

Cultural Services Service Delivery Plan 2010 – 2011

Strategic Context

What are the Cultural services?

There are various definitions for culture

- Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.
- Culture in its broadest sense is cultivated behaviour; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behaviour through social learning.
- A culture is a way of life of a group of people--the behaviours, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.
- Culture is symbolic communication. Some of its symbols include a group's skills, knowledge, attitudes, values, and motives. The meanings of the symbols are learned and deliberately perpetuated in a society through its institutions.
- Culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artefacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other hand, as conditioning influences upon further action.
- Culture is the sum of total of the learned behaviour of a group of people that are generally considered to be the tradition of that people and are transmitted from generation to generation.

The Department of Culture Media and Sport includes the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, creative industries including film and the music industry, press freedom and regulation, licensing, gambling and the historic environment.

Cultural services for the purposes of this Service Development Plan includes Civic Hall , Museum and Art Gallery, arts Development, Town Twining, Tourism, Promotion, Sports Facilities, Voluntary Community Support, Parks and Open Spaces, Cemeteries, Heritage and Conservation Areas

Cultural services are not statutory service and it is for each local authority to determine the appropriate level of funding for their community.

Culture in Nuneaton and Bedworth is not just the remit of this authority and covers voluntary and private sector and organisations that have interested in delivering services across the cultural spectrum Arts, Heritage, Sports, Religious and Faith groups.

The Leisure Trust is also a key provider for service delivery

The County Council also provide complementary services such as Libraries, Education and Youth Service.

LAA Benefits

It is important to recognise Culture offers cross cutting contributions across all the lead blocks of the LAA and that cultural aspects of community are vital in place shaping, building community cohesion, health, education, environment and the regeneration of areas .

Children and young people - Play areas, Play Rangers, Museum Learning/Activities, Sports Clubs, Entertainment Pantomime, Youth groups.

Healthier Communities - Reducing obesity and improving lifestyles, exercise, relaxation, reducing Heart disease stress, services for over 50's

Stronger Communities - Teams, Friends, Local interest groups, Social History, History, Citizenship, Life long Learning

Safer Communities - Amenity Lighting, Crime Diversion alternatives Play Areas, Sport, Arts, Music, Tackling nuisance, Drugs and Alcohol

Economic and Enterprise -Tourism, Appearance of area, Public Art, Cultural assets, Events, Community support

Climate Change - Biodiversity, Landscape management, Green space and Water areas.

Cultural services have enormous opportunities to play in the future of the Borough.

- To improve the quality of life indicators for the community.
- Support the unemployed as numbers are forecasted to increase.
- Play an active role in place shaping to develop local identity
- Improve areas of deprivation through locality working.
- Exploit the Olympics 2012 which has cultural opportunities,
- Manage leisure time demand particularly as the over 50's population grows by shaping and adjusting services,
- Tackling obesity and improving the health of the community
- Attract external funding for Cultural facilities making the area more attractive for relocation.
- Integrate the community and those who move into the area as the Borough's population increases through the Core and Regional spatial strategy.

Within the community plan Culture supports many themes from community well being, life long learning, social participation, citizenship, crime diversion, improve education attainment, environmental ownership, and attracting regeneration, good design and tourism in the area,

Measuring the Benefits

There are a number of indicators to measure the use of Cultural Services these are expressed in terms of visits, audiences, bookings, footfall participation based against activities. There are however many of the aspects of culture are intangible cannot be easily measured and contribute to an individual or groups learning, enjoyment, self esteem, support, sense of place and pleasure.

Place Survey 2009 Results	England	West Mids	Warwickshire	NBBC	Rank*
Satisfaction with sport / leisure facilities	46.2%	43.2%	46.7%	56.0%	23 rd
Satisfaction with museums / galleries	41.5%	43.3%	49.2%	51.0%	35 th
Satisfaction with theatres / concert halls	43.2%	45.3%	43.1%	40.0%	95 th
Satisfaction with parks and open spaces	68.5%	65.1%	69.3%	65.3%	144 th

