

CULTURAL STRATEGY

Local Action Plan for Wyre Forest 2009 - 2012

Context

A Corporate Performance Assessment (CPA) inspection of the Council's cultural services was carried out in 2007. The services included in this inspection were:

- Community development
- Leisure services
- Sports and leisure centres
- Parks and green spaces
- Tourism

The inspection concluded that Wyre Forest District Council provides 'good' cultural services, which however, have 'uncertain' prospects for improvement.

The strengths of the service are:

- Wyre Forest's cultural services are customer-focused and responsive to the needs of the local community
- The Council provides a wide range of cultural services
- The Council's cultural services provide good value for money
- Physical access to facilities is generally good
- The Council has a good record of delivering improvements in cultural services and has been successful in securing external funding
- Cultural services have a strong track record of using partners and volunteers to deliver improvements

Areas for further development included:

- The Council needs to set out a clear strategic vision and aims for cultural services

- The Council needs to set clear, measurable targets to measure the effectiveness of its spending and to drive improved value for money
- Improving the use of the Council's website to widen access to the local community or visitors

Our recommendations included:

- Articulating the Council's vision and strategy for cultural services
- Improving performance management of the service and the Council's approach to value for money

Looking ahead

The public service inspectorates are currently developing a new performance assessment framework, the Comprehensive Area Assessment (CAA). CAA will provide the first holistic independent assessment of the prospects for local areas and the quality of life for people living there. It will put the experience of citizens, people who use services and local tax payers at the centre of the new local assessment framework, with a particular focus on the needs of those whose circumstances make them vulnerable. It will recognise the importance of effective local partnership working, the enhanced role of Sustainable Communities Strategies and Local Area Agreements and the importance of councils in leading and shaping the communities they serve.

Vision:

“We will encourage everyone in the District to lead a rich, diverse and fulfilling cultural life with a strong sense of community and a healthy lifestyle by maximising opportunities and resources innovatively”

- Research shows that participation in culture and sport can play an important role in communities:
- 94% of people said that they had done a cultural or sporting activity at least once in the last 12 months. (Taking part, DCMS, 2006)
- The Taking Part survey shows that those participating in cultural activities were 20% more likely to know ‘many people’ in their neighbourhood and around 60% more likely to believe that ‘many of their neighbours can be trusted’. Importantly, these figures hold for those from lower socio-economic groups, with the trust figure still high at 40%. (Taking Part, DCMS, 2006)
- People who participate in cultural activities are more likely than the average citizen to have trust in the police, legal system, politicians and Parliament. (*Cultural, Participation and Civil Renewal, IPPR 2006*)

- The Home Office Citizenship Survey suggested that sport and exercise is the single greatest contributor to social participation (51%). (*Home Office Citizenship Survey, 2001*)
- There is a significant link between participation in cultural activity and people being satisfied with the area in which they live. In inner city areas, those who participated in culture were 10% more likely to be satisfied with where they live, compared to those who did not participate. (*DCMS, internal analysis of Taking Part survey data, 2007*) **Wyre Forest Place Survey 2008/9 79.4% of people are satisfied with their local area as a place to live.**
- 70% of young people believe that a lack of positive activities provision leads to more youth crime. (MORI, 2002)
- When asked, activities for teenagers are the local issue that most people want to see improved (39%). (*Audit Commission, CPA – The Harder Test, 2007*)
- Around 80% of people believe that participating in sport teaches respect for others and increases people's involvement in community activities. 76% of people believe that participating in sporting activities, reduces anti-social behaviour/crime among young people. (*MORI research, 2004*)

Wyre Forest Place Survey 2008/9 data:

- 49% of people are very or fairly satisfied with sport and leisure facilities.
- 43.3% of people are very or fairly satisfied with museums/galleries.
- 70.6% of people are very or fairly satisfied with parks and open spaces.

Other survey data and awards:

- Range of 85% - 93% of customers to sports and leisure centres rate the service good to excellent (externally audited and commissioned).
- 76.5% satisfaction for sports and leisure centres (4th in West Midlands) (2007 Active People survey), 69.9% in 2009
- 2006 MORI survey 65% satisfaction for sports and leisure centres.
- Sports and Leisure centres – QUEST (industry quality award) in top 2% nationally; Investors In People; Institute of Leisure & Amenity Management (ILAM) Healthy Recognition Award; Aquamark; Inclusive Fitness Initiative (IFI) award; sports development QUEST for swimming; accredited centre for National Pool Lifeguard Qualification.
- Bewdley Museum, Museums, Libraries and Archives Accreditation; twice winner of Sandford Award
- Broadwaters Park, Green Pennant Award.
- Natural England, declaration of 9 local nature reserves and 3 Sites of Special Scientific Interest.

