management of resources
 - support for communities.

Background

3. In July 2010, the cabinet approved the arts development strategy and action plan 2010-13, with annual review and amendment of the strategy and approval of the annual action plan delegated to the head of economy, leisure and property, in consultation with the strategic director and cabinet member for leisure and grants.
4. The arts development vision for South Oxfordshire is “to make the arts and cultural activity an effective means of achieving a better quality of life, encouraging personal development, social interaction and active participation in the arts and community as a whole, as well as contributing to economic development. The creative economy brings spend into the area, giving employment to residents and enabling residents to generate income.”
5. Officers, in consultation with the relevant strategic director and cabinet member for leisure and grants, have reviewed the strategy and action plan for years one and two and produced a draft action plan for year three

Review of arts development strategy and action plan – years one and two

6. Officers reviewed the strategy and determined that it remains fit for purpose and does not require any amendments for year three, as the strategy is still pertinent and in line with current priorities.
7. The arts development officer has worked with a wide range of arts and non arts organisations to help develop accessible, high quality and arts activity in South Oxfordshire district. Officers will give a short visual presentation of the work carried out in years one and two of the action plan.
8. Some of the key successes arising from the years one and two action plan include:
 - rural touring provider recruited, scheme branded 'Good Night Out' and promoters in South Oxfordshire recruited and delivering shows
 - theatre workshops and classes for adults with learning difficulties established, and a total of 146 hours delivered, including six showcase events
 - intergenerational and mixed abilities dance workshops, working with young people on street scooters and adults in mobility scooters - this consisted of 15 hours of contact time over five weeks culminated in three stunning public performances
 - relationships established and developed with science organisations including ISIS (five week interactive exhibition, three family workshops and a children’s science show) and npower (seven sponsored participatory arts activities engaging young people), and continued work planned for year three.
9. Whilst the council took the lead on implementing the action plan, it worked in partnership with organisations to deliver several of the projects to avoid duplication and to encourage more joined-up working and, therefore, pooling of resources. An example of this partnership working is the Oxfordshire Arts Partnership, formed of local authority arts officers in Oxfordshire. Key projects in the last two years included:
 - Oxonarts.info website – an online resource and community for artists, makers, practitioners, arts organisations and communities who want to engage with the arts

- recruitment of an arts and older people co-ordinator who facilitated and enabled a series of initiatives and projects with partner organisations
- development and dissemination of a public art best practice toolkit.

The partnership agreed a framework for 2011-14 with three action plans aligned against the three local strategic outcomes common to all authorities.

10. Whilst this approach was important in order to fully develop projects, maximise resources and ensure the delivery is embedded in the communities it is intended for and working with, it also meant that timescales cannot be dictated by the council and need to take into account the partners changing timescales. This resulted in project delays and budget allocations not spent within indicated timescales. Some examples of this include:

- Oxfordshire County Council review of youth services and the introduction of Early Intervention Centres delayed the literature / speech based project for young people in Berinsfield
- change in political priorities for Cow Lane Bridge, Didcot, halted community safety plans to deliver an arts-based community cohesion project tackling anti-social behaviour, for the site
- an outreach music project for youth people with Down's Syndrome and their parents / carers was delayed due to issues with community mass and timetabling within the schedule.

11. External schedules and projects also impacted on the delivery of the strategy and the part-time arts development officer's time, resulting in a change of priorities. Examples of this include:

- the unpredictable flow of public art projects and initiatives from developers, which require officer time, delaying progress on planned projects
- the Orchard Centre public art project, which has incurred delays dictated by other services and external parties.

Arts development strategy and action plan – year three

12. Officers reviewed the years one and two action plan targets, and drafted the year three action plan targets taking into consideration new projects and developments not in existence when creating the three year action plan in 2010. The action plan continues to address the following objectives, identified in the three year strategy:

- participation and inclusion in the arts
- support youth arts
- support to professional and community arts groups and organisations
- support arts centres, venues and spaces
- support for public art.

13. A number of changes have occurred to the national and local arts landscape since the development of the economic strategy and action plan. Arts Council England has reviewed its grants scheme and abolished the portfolio of 'Regularly Funded Organisations' and replaced it with the 'National Portfolio of Funded Organisations'.

There is a large focus in the cultural sector on the Olympics. These changes are reflected in the year three action plan.

