



**Bracknell Forest**

**Community Arts Strategy**

**2009-2013**

## **Contents**

1 Vision	3
2 What we mean by the arts	3
3 Why the arts are valuable	4
4 Context	5
5 Guiding Principles	16
6 Monitoring and Review	16
7 Themes	17
8 Action Plan	19
9 Appendices	

## **1 Vision**

### **Bracknell Forest – A Creative Place**

**Where people have many opportunities to enjoy  
and take part in the arts**

## **2 What we mean by ‘The Arts’**

- 2.1 ‘The Arts’ describes a very wide range of creative activities which people enjoy doing, watching, looking at and listening to. They are central to our leisure time. Using our creativity also makes an increasingly important contribution to the UK economy and to that of South East England, in particular.
- 2.2 ‘The Arts’ includes music in all its forms from rap and DJ -ing to orchestral music and singing in choirs. It includes dance from ballet to disco, performance from stage plays to circus and street festivals, visual arts from painting and sculpture to installations and literature from story telling to poetry. Crafts such as pottery, weaving, knitting and jewellery making all come within the definition, as do traditional pastimes like Morris dancing and contemporary ones like photography, cinema and digital media.
- 2.3 In our society people have access to other people’s creativity on a daily basis through television, radio, advertising, graphic design and fashion. People can experience the arts by visiting theatres, galleries, studios and community centres and by taking part through, for example, learning a craft skill, playing a musical instrument or joining a choir or drama group.

- 2.5 Creativity belongs to everyone and defines how people use their imagination to invent new ways of seeing and doing things. This human capability has become increasingly important and the creative work of such people such as architects, designers, journalists, broadcasters and software engineers not only shapes our world, but creates wealth.

### 3. **Why the arts are valuable**

- 3.1 The arts are fun, exciting and thought provoking
- 3.2 The arts challenge people to offer the best of themselves
- 3.3 The arts stimulate curiosity; inspire learning, use imagination and inventiveness
- 3.4 The arts allow people to express themselves powerfully, connecting ideas and feelings
- 3.5 The arts help people to celebrate difference as well as explore what we all have in common
- 3.6 The arts help to create wealth for individuals and communities
- 3.7 The arts are a vital part of what makes a society and help people take pride in their place and community
- 3.8 The arts, in what ever form, identify who we are and are integral to our culture

## 4 Context

### Introduction

- 4.1 It is important that Bracknell Forest has a Community Arts Strategy which sets an overarching direction for how the arts can make a contribution to the priorities of the Borough Council. The Arts contribute to the quality of life and health and well being of people who live, visit and work in Bracknell Forest.
- 4.2 The Arts have a practical value in achieving social and economic objectives at a local and regional level. The Arts positively impact through employment, tourism and income generation provided by creative industries, artists, arts organisations and the voluntary arts sector provision locally. Over 80% of people working in the creative arts are working in micro businesses, which employ five or less people. This rich diversity is often referred to as 'the creative industries' and are now the fastest growing part of the UK economy.
- 4.3 This Community Arts Strategy for Bracknell Forest augments the authority's Cultural Strategy *Life is for Living* (2008-2012) and builds on the good practice in arts development that already exists across Borough. It has been further informed by the priorities of the Community Arts Strategy Steering Group, made up of elected councillors, officers and local arts stakeholders.
- 4.4 It is essential that the ambitions set out in this strategy exist within a larger national, regional and local policy framework as outlined below, thereby demonstrating how the Borough Council operates within an informed context and is best placed to make the case for continuing arts development.

**The National Picture – LGA (Local Government Association) and DCMS (Department for Culture, Media and Sport)**

- 4.5 “Culture and sport are the glue that holds communities together. Local teams, theatres, festivals and galleries are all sources of interest, entertainment, income, and above all, local pride. People feel better about themselves and where they live when they have these things.” These are the introductory words of *‘A Passion for Excellence; an improvement strategy for culture and sport’* recently published (March 2008) by the LGA in partnership with the Department for Culture, Media and Sport (DCMS), its client bodies, such as the Arts Council, and the IDeA (Improvement and Development Agency).
- 4.6 Central Government encourages the view that arts and culture can deliver a variety of ‘goods’ for communities. The DCMS has as a main strategic objective ‘to encourage both more widespread enjoyment of culture and sport and to support talent and excellence’. It has also recently published a green paper on the creative industries *‘Creative Britain: New Talents for the New Economy’* with an introduction from the Prime Minister and a foreword signed by ministers from three departments, DCMS, Business, Enterprise and Regulatory Reform and Innovation, Universities and Skills. It proposes a vision which sees ‘A much expanded range of creative jobs in every region, where every young person believes they have a real chance to use their talents in a creative capacity and where creativity is the engine of economic growth for towns, cities and regions.’
- 4.7 Most recently the DCMS has also published *‘Our Creative Talent’*, a research report on the role of the voluntary arts sector. This links the DCMS to the growing government interest in the importance of the voluntary sector as a whole and how it provides services local people want and major opportunities for developing social cohesion. The report gives evidence that there are nearly

50,000 voluntary groups nationally creating work that has an audience of 159 million a year. In the SE region there are over 9000 groups and 25% of people taking part in the arts do so within the voluntary sector.

