



Arts Strategy for Charnwood 2006 - 2008

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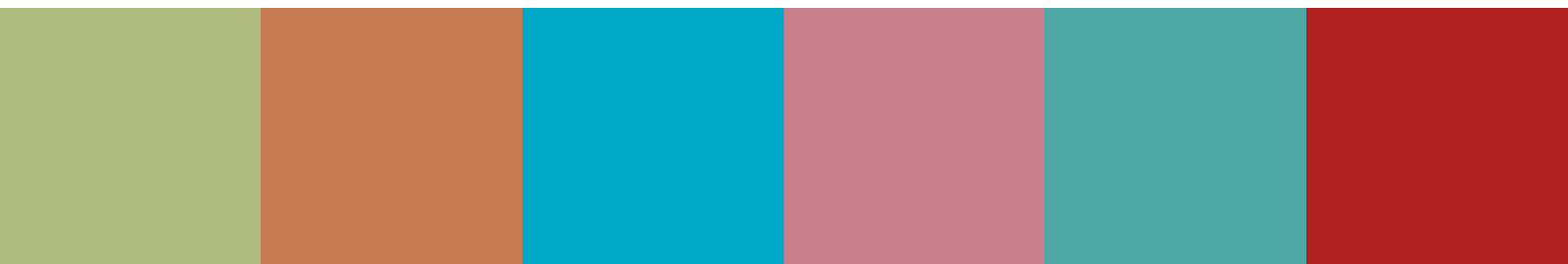


Introduction

Charnwood is a flourishing and diverse mix of population and geography. This provides artists and the arts in general with multiple layers of stimuli and a myriad of exciting possibilities. This all adds to the future wealth, health and regeneration of all our local communities. The Borough of Charnwood is located in the East Midlands in north Leicestershire. With a population of around 155,400 (Community Profile July 2005) we are one of the largest local government districts in England. It sits centrally in the triangle formed by Nottingham, Leicester and Derby and overall is relatively affluent. It contains the main town of Loughborough with many smaller towns like Shepshed and Anstey alongside the villages of the Soar and Wreake valleys. Home of the Great Central railway, the historic Bradgate Park and beautiful Charnwood Forest, from rocky summits to secluded valleys, both the industrial and agricultural heritage of Charnwood has distinctive charm and robust traditions.

In developing this Arts Strategy, Charnwood Borough Council recognises the vital role the arts play in improving the lives of its community. This working document is the result of widespread consultation. It presents a shared vision for the arts in Charnwood and is characterised by a broad but distinctive approach to arts throughout the Borough. It builds on existing strengths and suggests what might be achieved through partnership, involving agendas such as economic regeneration, education, the environment, health and so on. This strategy aims to develop opportunities for arts expression and participation, supports the development of local artists and arts organisations, as well as improving the quality of the built environment we will leave behind for future generations. We believe that this strategy will result in an increased opportunity to make connections between the arts and a variety of aspects of life in Charnwood and beyond.

This Arts Strategy sets out the proposed strategic framework for the management and improvement of local arts provision in the Borough of Charnwood - both directly by Charnwood Borough Council and in partnership with others. The Arts Strategy will be central to supporting arts development in Charnwood from 2006 - 2008. The Strategy builds upon the achievement of the past nine years following the adoption of the Council's first Arts Strategy 'Creative Collaborations' in 1997.



Part 1 - Charnwood: A Distinctive Place

Public Art in Charnwood

Charnwood Borough Council has a fine track record of using art and good design to help foster a sense of place and add to the distinctive and diverse aspects of neighbourhoods and communities. The DETR publication ('By Design - urban design in the planning system, towards better practice' 2000) states in its introduction:

"Good design always arises from a thorough and caring understanding of place and context."

Design and sustainability considerations are central to the Council's mission as described in its adopted Special Planning Document "Charnwood - Leading in Design" which aims to: "encourage, promote and inspire higher design standards in new development throughout Charnwood". The vision statement for Public Art within this document is as follows:

"Public art can contribute to the quality of development and the creation of successful places. It can help to foster a sense of place, reinforce local identity and culture, and add to an area's attractiveness. The Council is committed to working with the best of local, regional and national artists and to encourage, through example, investment in this area by partners and developers. Public art will be encouraged as an integral part of the design within all major development proposals in the Borough." (2005: 4).

The consultation work surrounding the design element and proposed planning and developments at Hallam Fields in Birstall has been partly funded by Arts Council England (ACE) East Midlands Office. Reviewed in a recent ACE publication it describes the intention to bring together the developers and the community in a pioneering project to involve local people at the early stages of planning. This work is a prime example of Charnwood 'leading in design' and is celebrated as such.

There are many examples throughout the Borough of existing work, historic artefacts, architectural adornments, art in public places and site specific work. Inspirational works such as 'Knight' by Mike Grevatte 1993 and 'The Athletes' by Julie Doherty 1997 illustrate a range of differing approaches to work within the public realm and enhance both the legacy and heritage of Charnwood. "The Sock" by Shona Kinloch, 1998 located in the Loughborough Market Place is a high quality work and has attracted considerable attention both locally and nationally. It is widely used as an image to represent

Loughborough on publicity materials and promotional publications.

The recording and audit of the public art collection is a continual process. A record system for data, storage and retrieval will be established and is incorporated within the overall strategy and action plan. The Council's adopted SPG 'Public Art - Making Places Distinctive' provides more detailed guidance about the provision of public art, including the need for agreements to ensure long-term maintenance. The 'Leading in Design' SPD also gives guidance on the 'Percent for Art' scheme which aspires to an allocation of 1% of the capital costs of any new building developments towards the commissioning of public art and the Section 106 agreements. Responsibility for the development and implementation of public art schemes by the Council is shared between the Arts Officer and the Conservation and Design Manager.