* Ranked National amongst 200 Districts

Table 1 – Link of Service Activities to Strategic Planning Framework

Activities	How these contribute to the strategic priorities described in the strategic context above	Identified customer views/needs	Key Performance Indicators (National or local indicators)	Value for Money Based on 2007 121,200 (Cost per head) 2009/10 original budget	Service Unit
Civic Hall	Provides an opportunity for the community to join together to enhance learning and skills through Entertainment, Arts and Debate. The activities at Civic Hall are also a key element of Bedworth Town Centres Master plan and attract visitors.	Customer feedback survey Attendance of events	Footfall in building Show Occupancy %	Civic Hall £6.22 (08) £5.84 (09) Catering £0.22 (08) £0.24 (09)	Public Amenities
Museum and Art Gallery	Provides learning opportunities through educational displays and activities for all sectors and ages of the community. This enhances the communities understanding of social history and their cultural identity. The service is delivered at the museum and through outreach work across the Borough. The museum assists the Economic Regeneration as a local attraction and the collection contains valuable Cultural Assets	Customer Surveys Visitor Profiling Comments book Place survey	BVPI 170 abc Visitors School visits Museum Accreditation scheme Museum Forward plan	Museum £2.92 (08) £2.92(09)	Public Amenities

Arts Development	To assist community involvement to increase learning and strengthen / support community groups to provide a sense of local identity. Grants given to enable projects and Arts	Consultation on public Art Grant funded projects require feed back reports	SLA's Arts Centres Arts Development Plan	Arts Dev £0.45 (08) £0.25 (09)	Public Amenities
Town Twinning	Provides an important Cultural link with our twin towns in Europe to strengthen community learning and cohesion	Feedback formal and informal from visitors and supporters	Numbers of exchange students		Chief Executives
Tourism	Important part of the regeneration and vibrancy of the Borough attracting visitors and industry. The Warwickshire Destination Management Plan locally as 8 objectives	Tourist requests and comments	Tourism plan Indicator visitor requests CELPI 3		Chief Executives
Promotions	Events throughout the year bring benefits to the community to share cultural activities. These are usually done jointly through commercial and voluntary organisations.	Feedback from Users, media and organisers.	Estimated income generation		Chief Executives
Sports Facilities	To improve general health mental and physical, social interaction, individual and team building. strengthening local communities. Learning new skills and personal achievement. Spectator interests Contribute to youth and child development through outreach and crime reduction.	Sports and Recreation Plan Activity Place survey	Sport England activity people survey. Performance indicators based on usage	Community Recreation £27.41(08) £25.63(09)	Public Amenities Leisure Trust
Voluntary Community Support	Provide grants and in kind support for voluntary group to support the cultural activities in the community. Many offer and support vital services to the local community and would be classed as either uneconomic to run by the Local authority or to the participant unaffordable. This would mean less opportunity, choice and no specialist coaching, interest group or activity	Sports and Recreation plan Feedback through grants Contacts with	PULPI 1 Volunteer hours NI 6 – Participation in volunteering SLA's Sports England Active Peoples	Difficult to quantify across Council with in kind financial Council Budgets	Public Amenities Chief Executives Department Corporate

	locally.	officers requesting help.	Survey Audience/ Visitor numbers. Applications to community funds		Asset management
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Parks and Open spaces	Provide access to open areas for health, social enjoyment, meetings, events, sporting venue, informal play, leisure and recreation. Increase user satisfaction and numbers of biodiversity sites.	Consultation surveys for lottery, play areas and funding applications. Friends Group Parks and open spaces strategy	BVPI satisfaction survey 198 Satisfaction post projects implementation Play area strategy action plan.	This included Parks, pitches, pavilions and contracts £22.30 (08) £14.98 (09)	Public Amenities
Cemeteries	The provision of Cemeteries together with the proper upkeep and care of the grounds is essential for all beliefs and cultures in the community.	Consultation with Bereaved , funeral directors and religious leaders	Survey of bereaved families and meetings with funeral directors	Cemeteries £1.97 (08) £2.01 (09)	Public Amenities
Heritage and conservation Areas	To protect and conserve buildings and trees in areas of heritage and architectural merit in the Borough. For future generations to appreciate.	Consultation on conservation areas and planning applications	Numbers of conservation areas and preservation areas BV219 abc.		Planning