### **The National Picture - CLG (Communities and Local Government)**

- 4.8 The Department of Communities and Local Government (CLG) has produced a white paper, *'Strong and Prosperous Communities'* which sets out a monitoring regime making local government more responsive to local need. It also sets a framework of 198 performance indicators against which all local authorities must report upon and be assessed. These are grouped under the four headings of the Local Area Agreement framework which is positioned as the main action planning tool for Local Strategic Partnerships. Among the 198 Performance Indicators under the Stronger Communities heading is NI 11 'Engagement in the Arts,' measured by the percentage of the adult population in a local area that has engaged in the arts at least three times in the past 12 months.
- 4.9 The arts can help to support other performance indicators, such as *'Access to Extended Services'* in Children and Young People and *'New Business Registration'* in Local Economy and Environmental Sustainability. Bracknell Forest Council has embraced arts and culture in its own local area agreement and has opted to report on 'Improving Community Cohesion through culture and sport.' The Minister for Local Government, Beverley Hughes, has also flagged up her intention to publish a white paper called *'Unlocking the Talent of our Communities'* which places support for the creativity of local people at the heart of social and economic regeneration.

### **The National Picture – DCFS (Dept for Children, Schools and Families)**

- 4.10 At the beginning of 2008, The Department of Children, Schools and Families (DCSF) joined with the DCMS to launch '*Find Your Talent*' which builds on the success of Creative Partnerships to propose an entitlement to five hours a week of access to culture for all children. A three year pilot phase where ten areas will share £25 million has just commenced. This will provide a basis for extending the scheme countrywide.
- 4.11 The DCSF has produced a youth strategy '*Aiming High for Young People*' which stresses the importance of positive activities. Three areas are particularly mentioned – Sport, Arts and Volunteering. It argues 'Participation in art, music, drama and dance can build confidence, self-esteem and self discipline and help develop social and team working skills. It can also help young people to be more open minded, better able to make friends and deal with difficult experiences and be more creative in their thinking.'

### **The Regional Picture –South East England Development Agency and Arts Council England, South East**

- 4.12 The South East England Development Agency (SEEDA) has published an economic strategy for the region. The vision for this is that by 2016 the South East will be 'a world class region, achieving sustainable prosperity'. The strategy has three main themes, two of which are particularly relevant to arts and cultural development at a local level.
- 4.13 The *Global Competitiveness* theme aims to achieve 'the double dividend of growth and sustainability through innovation and creativity' and stresses the importance of developing creative leadership and management skills for small and medium sized businesses and on promoting sub regional innovation networks.



- 4.14 The *Sustainable Prosperity* theme has five priorities, two of which are particularly relevant to Bracknell Forest. The first is the promotion of green spaces and infrastructure. The second looks to the development of vibrant local communities 'with high levels of social inclusion and quality of life'. The Community Arts Strategy can utilise these priorities and feed into their realisation.
- 4.15 In '*Strong and Prosperous Communities*', Arts Council England, South East is highlighted as a key partner in local arts development through the regional commentary process, which includes a duty to cooperate in the development and delivery of Local Area Agreements. Meanwhile Arts Council England as a whole is, in the words of its Chief Executive, Alan Davey, 'committed to both excellence and access to the arts, recognising local government as its major partner'.
- 4.16 Arts Council England's current vision is 'to put arts at the heart of national life and people at the heart of arts'. The priorities of 'great art for everyone - 2008-2011' highlights digital opportunity, visual arts, children and young people and London 2012 as development priorities. The national objectives are: *Excellence* – high quality art and arts experience; *Reach* – more people attending and taking part; *Engagement* – more people feeling that they can enjoy and get actively involved, *Diversity* – reflecting contemporary England and *Innovation* – where artists have the freedom and are challenged to innovate. Regionally the Arts Council is also prioritising the importance of *Place Making* in relation to the regional spatial strategy, the development of outdoor events and festivals and the growth of the visual arts infrastructure.

### **The Sub Regional Picture – Councils in Berkshire**

- 4.17 Sub regionally Bracknell Forest is a member of *Berkshire Arts: Local Authority Partners*, which recognises the contribution the arts makes to the cultural agenda. All planning and activity is linked to shared and agreed strategic priorities of each of the 6 unitary authorities in relation to regional and national agendas. The work of the partnership is in addition to the cultural programmes and priorities in each authority.
- 4.18 Over the last four years the Partnership has attracted grant support from Arts Council England South East for countywide initiatives, such as Youth Arts, training and networking artists and more recently for research into broadening funding and resources for the sustaining the arts.

### **Bracknell Forest Context**

- 4.19 Bracknell Forest is a Borough of approximately 112,200 people (2006 estimate) situated in the Thames Valley area 28 miles west of London, with a low unemployment rate (ranked 319 out of 354 on the Index of Multiple Deprivation 2004) and good access to green spaces. Housing costs are relatively high and the population is very mobile with about 50% of inhabitants travelling outside the borough to work while a similar number come in every day to work in a range of office and service industries. It is well placed within transport networks, particularly road links such as the M3 and M4. The challenges of public transport in the Borough and the impacts this can have on how people access arts activities locally are acknowledged. This Community Arts Strategy aims to meet the needs of residents, workers and visitors to the borough.