The Arts in Charnwood

The Council acknowledges that creativity can help us see the world in new ways, help us to express ourselves, and unite communities through joint endeavour. The diverse mix of cultures and customs provide a lively and vibrant atmosphere. The Borough Council features in some, but by no means all arts activity in the area, as direct provider or funder. There are a number of important arts organisations in the Borough many of which, such as Charnwood Arts (reputedly the largest arts community based arts organisation in the country), Youth Arts Leicestershire, ArtsSpace and Albert Street artists are firmly based in the heart of their communities. According to Leicestershire County Council's Cultural Strategy 2003 - 8: 2008

"The amount of excellent activity in community arts needs to be both celebrated and built upon, in order for communities to engage with the arts within a social framework." (2003:21).

We wholeheartedly endorse this aspiration. Loughborough Town Hall provides a focal point for high quality entertainment, theatre, artists and performers of national and international acclaim. It also has a developing education strategy and youth theatre. As part of the local authority arts development network, Charnwood is at the forefront of rural arts touring schemes, such as Centre Stage, which brings professional live performances to communities who otherwise would be unable to access high quality arts programming.



Another central component of Charnwood's validation and celebration of the arts in the Borough can be seen in its Art Collection. Established in 1997, the Collection includes fine art, illustrations, printmaking, photographs, ceramics, textiles and sculptures. Work is mainly purchased through the annual degree show at Loughborough University School of Art and Design (LUSAD) - the Council holds an annual budget of £1,500 for this purpose, known as the Annual Purchase Prize. This provides a useful model of intervention which has been of enormous benefit for local and student artists. The collection is displayed at public venues and locations across the Borough. Work may also be directly commissioned or donated to the Collection by other organisations or individuals.

Culture, Creativity and Regeneration

Arts developments, arts projects and the creative industries are nationally recognised by Arts Council England (ACE) and Department of Culture Media and Sport (DCMS) as crucial to creating inclusive, prosperous and sustainable communities as stated in the ACE document Local Government and the Arts - A Vision for Partnership March 2003:

"the arts are central to local economies in design, manufacturing, retail and leisure services. The imagination of individual artists can be the spark that illuminates a production chain employing hundreds of people". (2003:3).

Creative approaches to community development and regeneration have long been the everyday business of local authorities. Artistic skills and vision can be applied to bring about change across a wide spectrum of community activities and needs. They can contribute to enjoyment, employment, trade, learning, health, social inclusion and the development of stronger communities. They can enrich not only galleries and theatres but businesses, planning decisions, tourism, local festivals and much more. 'Creative Leicestershire' www.creativeleicestershire.org.uk/ a recent sub-regional partnership development across Leicestershire, Leicester and Rutland, of which Charnwood Borough Council is a member, aims to support and maximise the creative industries providing a network and training opportunities for artists and arts organisations.

The arts are about communication and traditionally have been used for both entertaining and inspiring, they are essential to our quality of life and at the heart of what it means to be

human. Through the arts, people express their individuality but also find their common ground. Participation in the arts is uplifting. It increases our sense of well-being, crosses boundaries and enhances community spirit

The arts within the context of this strategy have a wide definition (see Appendix 2). However the acknowledgement of 'our culture' as an even broader starting point for arts, regeneration and creative development is fast emerging at both national and regional level. The recent consultation draft of the 'Cultural Strategy for the East Midlands' describes the critical cultural life of the region;

"the East Midlands has natural heritage and historic monuments of European importance, international standard sports facilities and teams, outstanding arts organisations, and an enviable record in participation and community-based cultural activity." (2005: 6)

Ensuring that the role of culture and creativity in the economy are maximised and that cultural planning is firmly embedded through key programmes is a priority for 'Culture East Midlands'. This is also echoed within Leicestershire's Cultural Strategy of which Charnwood is in part responsible for implementing. This Arts Strategy is fully supportive of these beliefs and is an essential component of the countywide and regional strategies.

Partnerships and Charnwood Arts

This Arts Strategy does not exist in isolation; it is part of a web of plans and partnerships. From Arts Council England's Local Government and the Arts document, to Leicestershire's Cultural Strategy, to some of the best arts organisations in the region, all play a fundamental role in fulfilling and providing a cultural agenda for creative development and improvement. Charnwood Borough Council continues through this strategy to improve partnerships with all other agencies and strengthen the role of arts organisations in working with all members of the community.

Charnwood Arts has remained a key partner with the council for over a decade and is a leading community arts and media organisation, within the East Midlands. Their work encompasses most art forms and a wide range of approaches including long-term community arts projects, organisation of carnivals and festivals in partnership with Charnwood Borough Council

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and work with many groups of vulnerable and disadvantaged people including schools and young people. Their aim is to creatively engage with any art form or media approach to give expression to the unique voices of the individual, the group or community with which they are engaged. They are committed to running an organisation and programme that is based on the principles of equal opportunities, cultural diversity, access and the capacity to listen to people and care about what they have to say;

"We are of the mind that artistry, enjoyment of the arts and the right to participate freely in cultural life is the birthright of everyone". (K. Ryan Charnwood Arts).

Their work is an essential part of the infrastructure of artistic excellence and sustainability across the Borough. The quality of participatory arts development upheld by Charnwood Arts is one of the key reasons Charnwood Borough Council has entered into a five year Service Level Agreement (SLA) with them.