Table 2 – Priority Actions for Coming Year

Priority Actions (including equal opportunities and diversity actions)	Link to Annual Corporate Delivery Plan	Customer focused outcomes / milestones	Lead Officer	Partners & Staff Resources	Budget Impact	Timescale
1. Cultural Strategy	A key document to progress that will evidence our Core Strategy.	Sets out the opportunities and direction of cultural services Informed by other consultative and audience development documents	Assistant Director Public Amenities	Will require all cultural providers to input into the plan. External consultant or internal coordinator to assist with project. Informed by 2,3,4,5, below	No allocated budget. May require external support if internal resources cannot be found.	April / May 2010
2. Audience Development Plan Museum and Art Gallery	Ensure local people are engaged with what we do and can influence service delivery within their own community.	Through consultation this sets the future direction of the Museum and Art Gallery. Also essential for lottery gallery bid.	Museum and Arts Manager	External organisation to be engaged to contact users and non users of the current service	Ear marked fund identified for progressing George Elliott Gallery	Report February 2010
3. Audience Development Plan Civic hall	Ensure local people are engaged with what we do and can influence service delivery within their own community	Through consultation this sets the future direction of the civic Hall and how the venue meets future needs.	General Manager Civic Hall	External organisation to be engaged to contact users and non users of the current service Civic hall data resources	No allocated budget Expect to cover costs from internal funding	Report February 2010

Priority Actions (including equal opportunities and diversity actions)	Link to Annual Corporate Delivery Plan	Customer focused outcomes / milestones	Lead Officer	Partners & Staff Resources	Budget Impact	Timescale
4. Review of the Arts Development plan	Ensure local people are engaged with what we do and can influence service delivery within their own community.	The current plan ended 2010 we need a review as Arts Development Officer post now frozen and available funding has changed	Museum and Arts Manager	Arts England Chief Executives Dept	Minimal Budget impact as Arts Development Officer will manage work.	July 2010
5. Leisure Trust Business Plans	Develop a multi agency Health Inequalities Strategy through the LAA	Community sports officer for every ward An increase in the scale of the health inequalities outreach work programme.	Director of Environmental Services Head of Recreation	Nuneaton and Bedworth Leisure Trust to Deliver Business Plans and Targets	No budget for community sports officers identified. The delivery of work will require	Annual and quarterly performance monitoring reports
6. Parks and open space strategy and green space strategy	Progress our Core Strategy that sets out the opportunities for future economic development. Increases in biodiversity sites and user satisfaction	Protection and enhancement of habitat biodiversity sites	Head of Recreation	OSP consultation open space and officers in planning and Public Amenities	Green Space Strategy Consultant as part of Core Strategy Funding	Consultation January 2010 Adoption April 2010

Priority Actions (including equal opportunities and diversity actions)	Link to Annual Corporate Delivery Plan	Customer focused outcomes / milestones	Lead Officer	Partners & Staff Resources	Budget Impact	Timescale
7. Play ground Strategy Year 6	Reduce the perception of anti social behaviour by working in partnership and providing services and facilities to engage with young people.	Consultation for each site with users (children) Adjacent Residents and Parents and Councillors.	Head of Recreation	Design work using contractors and suppliers. Children's Play Area Officer	Allocated earmarked Capital Budget £250,000 per year to support the works program plus additional income from Play Builder program	Sites to be improved in 2010-11 Tiverton Drive Heckley Rec St Giles Rec New Road Rec Inchford Close Ironbridge Way
8. Play Rangers Determine the future level of funding of this service	Pursue significant opportunities to increase resources for reducing health inequalities in the Borough Reduce the perception of anti social behaviour by working in partnership and providing services and facilities to engage with young people.	Community sports officer for every ward	Head of Recreation	Play Rangers to deliver the service with other Parks employees	Funded by the big Lottery till 2010 Final payment April June 28k Revenue £40k	Growth item 2010 –2011 Budget £88K