- 4.20 Within Bracknell Forest, the area's overall shared vision and priorities are set out in the Sustainable Community Strategy 'Living Together, Working Together 2008-2014'. Priority 3b is 'Enjoying Life' and includes two objectives specific to arts and culture: 'Cultural activities will be valued and will encourage people to celebrate all aspects of achievement, diversity and civic pride' and 'There will continue to be a wide range of arts and sports facilities that are accessible to everyone'.
- 4.21 One of the key delivery plans for the Sustainable Community Strategy is Bracknell Forest's Local Area Agreement (2008-2011), which sets out a number of outcomes and targets that allow progress to be measured against delivering the community's vision. Whilst none of the targets in the Local Area Agreement measure the arts directly, some of the outcomes will be partly influenced by cultural and sports activity.
- 4.22 In particular one of the targets measures whether people from different backgrounds get on well together and the delivery plan for this target includes specific actions around culture and sport. These include 'Provide programmes of cultural activity through support of South Hill Park', 'Ensure appropriate support in mainstream arts and leisure activities to enable access by people with a learning disabilities' and 'Improve access to information about cultural activities by making it available in different formats.
- 4.23 Delivery of the local vision as set out in the Sustainable Community Strategy is also supported by a number of theme based strategies and action plans, including Bracknell Forest's Cultural Strategy 2008-2012. The Cultural Strategy demonstrates both how culture and the arts contribute to delivering the vision.
- 4.24 This document is intended to augment the Cultural Strategy. The vision, values, definitions, guiding principles and themes of this Arts Strategy seek to strengthen this in relation to providing opportunities for local communities,

artists and arts organisations. Crucial to this will be the need to maximise opportunities for increasing external and partnership funding and resources to meet many of the aims. The council will seek to work with a range of partners to realise its ambitions for increasing access to the arts and sustaining provision.

- 4.25 This document specifically does not cover the important field of Public Art for which there is an existing comprehensive strategy (2004), which is overseen by the Public Art Advisory Panel. It is recognised that community involvement in public art schemes, where appropriate, will overlap with ongoing work of the Arts Development Team.
- 4.26 South Hill Park Arts Centre is a venue of regional significance; programming and devising a range of high quality and innovative arts events and educational programmes across all of the main art form areas.
- 4.27 Bracknell Forest Council has always shown a substantial commitment to the arts through its support of South Hill Park Arts Centre, and recognises the value it brings to the community.
- 4.28 Practical support comes in two main ways: through an annual revenue grant and through a lease agreement for the main South Hill Park mansion. A Service Level Agreement exists to cover the key aspects of this agreement and the programme and targets are reviewed annually.
- 4.29 The Council's support enables South Hill Park Arts Centre to lever in substantial support from Bracknell Town Council and Arts Council England to extend its work outside of the Borough.
- 4.30 South Hill Park Arts Centre has a distinct role in promoting the arts to children and young people within schools through the Class Act programme. The arts centre also serves communities across the Borough and has been commissioned, for example by Sandhurst Town Council and Northern

Parish Councils, to work on an outreach basis and to organise high quality arts provision at a local level.

- 4.31 The Council regards South Hill Park Arts Centre as its key provider of professional arts activities and an important resource for the Borough. The Council and South Hill Park Arts Centre frequently work in partnership and many of the ambitions of this plan will be realised with the involvement of the arts centre. Many existing initiatives, from *Street Life*, *The Big Day Out*, *Lift Off Dance Festival* to the *Creative Network*, could not be achieved without this partnership.

### **Bracknell Forest Arts Research – what we know about audiences and opportunities**

- 4.32 Audience development research undertaken by AMH (Arts Marketing Hampshire) in 2007 provided evidence of what audiences and participants think about local arts provision and about what they would like to see in the future. It also looked at the local population as a whole, highlighting some of the challenges to extending the reach of the arts. This survey looked at attendance and participation numbers and at motivation for taking part.
- 4.33 Nationally we know from the Taking Part survey, undertaken by the DCMS since 2005 that approximately 33% of adults and 74% of children attend arts events and that 23% of adults and 91% of children actively take part.
- 4.34 Bracknell's own research on adults only shows that 35% of the population have attended arts events and 20% have actively taken part in the last twelve months, making participation in the Borough close to the national average.

- 4.35 The research has also shown that approximately half the attendance was to venues within the Borough and that the majority who do attend go at least 3 or 4 times a year. 27% go with a friend or acquaintance and 57% go with a spouse or relative.
- 4.36 When asked what would make them attend more often, the majority said affordable admission, a place to go closer to where they live and more information about what's on.
- 4.37 In terms of taking part, 62% of those who do so go to a variety of spaces in the borough for their activities, including their own home, bookshops and libraries South Hill Park Arts Centre and community halls.

**Bracknell Forest Arts Research - what users and our partners have told us**

- 4.38 Since the Borough Council's appointment of the first Arts Officer in 2004, more people have had the chance to take part in the arts than before. Between 2006-2008, approximately 5,400 people have taken part in 178 arts activities and events across the Borough.
- 4.39 Everyone who has taken part in an activity organised by the Arts Development Team has been asked to rate their experience. Nearly 70% of people said they would like to take part in more workshops. Around 70% scored the experience of taking part and the support from artists running programmes as 'very good'. The research also shows that people of different ages have participated: from 3 to over 70 years of age, with the majority of participants coming from the under 18 and 35 to 45 age groups.
- 4.40 The 2008 internal survey of arts activity across more than ten sections of the council asked departments for information on what they did, who they did it for, how they paid for it and how they knew it met their own targets.