- 67.5% of people felt that their quality of life had improved by participating in a Cultural Services project/event or activity (2008/09)
- 93% of young people were satisfied with the Council's summer holiday activities (2008/09)
- 93% of people were satisfied with Kidderminster Arts Festival (2008/09)
- 100% of people were satisfied with their experience at Stourport Community Centre (2008/09)
- 96.5% were satisfied with open events organised by Cultural Services (2008/09)

What Cultural Services includes:

Cultural Services

- Leisure Development and Events
- Sports and Leisure Centres
- Museums Service
- Community Development
- Arts Development
- Play Development
- Sports Development
- Parks and Green spaces
- Conservation and Countryside Management
- Stourport Community Centre

Children and Young People

- Safeguarding children
- Co-ordination and delivery of children and young people activities

Links to Corporate Plan

- A Better Quality of Life

- A Well Run Council
- A Better Environment

Link to Wyre Forest Sustainable Community Strategy (related outcomes)

- Reduce health inequalities
- Support children and young people to lead healthy lifestyles
- Improve the emotional wellbeing of children and young people
- Prevent bullying and support children and young people who have been affected by it
- Protect children and young people who are at risk of harm and neglect
- Ensure that children and young people are respected and valued in their communities
- Actively involve children, young people and their families more in decisions affecting their lives
- Support the implementation of Extended Services in the Wyre Forest District
- Raise the educational achievement of all children and young people, from those who find learning challenging to the most gifted and able
- Enrich the experiences and development of children and young people through activity and positive contribution
- Ensure that children, young people and their families have things to do and enjoy in their communities
- Increase the participation of young people and ensure their families live in satisfactory accommodation
- Improve access to learning, participation and cultural opportunities
- Increase participation in cultural, leisure and recreational activities
- Improve access to services, including advice, support and facilities

Action Plan, WFDC – 2009/2012

Theme	Action	Outcome	Target	When	Who is responsible?
Value for money/Efficiency	Examine options to achieve efficiencies within Parks and Green Spaces	Parks and Green Spaces is provided to a high quality with improved value for	Options considered by Members	January 2010	WFDC

		money and efficiencies			
A Better Quality of Life	Bewdley Museum reopening	An improved Museum building with interactive displays for visitors to enjoy and learn about local history. A much improved visitor experience.	Completion of building project, end of April May 1 st to 3 rd 2009 (opening weekend)	May 2009	WFDC Partners
		Provide wider opportunities for people of all ages to participate in or engage with a variety of Cultural activities.	By Feb 2011	Feb 2011	
A Better Quality of Life	Sports and Leisure Centres management agreement	A potential management agreement with DC Leisure which will ensure value for money, high quality services and maximise capital investment.	Progress report to Cabinet Report	October 2009	WFDC and DC Leisure
A Better Quality of Life	Completion of Wild Walshes Play area	Children and Young people in the Walshes will have the opportunity to access and enjoy a variety of play	Opening event 2,800 children and young people and 2,000 adults will benefit from the provision of the	April 2009	WFDC Community Housing Group

		<p>experiences. Adults will understand what play is and support it in the community. Children and young people will have been involved in the design and delivery of play.</p>	<p>facilities</p> <p>Project used as an example of 'Best Practice'</p>		
A Better Quality of Life	Delivery of Severn Project	<p>Local community will have the opportunity to access and enjoy a spectacular arts event which will provide benefits of developing knowledge, sense of well being and enhances the quality of where they live.</p>	<p>External funding to be secured 4,000 adults and children and young people will benefit from the project Project to be delivered in March 2010. Annual project</p>	<p>March 2010 dependent on securing external funding</p>	<p>WFDC Shropshire County Council Bridgnorth DC Gloucestershire County Council Arts Council</p>
A Better Quality of Life	Kidderminster Arts Festival	<p>Adults and children and young people are provided with an opportunity to participate or engage with a variety of arts based activities which will increase knowledge/skills and improve quality of</p>	<p>CAP LP10 Delivered in last 2 weeks in August 2009 Annual festival</p>	<p>August 2009 And then annually in August</p>	<p>WFDC Partners</p>