We will seek to develop and further our significant partnership with Loughborough University. We already have a fruitful relationship with LUSAD and buy items each year from the students' degree shows for the Borough's art collection. The University is also involved with Drama, Music, Literature and Creative Writing, and has a number of performance spaces. We will explore the potential for developments that can bring mutual advantage.

Charnwood has many arts and community organisations that provide groups and individuals with a voice and a sense of belonging. The Arts Development and Grants Scheme also provides a focus for encouraging groups and organisations to work in partnership with Charnwood Borough Council. By providing a small grant to groups within the community the arts can help to support a sense of purpose, identity and raise the level of aspiration and inspiration throughout our communities. The arts thus provide an effective means of community engagement which can help to facilitate the consultation process of various services. By working in partnership with a range of agencies Charnwood Borough Council seeks to empower communities, to help people develop a strong sense of identity and in so doing encourage better co-ordination and integrated planning.

Many of these issues are reflected in the Community Strategy which was published in 2003. For example, a co-ordinated approach towards working with those in education and their advisory services is an essential part of Arts Development. In particular links with Schools, Colleges and Universities are the

bedrock of supporting artists, connecting with cultural industry and ensuring skills and talents within the community are nurtured and fostered. Creativity is also a crucial component of ensuring solutions to challenging problems in areas of disadvantage and deprivation. Arts and cultural activity can support the regeneration of a community and through celebration and innovation specific areas can achieve growth.



Part 2: The Strategy

The Vision

Charnwood Borough Council and its partners believe that the arts can transform people and places. The arts are an expression of the life, confidence, values and aspirations of our community. They make living in Charnwood a more satisfying, rewarding and enriching experience.

Charnwood Borough Council and its partners value the arts and creative industries for the benefits they bring to the quality of life of people living, working and visiting Charnwood. The Council and its partners recognise the important role of the arts in helping to develop a strong and cohesive community where the diversity of the people and places that make up Charnwood are valued and positively celebrated.

Charnwood Borough Council and its partners wish to encourage greater access to and participation in the arts and to stimulate improvements in quality and the range of provision that is available. The Council and partners also recognise the importance of working in partnership to make the most effective use of locally available resources.

The Council and its partners are committed to supporting cultural diversity, and aim both to ensure that arts practice reflects a diverse range of cultural opportunity, and to enable the widest possible range of people to access the arts and cultural activities. We aim to celebrate and share culturally diverse activity whilst preserving cultural identity and tradition.

We are looking to build on the excellent reputation and work that takes place in Charnwood and create a future which maintains a lead in creativity and approach at every level including professional artistic practice, community and participatory arts activity and audience development.

The Aims

The following strategy aims to serve the needs and aspirations of the Charnwood area and its people. It aims to reach everyone who is, or wants to become, engaged in the arts to decide which of these aims and objectives reflect or complement their own, and which they would like to support. To achieve this will require a partnership approach, and especially openness and shared visions and strategy. The aims and objectives of the strategy reflect not only the needs and aspirations of people already working in and participating in the arts in Charnwood but also those of the whole community. The achievement of these aims and objectives will depend

upon the imagination, participation, commitment and resourcefulness of artists, arts and other organisations, policy makers and funders and their willingness and ability to work together.

Charnwood Borough Council aims:

- To develop and strengthen the arts infrastructure, net works and partnerships.
- To encourage and support enjoyment, participation and equal access to the arts and promote cultural diversity.
- To celebrate community, promote cohesion and contribute to the regeneration of the area, encouraging a positive image of the Borough through the arts.
- To utilise the arts as a vehicle for the enhancement of the education, lifelong learning and healthy living of children, young and older people, especially disaffected and deprived groups.

The Objectives

To develop and strengthen the arts infrastructure, networks and partnerships

1. We will develop a cohesive framework of arts organisations, agencies and groups across the Borough.
2. We will attract, foster and retain skilled artists, arts managers, and other creative practitioners.

To encourage and support enjoyment, participation and equal access to the arts and promote cultural diversity

3. We will actively encourage the participation of current and non-users and hard to reach groups in arts activities and events.
4. We will initiate and promote arts programmes activities and events to non-arts venues and places.

To celebrate community, promote cohesion and contribute to the regeneration of the area, encouraging a positive image of the Borough through the arts.

5. We will increase opportunities for the celebration of creativity and community in Charnwood
6. We will maximise and regenerate the use of existing facilities and resources, improve the environment, cultivate a sense of place and project a positive image of Charnwood

To utilise the arts as a vehicle for the enhancement of the education, lifelong learning and healthy living of children, young and older people.

7. We will increase the range and quality of opportunities for children and young and older people to be creative and enjoy the arts.
8. We will foster a healthy living approach using the arts to raise awareness and transform lives.

Cultural Mapping and Planning

In order to adequately measure the use and value of culture and the arts it is necessary to identify and cross reference the variety of Charnwood's local resources. These exist in the form of our local heritage, our community identities and our overall landscape. Cultural mapping and cultural planning has been found useful in helping to identify the cultural resources of an area and use them to achieve the key objectives in areas such as community development, industrial development and place marketing. This creative approach towards planning has to be part of a larger strategy for rural, urban and community development, and has to make connections with physical and town planning, with economic and industrial development objectives, with housing and public work initiatives. A considered and strategic approach can improve key services contributing on a high level to the Charnwood Borough Councils Corporate Plan 'Leading in Leicestershire'.