14. A copy of the draft year three action plan is attached as appendix one to this report.

Financial implications

15. The action plan for year three will be delivered within the existing arts development budget.

Legal implications

16. There are no legal implications arising from this report.

Risks

17. Changing priorities, timetables and diminishing resources for partners can impact and delay on the proposed plans.

18. The action plan for year three relies on the arts development officer's time to input and oversee delivery and activity and, therefore, the officer's time needs to be protected.

Conclusion

19. The arts development strategy sets out an action plan that provides a clear vision for arts development in the district and the new priorities for year three. It provides an opportunity to develop partnerships with arts organisations and other agencies to ensure our actions achieve the maximum impact on the ground. The views of the scrutiny committee on the draft year three action plan are welcomed, and will be taken into account by the head of economy, leisure and property when finalising the plan.

Background papers

- arts development strategy and action plan 2010/13 for South Oxfordshire

Appendix one – Action plan for 2012/13

The objectives and actions are designed to improve the range and quality of arts provision and access to that provision. It will take a practical, grass roots approach but not at the expense of aspiration and innovation. The arts development officer will be a key driver in these actions and the person responsible for their delivery.

OBJECTIVE 1: Participation and inclusion in the arts						
REF	ACTION	PURPOSE	KEY PARTNERS	RESOURCES	MEASURE	ACTIVITY AND SPEND
A	encourage the organisations and artists to sign up to the OxonArts.info website	to ensure that all organisations are supported and promoted as appropriate	OAP	OAP budget	At least 150,000 web visits annually	Work with OAP to introduce new articles and zones to the website [officer time] ongoing
B	<i>develop partnerships with key agencies to further engage all members of the community in the arts</i>	<i>to ensure there is an equalities approach to arts delivery</i> <ul style="list-style-type: none"> • race • gender • age • disability 	<i>SODC corporate project officer (EIA), Styleacre, Anjali, Fuse, Equalities panel, Disabilities panel, Oxfordshire Mind, NHS Mental Health Trust</i>	<i>Officer time</i>	<i>EIA indicators, EO4 and EO8</i> <i>Number of hours of contact time</i>	<i>No specific project planned in 2012/13 as action delivered in previous years</i> <i>Ongoing officer support for Styleacre [£350 showcase subsidy] Q1-Q4</i>
C	work with partners to develop a diverse range of arts activities and projects in rural areas and market towns	to create vibrant and thriving economies in villages and towns	ACE, SE, OAP, Thames Valley Partnership, Nexus, Market Towns Initiative, LEADER, Northmoor Trust, The Cultural (Arts) Group of The Henley Partnership	Officer time, arts development budget, external, SODC economic development, LEADER, SODC revenue grants	At least one participatory arts activity taking place in rural areas and/or market towns facilitated by SODC arts development At least one arts market delivered in South Oxfordshire district	Develop rural touring programme - Good Night Out, to work in new venues [OAP budget] Q1-Q4 Programme arts market, proposed location Thame [OAP budget] Q3
D	develop partnerships that will create new opportunities for the	to improve quality of life using the arts	Age Concern, Styleacre,	Officer time External	At least ten people involved in SODC	Support and assist the countywide arts and older people co-ordinator

	arts to contribute to the health and well being of local people		PCT, Care Homes, Oxford Philomusica, Slot Machine, Professional performers and companies		arts development facilitated arts and health projects	and in partnership with Carebase to facilitate an older people care home based project. Proposed location Henley area [£1,600] project development Q1/Q2, delivery Q3
E	investigate the feasibility of introducing arts-related activities to the GP referral scheme	to improve health and increase physical activity using the arts	PCT, sports development, Go Active, OAP	Arts development budget, external ACE OAP	Feasibility study published At least one arts-related activity programmed through the GP referral scheme for 2013	Produce a feasibility study in partnership with OAP [OAP budget] Publish document in Q4
F	investigate opportunities for arts input into community safety initiatives	to increase engagement from hard-to-reach groups in crime prevention and as diversionary activities	Thames Valley Partnership, community safety	Community safety, external	At least one new arts approach to community safety initiatives	Consult local youth workers specifically EI centre for Didcot. Work with community safety and in partnership with NAG group in Henley on issue based project [1,400] Q3 in partnership with NAG group Proposed issue: <ul style="list-style-type: none"> • drugs and alcohol • criminal damage • anti-social behaviour
G	network with other local authorities and arts providers over long term strategic development of arts activity for the benefit of local people	to ensure projects are developed to their maximum and funding is fully exploited	OAP, neighbouring authorities	Officer time	At least X contact sessions with arts providers and facilitators	Ongoing Adopt, fund and deliver the Taking Part scheme currently operating in Vale and West [£2,000] Q1-Q4
H	network with other disciplines to develop partners and projects (initially arts and science)	to increase engagement and communication and to strengthen relationships between local organisations and ensure funding	Rutherford Appleton Laboratory, Harwell Science and Innovation Campus, Culham Science Park,		At least eight contact sessions with non arts providers At least one cross discipline arts project	Work in partnership with npower / Didcot Power Station on artist in residence project for closure of site [funded by npower]. Q2-Q4 dependant on npower closure announcement

