

BRECKLAND CULTURAL STRATEGY

- **What is a Cultural Strategy?**
- **Why is it important?**
- **What are the key issues?**
- **What is the role of Local Authority?**

What is Culture?

**Dept Culture Media & Sport
(DCMS)**

Definition

Performing and visual arts
Film, TV video
Museums & Libraries
Literature
Heritage
Sports activity
Parks and Countryside.
Children's play
Tourism (Festivals & Events)
Informal leisure pursuits

For the District
(LSP).

Role of authority
concerned with
enabling,
facilitating and
strategic delivery.

Why are these
things important?



Common Themes

- Improved facilities: Arts Venues, Indoor Sports in market towns, Play areas, Playing fields
- Rural issues
- Active participation in sports and arts issues from Local LSP partners.
- Improve partnership arrangements with key stakeholders
- Review of Grant aid policies – “match funding”
- 2012 Olympics and its legacy



Half Term Activities – Rural Programme



Puppet Making

Music Making

Reading Activity

Sports

Play



Sports: Key Issues

- Improve school/club links
- Shortage of qualified coaches
- Securing indoor facilities at an appropriate time for juniors and clubs
- Co-ordination between clubs, District, County and Region



Sports: Key Issues (contd.)

- Exercise referral expansion
- Encouraging Healthy Exercise
- Consultation with local sports clubs (Community Sports Network)



The Arts: Key Issues

- Significant demand for more activity
- Improved arts and venues particularly in the towns. Lack of exhibition space
- Support for live performances
- Creative industries as economic drivers
- A strategic approach to the investment.



Samba Events – Dereham & Thetford



Open Space and Play

- Deficiencies of equipped play areas – Quantity, Quality and Range
- Current provision in terms of All Weather Multi Use Games Areas
- Lottery Fund allocated £238k
- Young People



Leisure Facilities: Key Issues

- Improved facilities in Market Towns
- Rural sports and arts development
- Differing school hire policies
- Pricing
- Village Halls



Consultation Feedback

Generally Very Positive Experience

Research generally accurate

Issues

- Grant Aid – Processes
- Advice and encouragement
- Improved Play (Quantity and Quality)
- Not enough for Young People
- Rural Outreach and Transport



Consultation Feedback

- People with Disabilities
- Cost of using facilities
- Making life easier for volunteers
- Local Networks
- Heritage Underplayed