A sustainable arts sector requires human, physical and financial resources and good communication structures. Various local studies (e.g. on festivals, artist studios etc) can support the case for funding though Charnwood has yet to generate evidence of the local impact of our arts and cultural activities. A range of studies have been carried out in this area perhaps the most prominent being Francois Mattaraso's Use or Ornament?

The Social Impact of Participation in the Arts (Matarasso 1997). However the intention here is not to provide a scientific measuring tool, but rather to assess the subjective and qualitative outcomes and impact of arts and culture upon social and community development. Whilst policy concerns have focused on creative industries and tourism a more people-centred approach has been the preferred tool of participatory arts organisations and local authorities.

The consultation on the draft of this Arts Strategy has highlighted the challenges that many voluntary arts groups face in finding suitable and affordable premises in which to meet and in which to show their work. Young people, too, have specifically talked about the lack of spaces available to them. There is also a shortage of affordable workspaces for artists in Charnwood. In fulfilling the aims and objectives of this strategy, monitoring progress and measuring performance this council aims to both improve and lead in the development of services and facilities in arts and culture.

Monitoring and Review

The Council will regularly monitor and review the progress made in implementing the Arts Strategy. The aims and objectives and performance measures can be seen in the Arts Strategy Action Plan and achievement will be measured against these goals.

There will be a formal review of progress against the Strategy in 2008 involving the Council and its key partners. At this point the Arts Strategy will be re-developed according to the findings and outcomes.

Process

To support the preparation of this Arts Strategy, Charnwood Borough Council has:

- Carried out an Arts Audit of individuals and organisations within the Borough
- Held consultation interviews with key internal and external stakeholders
- Carried out postal consultation with a mailing list of over 100 arts and community organisations and interested individuals
- Held an open public consultation meeting
- Issued media releases to inform local people about our plans

We also carried out an extensive review of existing documentation, including:

- A previous audit of local organisations and artists carried out in 2001 by Charnwood Arts on behalf of the Council
- Government policies, strategies and plans and other national documents
- Regional and local policies, strategies and plans and other local papers
- The results of a Citizens' Panel survey and Best Value survey to ascertain current participation levels by local people in the arts and their views on future priorities



Definition

Charnwood Borough Council subscribes to the following broad and inclusive understanding of what is meant by the 'arts':

A creative experience that concerns any art form including music, drama, dance, opera, street arts, painting and print-making, craft making and three-dimensional art, sculpture, public art, photography, creative writing, poetry, film, video, and digital arts. It encompasses the full range of performing, literary, media, visual and applied arts - live, recorded, published and broadcast - and the spaces where the arts take place. It includes museums, where they have a connection with the arts. It includes artists who do and do not aim to make a living from their work, and arts groups and organisations with and without premises and paid staff. The arts are part of the district's broader cultural sector, that includes sport and recreation, tourism, heritage, lifelong learning and other forms of entertainment, including playing bingo and going to clubs, pubs and restaurants.

The arts involve people both individually and collectively as audiences, participants and creators covering all styles and preferences and in any spaces. Arts activities may be transitory (e.g. performances, exhibitions) or longer term (e.g. public art as part of the built environment). The arts are relevant to all ages and to diverse communities.

Charnwood Borough Council Arts Services

The Council's current involvement with the arts is as both a provider and enabler through:

- Directly managed facility and service delivery
- Partnerships with other agencies and organisations
- Grant aid and other financial assistance to independent organisations
- Planning strategies, plans and guidance
- Regulatory powers such as planning control

A brief description of the various aspects of the Council's arts services follows:

Loughborough Town Hall

Loughborough Town Hall (www.loughboroughtownhall.co.uk) is Charnwood's principal performing arts venue and is directly managed by the Council. In the last four years the venue has become a lively modern venue with regional significance.

Following the final phase of refurbishment, at a cost of £2.8m, Loughborough Town Hall now comprises a 516 seat theatre with retractable tiered seating, a 150 seat studio theatre, a hospitality suite and a newly franchised café, restaurant and bar service.

Loughborough Town Hall promotes a mixed programme of arts events and activities. The core programme has been music, comedy and theatre (particularly for children) with live literature emerging as a growing strand. The Town Hall also supports the thriving local amateur dramatic scene by hosting major musical productions.

In 2001/02 (the last full year of operation), a total of 48,166 people attended 170 performances at the Town Hall. 63% of the venue's audience is drawn from Charnwood, with 33% coming from Loughborough.

Charnwood Museum

Charnwood Museum (www.charnwoodmuseum.co.uk) opened in April 1999 and became an instant success, proving to be very popular with both local people and visitors to the area. Situated in the former Queens Park swimming pool, the Museum had over 58,000 visitors in its first year of opening and still attracts annual visits of around 45,000, which is a very high usage figure for a Museum of its size and location.

Alongside the Museum's permanent exhibitions, which interpret Charnwood's rich heritage - from the discovery of some of the world's oldest fossils to the lives of present day Charnwood people - the venue has two temporary exhibition spaces, the Changing Room and Charnwood Gallery. These are extensively used as a platform to exhibit work by local artists, arts organisations and community groups. There is also an Education Room.

The Museum also programmes an extensive programme of participatory activities during school holiday periods. The Friends of Charnwood Museum is a well-established group that presents exhibitions on local history at the venue and a regular lecture programme.

The Museum is delivered through a partnership with Leicestershire County Council. The revenue cost to Charnwood Borough Council of providing the Charnwood Museum is about £150,000 each year.