		sources are utilised	Diamond Light Source, Science Oxford			
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OBJECTIVE 2: Youth arts

REF	ACTION	PURPOSE	KEY PARTNERS	RESOURCES	MEASURE	ACTIVITY AND SPEND
A	establish a steering group, combining key local agencies and arts organisations to enhance and develop support for youth arts activities	to promote partnerships and to maximise the potential for youth arts	TRAIN, OCC youth service, schools/consortiums, Thame Youth Theatre	Officer time	Database established	Establish database of key youth work contacts to be consulted in project development. [officer time] Q2
B	ensure young people are consulted and involved in decision making of arts programmes and policies	to meet the needs of young people	SODC young person co-ordinator, Cornerstone gallery panel, Cornerstone programmer	Arts development budget, Officer time	At least six consultations with young people At least one live work placement project	Establish YP programming committee at Cornerstone Initial phase: deliver live work placement with local youth organisations. Eg. DGS and AWC [office time] Q1-4
C	<i>train advisers to deliver arts awards supervision and establish a support network for advisers. promote and provide the opportunities available for young people to obtain arts awards.</i>	<i>to improve the image of young people and to ensure there are opportunities for young people to achieve accreditation for their arts activities and contributions</i>	OYAP	Arts budget, External	No. of advisers trained to supervise Arts Awards No. of young people taking Arts Awards	Action not prioritised and developed as other organisations are leading on this
D	encourage the introduction of artists in residence within community and education settings	to increase engagement in education settings using the arts	Schools, OCC music service	ACE, OCC, Sponsorship	At least five days artists have spent in community and education settings facilitated by SODC arts development	See 1H

OBJECTIVE 3: Support to professional and voluntary arts groups and organisations

REF	ACTION	PURPOSE	KEY PARTNERS	RESOURCES	MEASURE	ACTIVITY AND SPEND
A	support local artists through	to support		Officer time	At least seven one-	hold artist surgeries [officer time]

	advice, referrals and sign-posting opportunities to perform, sell, educate and exhibit work, and source funding	innovation, creativity and entrepreneurship			to-one consultations At least nine ACE GfA submitted	ongoing
B	develop and maintain the OxonArts website with current jobs, opportunities and projects and drive awareness of it.	to ensure there is an effective one-stop shop for artists and people wanting to use the arts	OAP	Officer time, OAP budget	See 1H	In partnership with OAP [OAP budget] ongoing Promote using SODC website [officer time]
C	act as an information and advisory service in relation to the development of the arts in the district	to ensure people have a point of contact		Officer time	At least 50 enquiries taken	ongoing
D	encourage collaboration and partnerships between and with arts organisations and arts groups.	to ensure artistic development for social, economic and environmental benefit	Oxford Inspires, OAP, Arts organisations, Arts groups	Officer time	At least ten arts organisations and arts groups engaged with towards action	Work with partners including Henley Festival and Oxford Inspires to ensure successful delivery of The Tree of Light Cultural Olympiad project [funded by SODC grant in previous year] Q1/2
E	raise the visibility of artists working locally, which will benefit not only the individual artist but also help underpin the positive impression of a culturally active district and drive footfall and economy into the district	to maximise economic development	OAP	Arts development budget, Officer time	At least two debut showcases facilitated by SODC arts development	Commission artists and performers to showcase work in the district and elsewhere, in partnership with Artweeks [officer time] Q2