- 4.41 A wide range of arts and crafts were offered and as well as the council's own investment a further £14,000 was raised from external sources. A substantial commitment has come from Children and Young People's services, including Extended Schools and Youth Services. Substantial support has also been provided by the Learning Disability Team for projects such as *Headspace* and *Innersense*. The Town Centre Manager also supports arts activities in Bracknell Town Centre, such as *Street Life*.
- 4.42 There was a strong level of satisfaction with community venues and South Hill Park Arts Centre, a willingness to share budgets and to work together to reach more people.
- 4.43 Partners agreed that one of the biggest barriers for people taking part in the arts is the common idea that 'arts are not for me'. It will be important to reach people with exciting projects and programmes which can challenge this perception.
- 4.44 Through the work of the Creative Network, the Council knows of at least 100 artists who are living and/or working in the Borough and of at least 40 different voluntary arts groups working across different art forms. The Creative Network is expanding year by year, is a key resource, providing a useful way for the Council to advise and consult with the creative sector.
- 4.45 There are great strengths in the Borough Council's current work but also challenges. The Council will continue to learn about what individuals and communities are doing and what arts opportunities they would like for the future. The next step is to extend the research to include partners outside of the authority, such as the parish and town councils, commercial sector and arts organisations.

## **5 Guiding Principles**

- 5.1 The Borough Council recognises that the arts can make a significant contribution to the quality of life of each individual and is committed to support excellence in all aspects of creative activity.
- 5.2 The Borough Council recognises that the arts have an intrinsic value and that they contribute significantly to meeting the agendas of most sections of the council.
- 5.3 The Borough Council will always be open to creative solutions for delivering services to its communities, including partnerships with other agencies at local, regional and national level.
- 5.4 Equal opportunities and access considerations inform all aspects of the plan.
- 5.5 The Borough Council will strive to achieve a commitment in terms of finances and staff time to achieve the priority ambitions of the plan, working within the context of current and future financial constraints set by national government.

## **6 Monitoring and Reviewing**

- 6.1 Monitoring and evaluation is an important part of the strategy and will help to measure how effective this strategy is.
- 6.2 Individual projects will be evaluated with project partners and participants to assess the next stage in relation to the strategic objectives.



- 6.3 Regular monitoring will happen through the Performance Management Report process, which is available to senior management and Council Members.
- 6.4 A formal review of progress, will take place in 2011.

## **7 Themes/Strands for action**

### **Theme One: Taking Part**

- 7.1 To encourage more people to engage in the arts while developing the range and quality of art forms available to communities across the Borough
- 7.2 To develop projects where people of all ages and from different backgrounds can take part in the arts

By

- 7.3 Identifying appropriate ways to develop arts opportunities where there are gaps in provision, e.g., literature development
- 7.4 Developing effective ways for information about arts opportunities to reach new and existing audiences and participants
- 7.5 Supporting existing partnerships and art programmes continuing to check how well this works, e.g., Lift Off Dance Festival
- 7.6 Reaching out to new audiences, in particular children and young people, by working with new partners to develop projects which show the benefits good quality arts experiences can bring, e.g., working with the PCT on arts and health or the youth service and local groups on youth arts projects

- 7.7 Working with communities and neighbourhood celebrations; making use of community based venues, associations and outdoor spaces, including town and village centres and parks, e.g., Northern Parishes Arts Week and Crowthorne Carnival

### **Theme Two: Building Community Skills**

- 7.8 To work alongside and support communities at the earliest opportunity during project development and where needed, provide opportunities for communities to learn about setting up and managing their own arts projects

By

- 7.9 Engaging with existing communities/associations on their projects and if appropriate, cooperating on larger projects
- 7.10 Mapping arts provision, including the voluntary sector
- 7.11 Assisting volunteer training where appropriate
- 7.12 Providing arts information and advice about arts funding opportunities
- 7.13 Identifying and engaging local arts champions

### **Theme Three: Working Together**

- 7.14 To sustain and strengthen opportunities for partnership working in the arts by seeking out and working with partners to share priorities, skills and maximise resources

By

- 7.15 Developing new and build on existing partnerships which underpin particular areas for development, such as arts and disability and cultural diversity
- 7.16 Continuing to work in partnership with South Hill Park Arts Centre and raise awareness of the organisation as a resource for the Borough
- 7.17 Working with other BFC departments to advise and ensure that the arts are integrated into their strategies, e.g., *Children and Young People's Pla.*
- 7.18 Working with the Town and Parish Councils to pool resources effectively and ensure the arts reach all parts of the Borough
- 7.19 Increasing partnerships with the non arts sector to find shared interests and activities which meet the Borough's priorities
- 7.20 Working with Berkshire Arts: Local Authority Partners on strategic projects which promote countywide initiatives which are of benefit to Bracknell Forest
- 7.21 Working with regional and national agencies to take advantage of key opportunities which will benefit Bracknell Forest

#### **Theme Four: Getting better all the time**

- 7.22 To strive to maintain and raise standards, creativity and innovation in the arts locally; to maximise resources and show the contribution the arts sector makes in the Borough

By

- 7.23 Offering advice and information to the arts sector to help sustain local creative industries and enterprise
- 7.24 Assisting artist training opportunities where appropriate

- 7.25 Mapping creative industries locally
- 7.26 Identifying and publicising new resources for the arts
- 7.27 Monitoring and evaluating the activities the Borough Council supports and demonstrating how they make a difference