Centre Stage / Centre Screen

Centre Stage and Centre Screen are rural and community touring schemes - designed to provide professional, high quality arts and entertainment to people in the communities where they live. These are countywide schemes, operated on a partnership basis by the seven district councils of Leicestershire, together with the County Councils of Leicestershire and Rutland, with financial support from each authority.

Centre Screen is a mobile cinema scheme providing touring film equipment and technical support for use in small-scale rural and community venues. A successful pilot scheme was run in 2004 and the scheme is now continuing from 2005 onwards. The scheme is supported by funding from EM Media, the regional film development agency.

Arts Development Grant scheme

The Council's Arts Development Grant Scheme (ADGS) was established in 1998 and provides one-off funding and support for projects involving any art form.

The ADGS helps community groups and other organisations improve the quality and quantity of arts, crafts, performance and media projects that will benefit the people of Charnwood. Examples of schemes supported include the purchase of materials, costs related to staging a performance, the employment of a professional artist for a specific project, or improving publicity materials.

Applications to the scheme are considered all year round. Although there is no upper limit for the level of grant awarded, in recent years the average size of award has been in the region of £500.

Grants to voluntary organisations

The Council also provides recurring annual grants to a small number of local arts organisations that we see as being key strategic service providers for the arts in Charnwood. The largest of these is to Charnwood Arts, with smaller grants currently offered to Youth Arts Leicestershire and Albert Street Artists. Further information about these organisations is given under 'Key Partners' below.

Charnwood Borough Council Purchase Prize

A scheme of awards to Loughborough University School of Art and Design LUSAD finalists contributing annually to the Borough Art Collection

Advice and support

The Council's Arts Officer acts as a link to the local community

and provides information, advice and support about the arts, as well as managing key projects, schemes and resources

Public Events

The Council provides financial assistance to support the delivery of the annual Streets Alive event in Loughborough town centre and the Charnwood Mela in Southfields Park, Loughborough. Charnwood Arts and the Council share responsibility for the management of Streets Alive.

Charnwood Events Forum

The Events Forum is led by the Council and its membership comprises representatives from the Emergency Services, Leicestershire County Council Emergency Planning service and various officers from Charnwood Borough Council. The purpose of the Forum is to raise awareness of event management 'best practice' and to provide a focal point for multi-agency liaison on public events being presented within the Charnwood Borough Council area.



Local, Regional and National Policies

The following strategic statements have set the context for this Strategy:

Charnwood strategies and guidance

- Charnwood Borough Council - Leading in Leicestershire - Corporate Plan.
- Charnwood Borough Council - Leading in Design Special Planning Document.
- Charnwood Borough Council - Public Art - Making Places Distinctive Special Planning Guidance.
- Charnwood Together: Local Strategic Partnership - Charnwood Community Strategy.
- Charnwood Borough Council - Economic Development Strategy.
- Charnwood Borough Council - Loughborough Town Centre Master Plan.
- Charnwood Borough Council - Local Plan and draft Local Development Framework.
- Charnwood Borough Council - "Weave" - A Public Arts Strategy for Charnwood, April 1997.
- Charnwood Borough Council - "Creative Collaborations" Arts Strategy for Charnwood, April 1997.

Leicestershire, Nottinghamshire and Leicester strategies

- Leicestershire CC Cultural Strategy - Love Leicestershire 2003 - 2008
- Leicestershire County Council - Open Museum Strategy 2004 - 2008
- Leicester: A Culturally Diverse City - A Vision for Cultural Life in Leicester 2005
- A Cultural Strategy for Nottinghamshire - Building on Success

Regional and National strategies

- East Midlands Development Agency - Destination 2010 - Regional Economic Strategy
- Culture East Midlands - The Place of Choice - A Cultural Strategy for the East Midlands (Consultation Document)
- Local Government and the Arts - A Vision for Partnership - Arts Council England
- Ambitions for the Arts 2003 - 2006 - Arts Council England
- Culture East Midlands - A Time for Culture 2001 - First Cultural Strategy for the East Midlands

The Arts Strategy is intended to support and complement these strategies.

External Validation of Council Arts Services

Best Value Review

Best Value is the duty of continuous improvement for local authorities as set out by the Local Government Act 1999. The Best Value inspection of Charnwood Borough Council's Cultural and Leisure Services in 2002, which included the Council's arts provision, gave the service a rating of 'good' (two stars) with 'promising prospects of improvement.' This is the best inspection result achieved to date for a Charnwood Borough Council service and places these services firmly in the top quarter of the best performing local authority services in England and Wales.

The inspection team made several recommendations, many of which have already been implemented. Recommendations relating to the arts that have not yet been pursued and that remain relevant have been incorporated into the Action Plans in this Strategy.

Comprehensive Performance Assessment (CPA)

Comprehensive Performance Assessment (CPA) is a framework to measure the overall performance of a local authority. The CPA inspection of Charnwood Borough Council took place in May 2004 and the resulting report rated the Council as 'fair' overall and likely to continue to improve. Although the Council's cultural provision was not a focus of the inspection process, the formal assessment by the inspection team contained a number of observations about the Council's achievements within arts, leisure and culture. That feedback is reflected within the Action Plans of this Strategy.

Quality Standards

Loughborough Town Hall and the Arts Service are the only Charnwood Borough Council services to currently hold the Charter Mark award for excellence in local government. This is the Government's award scheme for recognising and encouraging excellence in public service.

Charnwood Museum has achieved Registered Museum status, secured a Highly Commended Award from the Association of Heritage Interpretation and a Quality Assured Visitor Attraction Award from the English Tourism Council.