OBJECTIVE 4: Arts centres, venues and spaces

REF	ACTION	PURPOSE	KEY PARTNERS	RESOURCES	MEASURE	ACTIVITY AND SPEND
A	provide support to existing arts facilities and encourage the development of participation and outreach programmes	to increase the range of activities available	Theatres, Arts centres, Village halls and community centres, Henley Festival, Northmoor Trust, Fusion, Oxford Brookes	Venues budgets, External, Arts budget	At least 50 hours of participatory activity At least six organisations engaged in outreach activity, including at least	Cornerstone's outreach programme <ul style="list-style-type: none"> Boys Dance outreach [£270] Q1 Faster higher stronger animation [£1,500 and school budget] Q2 Programme determined workshops [£270] Q3

					three new to Cornerstone outreach	
B	work with colleagues to maintain a vibrant creative vision for Cornerstone	to increase visitors and income for the venue	Cornerstone	Officer time	At least three new initiatives	Ongoing <ul style="list-style-type: none"> • Big Draw in October [officer time and Cornerstone budget] Q2-3 • Artweeks partnership [officer time and Artweeks budget] Q1
C	maximise the use of existing leisure facilities and where appropriate non-artform spaces within the district to showcase the arts	to increase audiences and participation in the arts	Schools, Nexus leisure centres, Village halls and community centres, Rural Touring promoters, Henley Festival	Arts budget, External	At least one event in a non-artform space	programme events into spaces, work in partnership with Leisure dept to identify spaces [officer time] ongoing
D	secure external funding and raise sponsorship for Cornerstone	to maximise potential for existing and future projects	ACE SE, Awards for All, Cornerstone Marketing Officers	Cornerstone budget	External funding awarded from at least one organisation	target for 2012/13 £1000 cleared funds, budgeted in proposal for Power Station Artist-in-Residence project
E	ensure the effective delivery of the rural touring (RT) scheme and other outreach initiatives	to ensure there is a vibrant cultural offer in rural areas	Village/ community halls, OAP, Oxfordshire Theatre Company	Arts development budget, OAP budget	At least three new promoters with booked shows Increase of 5% of people attending RT performances on 2011/12	Assist Good Night Out to deliver an awareness raising event [OAP budget and £2,000 district subsidy] Q1-4

OBJECTIVE 5: Support for public art

REF	ACTION	PURPOSE	KEY PARTNERS	RESOURCES	MEASURE	ACTIVITY AND SPEND
A	develop policies relating to the commissioning, management, implementation and decommissioning of public art in South Oxfordshire district	to ensure public art is delivered effectively	SODC planning, Vale arts development officer	Officer time, Arts development budget, Planning budget	Shared PA policy adopted	Adoption of Shared PA policy Q3
B	establish a steering committee for the development of public art policy and practice in South Oxfordshire and to maximise the	to ensure public art is delivered effectively and funding is	SODC planning, Didcot Growth team, Vale arts	Officer time	At least two planners meetings delivered	Facilitate a countywide meeting for planners [officer time] Q1/2 Deliver a shared detailed meeting

	resources available from Percent for Art schemes and other investment opportunities in public art.	maximised	development officer			for South and Vale planners [officer time] Q2
C	encourage active collaboration between, artists, architects, planners, engineers and arts development to deliver best practice in public art.	to ensure public art is considered and delivered appropriately for each site	SODC planning, Developers, Vale arts development officer	Officer time, s106, Percent for Art	Orchard Centre public art project installed At least phase one temporary artwork project delivered and phase 2 launched in line with build phasing and monies released	Manage the installation of the Orchard Centre artwork [officer time] Q1-3 Manage delivery with Vale ADO of the public art strategy for Didcot Great Western Park [S106 budget and officer time] Phase one temporary artwork project – Q1-2, all other artwork Q3 ongoing
D	work with colleagues to maximise section 106 contributions into SODC budgets for the arts (e.g. Great Western Development)	to maximise funding opportunities	SODC planning Developers, Vale arts development officer	s106	Amount of funding levered	ongoing

OBJECTIVE 6: Advocating for the arts

REF	ACTION	PURPOSE	KEY PARTNERS	RESOURCES	MEASURE	ACTIVITY AND SPEND
A	take an active role in existing strategic cultural networks and ensure a high profile for South Oxfordshire	to ensure South Oxfordshire is a vibrant and exciting place to visit	Oxford Inspires, OAP, ADUK, ACE, SE	Officer time	At least 12 networking events attended by SODC arts team	Ongoing <ul style="list-style-type: none"> • Arts Council Curators days • SEYDN • ADuk [£170 membership] • TEG [60 membership]
B	improve and update arts development information on the council's website and ensure the site links to other arts organisations	to ensure clarity and accurate information is provided	SODC IT team, SODC communications	Officer time	First year of web hits for Arts Dev web-pages recorded	Launch new revised pages for Arts and Arts Development to be used as template for future department pages [officer time] Q1
C	raise the profile of the arts by increasing marketing	to champion the benefits of the arts and the associated	SODC communications, WIS,	Officer time, Arts development budget	At least 12 positive stories covered by the media and	Deliver marketing campaign with shared comms buddy [officer time] ongoing