## 8 Action Plan

THEME ONE: TAKING PART				
Aims	Objectives	What we will do	Resource Implications	Time scale
To encourage more people to take part in the arts while developing the range and quality of art forms available to communities across the Borough.	Identify appropriate ways to develop arts opportunities where there are gaps in provision	Literature Development Initiate partnerships A series of pilot projects to build capacity Writer in Residence	External and partnership funding required. e.g., ACE or Trust/foundation	Year 2 Year 2 Year 3-4
	Develop effective ways for information about arts opportunities to reach new and existing audiences, and participants	Ensure publicity and marketing is appropriate for events by making best use of different formats, including web and printed materials	Existing staff time and resources	Ongoing
		Refreshing distribution and contact details held on databases	Existing staff time and resources	Year 1-2
		Development of marketing packs for events		Year 1-2
	Support existing partnerships and art programmes and continue to check how well this works	Continue partnership working with South Hill Park on the Lift Off Dance Festival	Existing staff time and resources	Annual
		Continue to develop the longer term community dance strands with invited dance companies, <i>such as From Here to Maturity and Senior Stars</i>	External and partnership funding required	Year 2 and Year 4
		Continue to provide youth dance opportunities through United and Dancewise (8 to 21s)	Existing staff time and resources	Ongoing
		Continue strong links with Heritage on projects such as The Big Draw and Heritage Open Days Continue projects with Young Carers,	Existing resources and partnership funding required External and	Year 2 and 4

To Develop projects where by people of all ages and from different backgrounds take part in the arts		developing good practice in partnership with BFVA and Youth Services	partnership funding permitting, such as Trust or Charity	Year 1-3
	Reach out to new audiences, in particular children and young people, by working with new partners to develop projects which show the benefits good quality arts provision can bring	Youth Arts – 14-19 transition years projects, Initiate partnerships and understand shared issues Initiate Pilot project Longer term project to imbed practice and have lasting legacies	External and partnership funding required	Year 2 Year 2 Year 3-4
		Develop arts and health strand which can demonstrate the health benefits of the arts, funding permitting - Initiate partnership work - Initiate a short pilot project - Evaluate findings and input into a longer term initiative	External and partnership funding required	Year 1 Year 2 Year 3-4
	Work with communities and neighbourhood celebrations; making use of community based venues, associations and outdoor spaces, including town and village centres and parks	Cross Generation Arts Projects, e.g., Age to Age music and storytelling project with Extended Services and older people in residential care  Crowthorne Carnival Project Training and project development Carnival project with young people and families, external funding permitting Capacity building and development with the wider community	Existing resources and partnership funding  Existing resources Partnership funding and external funding required	Year 1-2  Year 1 Year 2 Year 3
		Trail Blazers with Look Ahead Housing project	Existing resources	Year 1-2

		<p>with young people, to engage with external communities on visual arts projects related to climate change and environment</p> <p>Continue to develop the Northern Parishes Arts Week in partnership with Parish Councils and other partners, e.g., lantern procession and combined arts involving children, young people and families.</p> <p>Continue to build on partnership work with the minority ethnic community to pilot projects within the community.</p>	<p>and external funding secured by Look Ahead Housing</p> <p>Existing and partnership funding and attracting external funding</p> <p>Existing funding, partnership funding and external funding required</p>	<p>Year 1-4</p> <p>Year 2-4</p>
--	--	--	--	---------------------------------

## THEME TWO: BUILDING COMMUNITY SKILLS

Aims	Objectives	What we will do	Resource Implications	Time scale
To work alongside and support communities at the earliest opportunity during project development and, where needed, provide opportunities for communities to learn about setting up and managing their own arts projects	Engage with existing communities/associations on their projects and if appropriate co-operate on larger projects.	Work with Crowthorne Carnival Committee, Northern Parishes Arts Week Steering Group, Look Ahead Housing steering group for Trail Blazers	Existing resources	Year 1-4
	Map arts provision, including the voluntary sector	Extending creative networking opportunities to voluntary arts groups in the Borough	Existing resources	Year 1-4
	Assist volunteer opportunities where appropriate	Development of an arts information database	Existing resources and partnership funding	Year 1
		Provide at least 3 training opportunities a year – either on projects or through specific training initiatives, e.g., Crowthorne Carnival and Northern Parishes Arts Week.	Linked to project budgets	Year 1-4
	Provide arts information	At least 2 Creative Network Meetings a year	Existing budgets and	Year 1-4

	and advice about arts funding opportunities	for groups and organisations  At least 3 advice sessions a year for individual groups Improve information about the Arts on BFC website	partnership support from South Hill Park  Existing resources  Existing resources	Year 1-4  Year 1
	Identify and engage local arts champions	Seek out and work with individuals who can champion the arts at different levels	Existing resources and partnership	Year 1-3
<b>THEME THREE: WORKING TOGETHER</b>				
<b>Aims</b>	<b>Objectives</b>	<b>What we will do</b>	<b>Resource Implications</b>	<b>Time scale</b>
To sustain and strengthen opportunities for partnership working in the arts by seeking out and working with partners to share priorities, skills and maximise resources	Develop new and build on existing partnerships which underpin particular areas for development such as arts and disability or cultural diversity	Work closely with community associations and venues on local projects, e.g., Headspace  Explore new partnerships which meet the Council's priorities	Existing staff time and relates to project budgets  Existing resources	Year 1-4  Year 1-4
	Continue to work in partnership with South Hill Park Arts Centre and raise awareness of the arts centre as a resource to the communities of the Borough	Work closely with the organisation on larger scale arts development initiatives, e.g., Crowthorne Carnival, Northern Parishes Arts Week  Raise awareness of the Free Theatre Tickets Scheme for 16-25 year olds at South Hill Park	Existing resources  Existing resources	Year 1-4  Year 1-2
	Work with other BFC departments to advise and ensure that the arts are integrated into their strategies, i.e., <i>Children and Young People's Plan</i>	Work in partnership on the programmes linking schools with community, e.g., Age to Age with Extended Services  Explore links between schools, local arts	Existing resources  Existing resources	1-4  1-4