Health Checks

Arts Council England carried out a 'Health Check' of Loughborough Town Hall in 2003. This recognised that the venue has moved from an old style Town Hall to a lively

modern venue, and that the programme has grown and meets a wide range of needs.

Partners and Stakeholders of Charnwood Borough Council

Arts Council England
 Amateur arts groups
 Artspace
 Albert Street Artists
 Charnwood Arts
 Charnwood Together - Local Strategic Partnerships
 Council for Voluntary Service
 Schools and Colleges
 East Midlands Development Agency
 Eastern Orchestral Board
 Leicestershire and Rutland Arts Development Officers' Forum
 (incorporating the 7 district/borough councils of Leicestershire and the Counties of Leicestershire and Rutland)
 Leicestershire County Council
 Leicester, Leicestershire and Rutland Arts Partnership
 (incorporating the Leicester Shire Economic Partnership, Welland Partnership, Business Link, Arts Council England, and the counties and districts as above) - Creative Leicestershire
 Leicester Shire Economic Partnership
 Learning and Skills Council
 Loughborough College
 Loughborough Town Hall
 Loughborough University School of Art and Design (LUSAD)
 Parish Councils
 Primary Care Trust
 Rural Community Council
 Loughborough University
 Voluntary and community sector, including village halls and parish and town councils, tenants and residents groups
 Youth Arts Leicestershire
 Youth service, youth groups

process and took the time to express their views. The original consultation draft of the Arts Strategy was sent to a mailing list of almost 250 people, asking for their input. Twenty eight people attended the public consultation meeting on 26 January 2005. Attendees represented a wide range of agencies and groups including amateur and professional arts organisations, community organisations, Loughborough University, Loughborough Town Hall, Charnwood Borough Council and Leicestershire County Council.

Individual interviews were carried out with the following:

Contact	Organisation
Kevin Ryan and colleagues	Charnwood Arts
Jim Robertson	Loughborough Town Hall
Cllr. Jill Vincent	Charnwood Borough Council
Carmel Langstaff	Loughborough Town Hall
Mick Fattorini	Leicestershire County Council
Michael Beal, Jemma Rix and Mary Byrne	Artspace
Jim Dutton	Youth Arts Leicestershire
Martin Tincknell	Charnwood Borough Council
Gareth Howell	Arts and Technology Partnerships
Cllr. Peter Lewis	Charnwood Borough Council
	Shadow Head for Arts in the Conservative Group
Cllr. Amrat Bava	Charnwood Borough Council/Charnwood Race Equality Council
David Brindley, Principal and Jackie Edwards, Vice Principal	Rawlins Community College
Professor Terence Kavanagh and Viv Green	Loughborough University, School of Art & Design (LUSAD)
Mary Bagley	Charnwood Borough Council now Sheffield City Council
Simone MacLaine	Charnwood Borough Council Arts Officer

Consultees

The consultation process for this Arts Strategy was carried out by an independent freelance consultant, Katie Owen. Charnwood Borough Council would like to express its sincere thanks to all those who participated in the consultation



Appendix 2

Aim: To develop and strengthen the arts infrastructure, networks and partnerships

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
1. We will develop a strengthening framework of arts organisations, agencies and groups across the Borough					
1.1 Review the Council's current Service Level Agreement with Charnwood Arts	CBC: Head of Service for Culture, Arts and Heritage (HSCAH), Arts Officer	2006	2006	n/a	Adopt and review SLA
1.2 Actively participate in existing cultural networks, to ensure that the Borough has a profile in and input to strategic developments, and set up joint working arrangements with Loughborough University on visual and performance arts where achievable.	CBC: HSCAH Arts Officer	2006	ongoing	n/a	Member of or actively engaged in Arts Council England East Midlands, Creative Leics, Leicestershire Arts Development Officers Forum, Arts Partnership for Leicestershire Leicester and Rutland and Cultural Services Chief Officers Partnership, University arts Centre and Partnership developments with the university.
1.3 Support the development of a Cultural/ Arts Forum/ Network with partners that will enable news and information to be exchanged and advise the Council's decision-making process for grant giving to local arts organisations, individual artists	CBC: HSCAH Arts Officer Charnwood Arts	2007	ongoing	n/a	Number attending biannual meetings Number of grants received by local artists and organisations Number of grants outside ADGS TAH5 Arts Service - Number of grants successfully awarded (ADGS) 2006 16 2007 20
1.4 Improve Arts information on the Council's website and ensure the site links to other relevant arts organisations and existing online Charnwood Arts 'What's On Guide'	CBC: Arts Officer Charnwood Arts	2006	ongoing	1	Number of hits on Council's Website
1.5 Develop a database of professional artists, arts and community organisations for Charnwood for the purpose of sending information via arts email bulletin for the Borough in liaison with Charnwood Arts (see 1.1)	CBC: Arts Officer, LUSAD Charnwood Arts LTH	Jan 2006	May 2006	n/a	Quarterly email bulletin
2. We will attract, foster and retain skilled artists, arts managers and other creative practitioners					
2.1 Support the provision of development training for creative business and investigate potential to support creation of incubator units for creative business with some provision of development training for creative business	CBC: CAH Regeneration team LLRAP - Creative Leicestershire Loughborough University	2006	2008	2287.50 (See 6.2)	Increase number of business units in Cultural Industries Define number of training opportunities for creative businesses Increase amount of funding generated for cultural industry development through membership of the LLRAP by 10%
2.2 Review and develop opportunities for the promotion of work of local artists and community arts groups in developing and delivering arts activities	CBC: Arts Officer Charnwood Arts LCC -Creative Leicestershire	2006	ongoing	0.5	Number of exhibitions or performance events Number of new business formation in Cultural Industries
2.3 To implement 'arts bursary' scheme for local/regional artists in partnership.	CBC: Economic regeneration CBC: Arts Officer LTH	2006	2007	1.5	Report evaluating bursary grant aid awarded to local professional artists