		life			
A Better Quality of Life	Delivery of a co-ordinated summer programme for Wyre Forest	Children and Young People will have the opportunity to access and enjoy a variety of Positive Activities	CAP LP09	July 2009 to August 2009 and annually	WFDC Partners
A Better Quality of Life	Sport Unlimited (deliver sport and physical activity programmes for 5 to 19 years old young people)	Children and young people will have the opportunity to participate and enjoy sport and physical activity programmes outside of school hours	3,000 children and young people participate in a variety of sport and physical activities to March 2011	April 2009 to March 2011	WFDC Partners
A Better Quality of Life	QE2 Gardens, woodland orchard/play project	Play opportunities will be available to more children and young people	Completion by March 2010	March 2009 to March 2010	WFDC
A Better Quality of Life	Delivery of White Wickets play area project	Children and Young People will have the opportunity to access and enjoy a variety of play and will be involved in the design and delivery of the play areas.	Play area complete by December 2009	Dec 2009	WFDC and Partners including Community Housing Group
A Better Quality of Life	Bewdley Museum accreditation to MLA	Accreditation to MLA will enable external funding to be secured and benefit	Achievement of quality standard/accreditation	July 2009	WFDC

		to be realised from networking and best practice guidance particularly with regard to collections management			
A Better Quality of Life	Delivery of Walking project	Adults will have the opportunity to participate in walking activities which may lead to signposting of other sporting and physical activities. Adults will benefit from improved health and well being and an appreciation of local environment.	NI 8 Targeted increase in participants and volunteers	March 2009 to April 2011	WFDC Partners
A Better Quality of Life	Organise an event to coincide with Local Democracy Week or National Youth Week	Children and Young people will be involved in influencing decision making within WFDC	To organise a joint event to coincide with National Youth Week annually	November 2009	WFDC partners
A Better Quality of Life	Deliver dance project	Children and Young People and some adults will have the opportunity to participate and enjoy dance activities and	Mass participation in dance NI8	April 2009 to March 2012	WFDC Partners

		will benefit from improved sense of well being/self esteem, knowledge and confidence.			
A Better Quality of Life	Adoption of Worcestershire Cultural Strategy and local action plan	Provide a focussed action plan within a strategic framework which with defined outcomes will widen access to services	Adopt plan in September 2009	Sept 2009	WFDC Partners
A Better Quality of Life	Ensure information on all Cultural Services activities/facilities are included on the Council's web site Electronic bookings to be made available for summer programme 2009 onwards	The Council's cultural services will be more accessible to a wider audience. Systems and procedures will be simplified.	On line booking for summer activities	July 2009	WFDC
A Better Quality of Life	Produce a volunteering policy	Volunteering within WFDC and its partners will be maximised and the interests of these groups will be protected and enhanced	Increase base of volunteers and standardisation of policies and procedures	By March 2010	WFDC Partners
A Better Quality of Life	Continuation of play ranger project, which will operate in rural and deprived areas of the	Children and Young People will enjoy an increased number of opportunities and	To provide 2,000 young people with play opportunities over 3 years	To April 2011	WFDC Partners

	District where a need for play provision has been identified.	adults will understand what play is and support it within local community			
A Better Quality of Life	Activity Referral Scheme, to ensure that referrals are being made through GP's to patients who will benefit from participating in physical activity and specialist programmes be developed to support this process	Participants will become healthier, more active and sense of well being and self esteem will improve.	36 participants p.a. to continue to participate in physical activity and make changes to lead a healthier lifestyle	To April 2011	WFDC DC Leisure PCT
A Better Quality of Life	Provide local strategic expertise to Building Schools for the Future project with regard to sport, art, play and Community and Partnership Services	Ensure advice and support is provided to ensure community facilities at the District's 5 High Schools will be innovative, accessible, and meet the needs of the local communities.	Attend Stakeholder meetings for PE, partnerships and input on sports, arts, play and youth activities on an ongoing basis until project completion.	April 2009 - 2012	WFDC
A Better Quality of Life	Develop Open Space and Playing Pitch Strategy	Ensure that the strategic need/plan for open space is adopted to inform developers and the	To produce the Open Space and Playing Pitch Strategy by December 2010.	2010/11	WFDC

		Council's priorities for investment			
A Better Quality of Life	Cultural Olympiad (Olympics)	Awareness of local population regarding benefits of Cultural activities in the build up to the Olympics is recognised	Provision of local events and activities as and when the National and regional programme dictates.	Up to 2012 Olympics	WFDC and Partners
A Better Quality of Life	Action Plan for Arts Strategy	A co-ordinated action plan which will enable more people to enjoy and experience the arts	Completion of an action plan for the arts for Wyre Forest	March 2010	WFDC and Partners
A Better Quality of Life	Wild Woods ECO Base Project	Development of a centre at Hurcott which will enable an environmental education programme to be developed which will target hard to reach vulnerable learners, those at risk of being involved in crime and those who have been involved in crime	Submit stage 1 external funding application to Access to Nature by September 2009. If successful develop full application and ultimately project delivery	Sept 2009 and onwards if successful application	WFDC Youth Support Services Youth Offending Team Connexions Local Schools Police Community Groups
A Sustainable Environment	Tree Management Plan	Development of a Tree Management Plan for WFDC ensuring the WFDC tree stock is	Adoption of plan and implementation	April 2010	WFDC

		maintained and safe for the enjoyment of the whole community			
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PERFORMANCE MANAGEMENT