		groups and professional artists which could lead to a longer term shared delivery and policy		
		Raise awareness of opportunities e.g., <i>Youth Arts Awards</i> and <i>Creative Partnerships</i> and <i>Find your Talent</i>	Existing resources	1-4
		Advise, share information and collaborate, where appropriate, on joint projects, e.g., work with young carers or work with adults with long term conditions	Existing resources	1-4
	Work with the Town and Parish Councils to pool resources effectively and ensure the arts reach all parts of the Borough	Increase the level of partnership working and the level of investment for the arts at a local level	Existing resources	1-4
	Increase partnerships with the non arts sector to find shared interests and activities which meet the Borough's priorities	Build on links with further and Higher Education, such as Bracknell and Wokingham College	Existing resources	Year 1
		Establish links with PCT	Existing resources	Year 2
		Work with partners to show the contribution the arts makes to Informal Adult Learning	Existing resources	Year 2
		Build on partnership with BFVA	Existing resources	Year 1
		Develop closer links with the business sector	Existing and new	Year 2

	<p>Work with Berkshire Arts: Local Government Partners on strategic projects which promote countywide initiatives which are of benefit to Bracknell Forest</p> <p>Work with regional and national agencies to take advantage of key opportunities for the benefit Bracknell Forest</p>	<p>Follow up on “What are you made of?” Berkshire Wide Artists Event organised through Berkshire Arts Partnership</p> <p>“Thinking Out of the Box” - research into funding models for the creative sector and business investment and individual giving</p> <p>Improve formats for sharing information locally, including use of BFC website and e-bulletins</p> <p>Broker partnerships which benefit all stake holders, e.g., <i>Creative Partnerships</i> or <i>Cultural Olympiad</i></p>	<p>external resources</p> <p>Existing and External funding, e.g., ACE</p> <p>Existing and External funded by ACE</p> <p>Existing resources and partnership support</p> <p>Existing resources and partnership funding</p>	<p>Year 2</p> <p>Year 1</p> <p>Ongoing</p> <p>Ongoing</p>
<b>THEME: GETTING BETTER ALL THE TIME</b>				
<b>Aims</b>	<b>Objectives</b>	<b>What we will do</b>	<b>Resource Implications</b>	<b>Time scale</b>
To strive to maintain and raise standards, creativity and innovation in the arts locally; to maximise resources and show the contribution the arts sector makes to the Borough	Offer advice and information to the arts sector to help sustain local creative industries and enterprise	Organise Creative Network Meetings at least 3 a year, in partnership with South Hill Park	Existing resources and partnership support from South Hill Park	Ongoing
		Develop the e-bulletin	Existing resources	Year 1-2
		Co-organise the Berkshire wide artists event by Berkshire Arts: Local Authority Partners	External funding required and partnership funding	Year 2
	Assist and support artists	Involve artists and arts organisations on	Reliant on Project	Ongoing

	in the development of their skills where appropriate	<p>projects, such as Lift Off and Age to Age</p> <p>Support volunteering and mentoring opportunities for emerging artists, i.e., on Dance and Older Peoples Dance Project</p> <p>Up to 6 consultations a year for artists and organisations to support the continuation of their work in the Borough</p>	income	Ongoing
	Map creative industries locally	Develop the Creative Network database linked to BFC website	Build into project budgets and application for external funding	Ongoing
	Identify and publicise new resources for the arts	Explore outlets and affordable studio facilities	Existing resources	Year 1
		Research the range of funding sources and make available to the Creative Network and link to project development	Existing and external funding	Year 2-4
		Offer advice and information through consultations for artists and organisations	Existing staff time	Year 1-4
		Make use of the findings from the "Thinking Out of the Box" research	Existing staff time and resources	Year 1-4
	Monitor and evaluate the activities we support and demonstrate how these make a difference	Review current evaluation processes	Existing staff time and resources	Year 1-4
		Continue quarterly reports to management	Existing and external funding	Year 1
		Continue to document projects	Existing resources	Year 1-4
		Set up a strategy review meeting		year 2

## Appendix 1

### Community Arts Strategy - Glossary of Terms

**Aiming Higher for Young People (2008)** - a youth strategy produced by the central government Dept for Children Schools and Families, (**DCSF**) stressing the importance of the provision of positive activities in arts, sports and volunteering.

**ACE** - Arts Council England – the non-departmental public body charged with the promotion and support of the arts in England. It has a national office in central London, charged with production of overall policy direction and 9 regional offices which support regional arts development. The office that covers Bracknell Forest is Arts Council England South East (**ACESE**) based in Brighton.

**BFC** – Bracknell Forest Council - the unitary local government body for the Bracknell Forest area.

**BFVA** – Bracknell Forest Voluntary Action – a representative body for all voluntary organisations working within the Bracknell Forest area, including many community and arts groups.