	celebrate achievements and successes with networks and partners through the media	projects to ensure comprehensive understanding of the benefits	Cornerstone Marketing Officers		comms team	
<i>D</i>	<i>source and secure external funding to assist effective service delivery</i>	<i>to maximise potential for existing and future projects</i>		<i>Officer time</i>	<i>% of successful applications, amount of funding awarded</i>	<i>Action not identified as target in FFTF, no specific action at current</i>
<i>E</i>	develop monitoring for Cornerstone's business plan	to ensure development of the venue	Cornerstone	Officer time	Performance data collected (see MIS and board reports)	Ongoing [officer time]

Key, abbreviations and glossary

<u>KEY</u>	
WP	Work Plan
Q	Quarter
<i>italics</i>	<i>target not a current action</i>

<u>Abbreviations</u>	
ACE	Arts Council England
ADO	Arts Development Officer
ADuk	Arts Development UK
AWC	Abingdon and Witney College
CIAO	Childrens International Arts Organisation (www.ciaofestival.org.uk)
DCMS	Department for Culture, Media and Sport
DC	District Council
DGS	Didcot Girls School
EIA	Equality Impact Assessment
EI	Early Intervention centres
FFTF	Fit for the future
ICMD	Individual Cabinet Member Decision
IT	Information Technology
ITT	Invitation to Tender
LGA	Local Government Association
nalgao	National Association of Local Government Arts Officers
NAG	neighbourhood action group
OAP	Oxfordshire Arts Partnership
OCC	Oxfordshire County Council
OYAP	OYAP Trust, formerly The Oxfordshire Youth Arts Partnership
Oxon	Oxfordshire
PCT	Primary Care Trust
PQQ	Pre Qualification Questionnaire
RT	Rural Touring
SEYDN	South East Youth Dance Network
SODC	South Oxfordshire District Council
TEG	Touring Exhibitions Group
WIS	Weekly Information Sheet – internal council publication

Glossary

Anjali	A contemporary dance company where all the dancers have learning disabilities. The company produces and tours performances and undertakes educational and outreach work. Anjali aims to show that disability is no barrier to creativity (www.anjali.co.uk)
arts award	A national qualification, which supports young people from 11-25 in their development as artists and arts leaders.
Arts Council England South East (ACE, SE)	The national development agency for the Arts covering the nine regions of England, including the South East.
Arts Development UK	A professional association, with a membership drawn from local authorities and those working in the creative industries sector in England and Wales. A registered charity that operate as a membership organisation with over 400

organisations and individuals in membership in 2010/11, including 265 local authority corporate members (representing about 85% of all authorities in England and Wales with an arts service). (www.artsdevelopmentuk.org) Previously nalgao.

CIAO	A festival of world class, international performances - an explosion of arts for children and young people in Oxford in Summer 2010! (www.ciaofestival.org.uk)
LEADER	Funding to provide support to a wide range of projects and training for farmers, growers, foresters, food businesses and rural communities. (www.southernoxfordshireleader.org.uk)
nalgao	
Nexus	Nexus manages leisure facilities and services in Oxfordshire and Buckinghamshire. (www.nexuscommunity.co.uk)
OYAP	Oxfordshire based youth arts charity which specialises in working with young people at risk. (www.oyap.org.uk)
s106	section 106 (S106) of the Town and Country Planning Act 1990 allows a local planning authority (LPA) to enter into a legally-binding agreement or planning obligation with a landowner in association with the granting of planning permission. The obligation is termed a Section 106 Agreement. These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. They are increasingly used to support the provision of services and infrastructure, such as highways, education, health, affordable housing and recreational facilities (including public art and street furniture).
Style Acre	Style Acre's sole purpose is to support people with a wide range of learning disabilities, including autistic spectrum disorders, mental health problems and physical or sensory needs - in addition to learning disabilities. We specifically support people in Oxfordshire and the connecting counties of Berkshire and Buckinghamshire (www.styleacre.org.uk)
TRAIN	Didcot TRAIN Youth Project was formed by Churches Together in Didcot & District and now employs a full time Detached Youth Worker (www.didcottrain.org.uk)
Vale	Vale of the White Horse District Council