Priority Actions (including equal opportunities and diversity actions)	Link to Annual Corporate Delivery Plan	Customer focused outcomes / milestones	Lead Officer	Partners & Staff Resources	Budget Impact	Timescale
9. Develop local sports and recreational activity network	Ensure local people are engaged with sports and activities to influence service delivery within their own community	Support and stronger communication between organisations and sports bodies	Head of Recreation	Support Local voluntary groups involved in Sport and Recreational activities to assist participation levels.	Requires a budgetary provision and / or Diversion of existing financial resources	Network started November 2008. Nov 2009 Scrutiny Group to review how we can increase participation in Sport & Recreation
10. Riversley Park Heritage Lottery Proposal Original bid unsuccessful May 2009	Create a greener and cleaner environment	Increase satisfaction in Parks & Open Spaces as a result of Play Area Improvements Programme and improved maintenance	Head of Recreation	Will require an external consultant, public and Officers to take forward the proposal.	Separate a proposal for the play ground from rest of park Review the funding for the bid.	Proposed Playground Delivery in 2010 Affirm Heritage bid April 2010
11 Additional burial land for Nuneaton and Bedworth	To ensure that residents are buried in the locality taking account of choice and religious and cultural beliefs.	Ensuring choice is offered with easy access for the community.	Head of Recreation	Land purchase to be agreed Eastboro Way and negotiation in progress Marston Lane	Capital finance has been identified for both sites	Layout of infra structure in 2010

Priority Actions (including equal opportunities and diversity actions)	Link to Annual Corporate Delivery Plan	Customer focused outcomes / milestones	Lead Officer	Partners & Staff Resources	Budget Impact	Timescale
12. Ensure that the Core Strategy includes the right policies to support and encourage the development of Cultural and Recreation Services.	Encourages and supports appropriate investment in the local infrastructure and the local services needed by the community	Successful adoption of the Core Strategy	Assistant Director Public Amenities	Sport England MLA, Primary Care Trust, County Council. Planning Policy Team.	Within existing Core Strategy resources	Strategy to be available by 2010
13. Olympics 2012	Opportunity for funding from the cultural Olympiad to link with local initiatives.	Opportunities to be more involved prior and during the event.	Corporate Director Environmental services	Internal group to gear events towards the cultural Olympiad	Depending on opportunities external funding may be available	Details are still emerging on types of opportunities in Warwickshire.

Glossary of Terms for Service Development Plans

Abbreviation	Description	Abbreviation	Description
QOL	Quality of Life Indicators (Warwickshire County Council)	HIWeB	Health Improvement and Wellbeing Group
BVPI	Best Value Performance Indicator	DoH	Department of Health
LPAMR	Local Plan Annual Monitoring	NBLT	Nuneaton & Bedworth Leisure Trust
BCS	British Crime Survey	PinCH	Partnership in Camp Hill
PSA2	Public Sector Agreement 2	RSL	Registered Social Landlord
ISO	International Standards Operation	PSL	Private Sector Landlord
CSS	Council Service Standards	WWRAS	Warwickshire Welfare Rights Advice Service
LAA	Local Area Agreement	CAB	Citizen Advice Bureaux
LPI's	Local Performance Indicators	ACD	Automated (Telephone) Call Distribution
NI	National Indicator	BCS	British Computer Society
NABSCOP	Nuneaton & Bedworth Safer Communities Partnership	EDRMS	Electronic Document and Records Management System
CDRP	Crime & Disorder Reduction Partnership	ESD	Electronic Services Delivery(I&DeA Toolkit)
GIS	Geographical Interface System	ICT	Information and Communication Technologies
TEN	Corporate Performance Management System	IT&C	Information Technology and Communications (Service Unit)

SCS	Sustainable Community Strategy	ITSG	Information Technology Steering Group (NBBC's officer Group)
NP	National Property	PRINCE2	Projects in Controlled Environment (Project methodology)
CAA	Comprehensive Area Assessment	SOCITM	Society of Information Technology Management
BME	Black Minorities Ethnic	WDP	Warwickshire Direct Partnership (formerly WOLP)
SCP	Sustainable Community Plan	WF	Workflow
SCS	Sustainable Community Strategy	CPA	Comprehensive Area Assessment (no longer in use)
SOA'S	Super Output Areas	PSB	Public Service Board (Warwickshire)
IMD	Index of Multiple Deprivations	LPI	Local Performance Indicator
LSP	Local Strategic Partnership	UOR	Use of Resources (part of CAA)
ASB	Anti-Social Behaviour	NDR	Non Domestic Rates
CCTV	Closed Circuit Television	MTFP	Medium Term Financial Plan
LTFP	Long Term Financial Plan	CMT	Corporate Management Team
EMT	Extended Management Team	MLA	Museums, Libraries & Archives Council
SLA's	Service Level Agreements	PSA	Public Service Agreement
WRAP	Warwickshire recycling action programme		