Appendix 2

Aim: To encourage and support enjoyment, participation and equal access to the arts and promote cultural diversity throughout Charnwood Borough

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
3. We will actively encourage the participation of current and non-users and hard to reach groups in arts activities and events.					
3.1 Promote the use and accessibility of arts facilities and venues in Charnwood (pricing plan and public transport questionnaires and focus group)	CBC: HSCAH Consultation	2007	2008	2	% of population participating in the arts from annual citizen's panel survey
3.2 Encourage access to the arts through improved marketing and information on websites, local press and signage. (See also 1.5)	CBC: LTH	Oct 2006	ongoing	5	% of new business online
3.3 Work in partnership with Charnwood Arts and voluntary sector community groups to identify hard to reach groups and gaps in current provision of opportunities for arts participation.	CBC: Arts Officer Charnwood Arts	2007	2008	n/a	% tickets sold at performances as social concessions % participation at particular events
3.4 Support arts activities, festivals and events that reflect and celebrate diversity of Charnwood's communities	CBC: Arts Officer CA LTH Policy Officer Equality & Diversity	2006	2008	10 (see also 5.1)	LTH9/TH31 % of total audience drawn from ethnic minority communities % of participants in Mela and Streets Alive from ethnic minority communities
3.5 Programme arts activities for Mental health awareness and Healthy Hearts day	CBC: Arts Officer and Recreation Team	2006	2008	2 (see also 8.5)	Number of arts activities/events as part of Mental Health Awareness Week / Healthy Hearts Day
3.6 Support participatory arts scheme in partnership with 'Artspace' for people with learning and physical disabilities	CBC: Arts Officer Artspace	2006	2008	n/a	Number of adults with Learning and physical disabilities participating
3.7 Initiate Audience Development Strategy for Loughborough Town Hall, implement access audit re: requirement of Disability Discriminations Act and continue to develop programmes for people with visual/hearing impairments at the Town Hall	LTH Policy, Planning and Asset Management	Oct 2006	2008	2	Number of events/performances per annum at Loughborough Town Hall theatre Attendance at Loughborough Town Hall theatre performances per 1,000 population
4. We will initiate and promote arts programmes activities and events to non-arts venues and places					
4.1 Increase the number of community venues across the Borough presenting live performances through the Centre Stage rural and community touring scheme. Encourage community groups to use local venues for arts activities	CBC: Arts Officer Centre Stage LCC: Arts & Outreach	2006	2008	8 (CS)	Art 28 Number of performances presented in community venues Audience attendance at Centre Stage performances



Appendix 2

Aim: To encourage and support enjoyment, participation and equal access to the arts and promote cultural diversity throughout Charnwood Borough

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
4. We will initiate and promote arts programmes activities and events to non-arts venues and places (continued)					
4.2 Sustain and increase rural touring opportunities across Borough in performing arts and support development of community cinema scheme.	CBC: Arts Officer Parish Councils LADOF EM Media	2006	2008	1.7 (CS)	Number of Centre Screen film screenings presented at rural and community venues Attendance at Centre Screen events
4.3 Review Centre Stage and Centre Screen	CBC: CAH	2006	2008	n/a	Improve provision
4.4 Review and support the inclusion of arts provision within parish/village plans	CBC: CAH CBC: Planning Office Parish Councils	2007	2008	n/a	Increase arts activities/performances across Parish council areas
4.5 Support and increase Arts activities in venues within areas of highest deprivation	CBC: Arts Officer Charnwood Arts Youth Service	2006	ongoing	3 (ADGS 07)	Number of arts activities focused at those living within areas of highest deprivation

Aim: To celebrate community, promote cohesion and contribute to the regeneration of the area, encouraging a positive image of the Borough through the arts

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
5. We will increase opportunities for the celebration of creativity and community in Charnwood					
5.1 Review and improve festivals programme to plug gaps and identify potential linkages. Increase resources for key festivals; Streets Alive, Picnic in the Park and the Mela.	CBC: CAH Leisure and Recreation Charnwood Arts LTH	2006	2008	10 *	Number of Festivals Number attending each festival % of attendees from identified target groups
5.2 Facilitate networking and collaboration between artists and arts organisations across festival development.	CBC: CAH Charnwood Arts LTH	2007	2008	n/a	Number attendees Events Panel team meetings
5.3 Support providers of training in marketing and fundraising for community groups providing arts activities. (See also 1.5)	Creative Leics Business Link Charnwood Arts	2007	2008	2	Number of community groups accessing arts training activities
5.4 Work in partnership with Charnwood Arts and other community groups to support initiatives and arts activities in areas of high deprivation	CBC: Arts Officer Charnwood Arts Economic Regeneration	2007	2008	n/a	Number of arts activities, events and from identified target groups, including: people with visual impairment, people with learning disabilities, older people and looked after children
5.5 Commission original piece of community theatre with a heritage theme to support partnership work with Charnwood Museum	CBC: Arts Officer LTH Charnwood Museum	Oct 2006	July 2007	3 (ADGS 07)	Number involved in performance Number audience attendance