**Central Government Departments** with some interest in community arts

**BERR Department for Business and Regulatory Reform** – interested in Creative Industries development.

**CLG Department for Communities and Local Government**

**DCFS Department for Children, Families and Schools**, particularly interested in supporting positive activities, including participation in the arts for children and young people.

**DCMS Department for Culture, Media and Sport** – the lead department for the arts, main funder of **ACE**. (See above).

**DIUS Department for Innovation, Universities and Skills**, interested in Creative Industries and jobs for the future.

**Class Act** – the in-schools arts programme offered by South Hill Park

**Creative Partnerships** – a partnership between **DCSF** and **ACE** over a five year period (2003 – 2008) to place the work of artists at the centre of the school curriculum. The intervention was concentrated on areas of multiple deprivation.. Evaluation demonstrated that engagement with the arts improves school standards overall. *Creative Junction* is the partnership covering the Thames Valley area and there are a number of arts projects which have already happened in local schools in the last two years.

**Cultural Industries** – Those activities which have their origin in individual creativity, skill and talent, and which have their potential for wealth and job creation through the generation and exploitation of intellectual property. These have been taken to include the following key sectors; advertising, architecture, art and antiques, crafts, design, designer fashion, film, interactive leisure software, music, the performing arts, publishing, software, and television and radio. (DCMS 1999). The Creative Industries are a key element of the Knowledge Economy.

**Extended Services** (in and around schools): Schools are being supported to work with the local community and develop a variety of out of school activities and services for children and families.

**Find Your Talent** – 2008 initiative from DCMS to explore how best to deliver an entitlement to 5 hours of arts activity a week for all school age children. There are 10 two year pilot programmes which local authorities bid for. It is too early to see evaluation results.

**From Here to Maturity** – a professional dance company based in London, which worked in Bracknell Forest in 2007/8 working with older dancers on an ACE funded project.

**Headspace** - A community arts base with a gallery and workshop space for arts based activities.

**IDeA** – the improvement and development agency for local government, very active in promoting excellence and continuous improvement in all local government services including cultural services.

**Innersense** – a local arts company specialising in multi sensory arts with people with profound learning and mobility disabilities and their carers.

**Look Ahead Housing** - supports vulnerable adults and young people, by providing housing and other support services that help them to lead independent lives. Look Ahead service users include people experiencing mental illness, long term illness such as AIDS and HIV and young people and adults who are learning disabled.

**LAA** – local area agreement, the locally developed action plans, selecting from 198 target areas set by central government for **Local Strategic Partnerships (LSPs** see below). One of these targets specifically measures Engagement in the Arts (**National Indicator (NI) 11**). The nearest authority to adopt this is Wokingham.

**LSP - Local Strategic Partnership** – a partnership of the main public sector service deliverers in an area, led by the local authority. It is about joined up planning for the best support of local communities.

**PCT – Primary Healthcare Trust** – the public body charged with delivering a general medical practice and allied services for a geographic area. They are key partners in an **LSP** (see above)

**Regional Spatial Strategy** – a regional planning strategy for housing and community infrastructure development, led by regional government offices on behalf of **CLG**.

**SEEDA – South East Regional Development Agency** – the regional economic planning body for SE England. It is responsible for planning for the economic health of the South East and has a stake in the development of sustainable **Creative Industries** for the region.

**South Hill Park** – the major arts centre for the whole borough supported by a service level agreement with **Bracknell Forest Council**. It works with all aspects of the arts both within its own premises and through outreach projects with a range of communities across the borough.

**Street Life** – the summer street arts festival in Bracknell Town Centre

**Sustainable Community Strategy** – CLG expects every Local Strategic Partnership to develop one of these which lays out the local authority and partnership vision and priorities for supporting local communities.

**The Big Day Out** – South Hill Park's free annual arts festival held in the summer each year. In 2008 this festival focussed on recycling and "green" issues and involved the voluntary sector, local schools and different departments in the Council.

## Appendix 2

### Guide to Existing Arts Projects 2008/09

#### Age to Age

A cross generation song making and reminiscence project involving older people (telling their stories) and pupils (making the songs) led by a professional musician and a storyteller. Organised in partnership with Extended Services and Ladybank residential home.

#### Creative Network

An opportunity for artists and arts organisations to meet and exchange good practice locally. Also includes an arts database of artists and voluntary and creative industry based organisations based in or working in the Borough. Organised in partnership with South Hill Park Arts Centre.

#### Crowthorne Carnival

A voluntary run event which takes place every other year. In 2008, the arts team worked with young carers, young people at risk of being excluded and youth club members who had not been involved before.

#### Lift Off Dance Festival

An annual festival of dance including schools, youth and community dance platforms, dance for camera, cinema, tea dances, master classes, exhibitions and professional dance companies either in residence and/or performing at South Hill Park Arts Centre. This programme also includes outreach and education work led by professional companies to schools and also to communities.

#### Northern Parishes Arts Week

A free arts festival which happens in October half term each year and is organised in partnership with Binfield Parish Council, Warfield Parish Council and Winkfield Parish Councils and South Hill Park Arts Centre. In 2008, Extended Services became a partner and this work resulted in a lantern procession at Lily Hill Park.

#### Senior Stars

The dance group which has grown out of the *From Here to Maturity* residency in 2007, which now meets regularly at South Hill Park Arts Centre and has a membership age range from early 50s to mid 70s.