Every activity provided by Wyre Forest District Council and its' partners is evaluated through the attached "Tell us what you think" questionnaire (see Appendix Item. 3). This enables specific delivery of outcomes to be evaluated. It also enables evaluation of value for money (question 7) of providing the activity.

The following statutory and local performance Indicators (PI's) are also monitored and evaluated. Benchmarking is carried out where services are comparable with neighbouring local authorities e.g. sports development.

Performance Indicators – National Indicators (NIs) and Local Performance Indicators (LPIs)							
PI Code	Description (Commitment or Aspiration)		2008/09 Performance	Target			Lead Officer
				2009/10	2010/11	2011/12	
NI 6 **	C	Participation in regular volunteering	23.5%				Kay Higman
NI 8 **	C	Adult participation in sport	20.1%	Plus 1%	Plus 1%	Plus 1%	Kay Higman
NI 11 **	C	Engagement in the arts	N/A	TBA			Kay Higman
NI 110 **	C	Young people's participation in positive activities	N/A	Being collected			Kay Higman
CAP LP08**	A	Occupancy rates of young people summer holiday activities	54%	65%			Lesley Fox
CAP LP09**	A	Satisfaction rating for young people summer holiday activities	93%	94%			Lesley Fox
CAP LP10**	A	Satisfaction rating for Kidderminster Arts Festival (KAF)	93%	94%			Loz Samuels
CAP LP11**	A	Occupancy rate of bookings for Stourport Community Centre	46%	50%			Sue Harper

CAP LP12**	A	Satisfaction level for bookings for Stourport Community Centre	100%	100%			Sue Harper
CAP LP16**	A	Occupancy rate of Cultural Services projects and activities (not summer hols): countryside service, play, arts, sports, events	81%	82%			Kay Higman/Lesley Fox
CAP LP17**	A	Satisfaction rating of open events organised by Cultural Services	96.5%	97%			Sue Harper
CAP LP18**	A	% of people who feel that their quality of life has improved by participating in a Cultural Services project/event or activity	67.5%	70%			Kay Higman
CAP LP19**	A	Numbers of visitors to Bewdley Museum	88,852	110,000			Sue Harper
CAP LP20**	A	Satisfaction rating of visitors to Bewdley Museum	TBC	90%			Sue Harper
CAP LP21**	A	Number of parks achieving Green Flag Award accreditation	N/A	2			Joe Scully

C Commitment - essential service / project that must be delivered and for which the necessary resources are available.

A Aspiration - desirable service / project which would be beneficial but not essential

Resources and budget, WFDC Cultural Services			
Current FTE Employees		55.27 FTE's in 2009/10, 51.91 FTE's in 2010/11 & 2011/12	
		2009/10	2010/11
Gross Expenditure		4,727,650	4,741,080
Gross Income		(835,940)	(759,040)
Net Expenditure		3,891,710	3,982,040

Cost Centres Included in the Above:

R050 Playleadership
R055 Summer Playschemes
R060 Museum Store
R065 Bewdley Museum
R075 Arts Development
R080 Wyre Forest Glades Leisure Centre
R085 Stourport Sports Centre
R100 Sports Facilities – Coaching Courses
R110 Joint Delivery Plan
R123 'Xpression'
R125 Sports Development
R126 Best Foot Forward
R127 Community Development
R128 Play Rangers Big Lottery Funding
R129 The Dance Project
R130 Physical Activities
R135 Community Sports Coach
R137 Community Sports Coach PT

R138 Mobile Skatepark
R139 P/T Multi Skills Coaches
R140 Bewdley Leisure Centre
R145 Stourport Community Centre
R161 Habberley Valley
R163 Nature Reserves
R165 Rangers Development
R167 Our Park, Our Heritage
R175 Events
R040 Cemetery
R090 Stourport Sports Club
R095 Other Sports Facilities
R155 Allotments
R160 Parks & Open Spaces
R162 Parks & Open Spaces – Maintenance
R164 Broadwaters Mill
R236 Grounds Maintenance Trading Account