Appendix 2

Aim: To celebrate community, promote cohesion and contribute to the regeneration of the area, encouraging a positive image of the Borough through the arts

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
5. We will increase opportunities for the celebration of creativity and community in Charnwood (continued)					
5.6 Support involvement in 'The Spark' (Leics children's Arts Festival and the Leicester Comedy Festival)	CBC: Arts Officer LTH	2006	2008	LTHB **	Number of venues used for Festival Number audience attendance
6. We will maximise and regenerate the use of existing facilities and resources so as to improve the environment, cultivate a sense of place and project a positive image of Charnwood					
6.1 Undertake feasibility study in partnership with Charnwood Arts for arts/media education/ workshop space for local people	CBC: HSCAH CBC: Economic Regeneration	2006	2007	6	Feasibility study completed March 2007
6.2 Undertake a review of the physical infrastructure needs for creative workspaces across the Borough, and investigate how these needs can be addressed	CBC: HSCAH CBC: Economic Regeneration Creative Leics	2006	2006	2*	Target date for completion of review Dec 2006
6.3 Support implementation of artistic components of Loughborough Town Centre Master plan	CBC: HSCAH & TCM CBC: Economic Regeneration LTH	2006	2008	n/a	Audit resources at LTH Number of times accessed by arts organisations LTH5 Town Hall room hire (average hours per week)
6.4 Support the Special Planning document 'Leading in Design' and Public Art SPG in achieving excellence in design and incorporating public artworks in its capital programmes. Support the audit and updating of the public art record system.	CBC: HSCAH Development, Regeneration, Property /Asset Management	2006	ongoing	2	Representations to CBC Audit completion
6.5 Encourage developers to include artworks as part of the 'percent for art' and S106 in significant new developments.	CBC: Planning Office	2006	ongoing	n/a	Number of major planning consents using 'percent for art'
6.6 Promote awareness on how the built and natural environments of today are the heritage of tomorrow and have intrinsic value as arts forms.	CBC: Arts Officer Charnwood Museum CBC: Planning Office	2006	ongoing	n/a	Number of heritage events
6.7 Audit & catalogue Borough Arts collection and explore portability and exhibition in a range of venues	CBC: Arts Officer Arts Collection Panel	April 2006	Dec 2006	2	Audit complete

*LLRAP – Creative Leics to Complete review see 2.2 & 2.3



Appendix 2

Aim: To utilise the arts as a vehicle for the enhancement of the education, lifelong learning and healthy living of children, young and older people

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
7. We will increase the range and quality of opportunities for children and young and older people to be creative and enjoy the arts					
7.1 Explore the opportunities for the development of relationships with Youth Arts Leics, Artspace and Albert St Artists.	CBC: CAH	2006	2008	n/a	Number of arts activities, events and opportunities designed to involve people from identified target groups Number of opportunities for pre-school age children
7.2 Support and develop youth arts programme in partnership with local schools, Arts education team, Youth Arts Leics and Charnwood Arts	CBC: Arts Officer CA LYA	2006	2007	5* CA - SLA	Number of summer holiday participatory arts activities provided
7.3 Review education and lifelong learning at F.E. and H.E. to support learning and progression in the arts and explore opportunities in partnership with 'Connexions' for 'creatives' especially at entry level	CBC: Arts Officer Connexions	2006	2007	n/a	Identify and develop partnerships with secondary and F.E. providers
7.4 Develop opportunities with Leics 'Youth Service' for 'Looked After' and 'At risk' youth to participate in mainstream arts and wider cultural provision and support the 'Next Level' project delivered by Charnwood Arts	CBC: Arts Officer LCC: Youth Service Charnwood Arts	2006	2008	2* CA - SLA	Number participatory arts activities provided
7.5 Assist with arts activities to support the implementation of Charnwood museum Education Strategy	CBC: Arts Officer Charnwood Museum	2006	2008	n/a	Number of participants in Charnwood Museum Education Projects
7.6 Develop education project with Eastern Orchestral Board to culminate in a concert at town hall	CBC: Arts Officer EOB	2006	2008	4	Number of participants in Music workshops and concerts

*currently funded as part of SLA with Charnwood Arts

Appendix 2

Aim: To utilise the arts as a vehicle for the enhancement of the education, lifelong learning and healthy living of children, young and older people

Task	Responsibility	Start	Finish	Resources £K	Performance Measure
8. We will foster a healthy living approach using the arts to raise awareness and transform lives					
8.1 Identify and promote good practice in healthy lifestyles that utilise the arts and explore relationship with Primary Care Trust.	CBC: CAH CBC: Leisure & Recreation	2006	2008	n/a	Research and report on 2 projects
8.2 Support projects that stimulate health and social activities of older people and explore relationship with Charnwood CVS and joint development for partnership work.	CBC: Arts Officer Charnwood Arts	2006	2008	2* CA - SLA	Number of arts activities/events designed to address health issues among young people and older people
8.3 Programme arts activities for Mental health awareness and Healthy Hearts day	CBC: Arts Officer Charnwood Arts CBC: Leisure & Recreation	2006	2008	2**	Number of arts activities/events as part of Mental Health Awareness Week / Healthy Hearts Day
8.4 Support participatory arts scheme for people with learning disabilities in partnership with Charnwood Arts	CBC: Arts Officer Charnwood Arts	2006	2008	2* CA -SLA	Number of arts activities, events and opportunities designed to involve people from identified target groups

* currently funded as part of SLA with Charnwood Arts

** see 3.5



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