### **The Big Draw**

Part of the *National Campaign for Drawing* which takes place across the UK every October. The arts team has organised 5 Big Draw free family friendly events in Bracknell Forest.

### **Thinking Out of the Box**

An Arts Council England South East funded consultancy which will look at new partnership, funding and resource opportunities for the arts across the County.

### **Trail Blazers**

The latest art project to be launched by Look Ahead Housing which will result in an artist working with vulnerable young people, developing leadership skills and building links with local communities and addressing public perception through arts activities

### **United and Dancewise**

The Council's ongoing youth dance project aimed at young people aged 9 to 21 which meets at Priestwood Youth Centre on Sundays during term time and is led by professional dance artists.

### **What are you made of?**

A Berkshire Arts: Local Authority Partners project to engage with artists from across the County at an event on 19<sup>th</sup> November 2008. Funded by Arts Council England South East.

### **Young Carers Drama Project**

In 2008, Arts Development collaborated with BFVA and Youth Services to run a pilot drama project and a summer school, resulting in performances and a short film. There are plans to raise further funding for a 2-3 year programme.



## **Appendix 3**

### **Community Arts Strategy Steering Group**

Cllr Anne Fleming

Cllr Jim Finnie

Cllr Robert McLean

Elaine Chalmers Brown – Pilgrim Hearts Trust

Helen Barnett – New Bracknell Company

Paul Stewart – South Hill Park Arts Centre

Roger Watson – Creative Traditional Arts

Ron McAllister – South Hill Park Arts Centre

Claire Sharp – Senior Strategy and Partnerships Officer, BFC

Helen Tranter – Head of Culture, BFC

Kerry Lemon – Assistant Arts Development Officer, BFC

Lynne Dick – Arts and Heritage Officer, BFC

Ruth Burgess – Head of Libraries and Information, BFC

## **Appendix 4**

### **Organisations and individuals consulted**

#### **Town and Parish Councils**

Binfield Parish Council

Bracknell Forest Town Council

Crowthorne Parish Council

Sandhurst Town Council

Warfield Parish Council

Winkfield Parish Council

#### **Consultation across Bracknell Forest Council**

Cllr Iain McCracken, Executive Member for Leisure, Corporate Services and Public Protection

Vincent Paliczka, Director of Environment, Culture and Communities

Mark Devon, Chief Officer, Leisure and Culture

Annie Edmunds – Head of Art, Ranelagh School

Don McLaren – Head of Youth Services

Gillian Leather – Family Learning Coordinator

Graham Mountford – Town Centre Manager

Graham Symonds – Extended Services Manager

Jane Brown – Team Manager, Community Support and Well-being

Karen Frost – Early Years Manager

Lesley Doyle – Community Development Officer

Marc Box – Community Arts and Disability Officer, Headspace

Marie-Anne Phillips – Community Ranger

Martin Gocke – Assistant Director

Mira Haynes – Head of Older People and Long Term Conditions

Paul Crawte – Assistant Youth Services Manager

Richard Walton – Parks and Countryside Manager

Sue Pike – Advisory Teacher, PE and Sport

Zoe Johnstone – Head of Adults and Commissioning

## **Appendix 5**

### **South Hill Park Arts Centre, Future Plans 2009-2010**

#### **Strategic**

1. To increase recognition of South Hill Park's work through touring projects nationally.
2. To work with the Borough in the implementation and development of their policies for culture and the arts.
3. To ensure that we are involved in plans for the development of the Town Centre.
4. To develop a distinctive voice with a combination of in-house productions, co-productions, resident artists and visiting companies.
5. To continue to develop the profile of the Bracknell Gallery through unique curatorial work and increased opening hours.
6. To continue to develop work in the parishes of Bracknell Forest Council.
7. To explore ways, with our funders and stake-holders, of making progress in building reserves for equipment replacement and renewals.
8. To work with Bracknell Forest Council on the Heritage Lottery Fund project to improve the Grounds
9. To work with the parishes of the Borough to develop arts projects appropriate to their needs

#### **Festivals**

1. To establish a sustainable partnership with funders and other parties to ensure stability for the festival season.
2. To explore ideas for new festivals and develop the Big Day Out.
3. To work on developing the scope of CIAO throughout the region.

#### **Commissions**

1. To maintain South Hill Park's reputation as a significant co-commissioner.
2. To develop a strong producing stream of work in partnership with the Berkshire Consortium.
3. To develop a scheme to accommodate a range of resident companies.

#### **Residencies**

1. To develop new approaches to residencies, engaging artists on a wider range of short, medium and long term residencies which have audience development potential.

2. To find support for accommodation for resident artists in order to broaden the scope of artists who can afford to live in our local area.

### **Corporate**

1. To engage the commercial sector in creative projects.
2. To develop the conferencing business at South Hill Park.
3. To develop the membership scheme.

### **International Work**

1. To increase our awareness of international work and broaden our programming to reflect this.
2. To find meaningful ways of engaging with cultural producers and cultural centres from other countries.
3. To explore ways of becoming involved in the Cultural Olympiad in the South East.

### **Cultural Diversity**

1. To continue to implement our action plan.
2. To develop projects with the Cultural Diversity Consortium.
3. To develop links with culturally diverse companies and encourage potential producers of culturally diverse work to start projects at South Hill Park.

### **Education**

1. To develop Digital Arts.
2. To extend our outreach projects, particularly into outlying areas of the Borough.
3. To develop a Creative Producers programme for young people ("Missed Out").