

Draft

A Cultural Strategy for Derby 2011 to 2014

Active Live Passion Fun Quality Exploration Discovery Inspiring Creative

(DerbyShire Culture mark)

Our Vision

Derby is an exciting and active place, built on invention and full of creativity and passion.

Culture is about a wide range of creative, learning and leisure activities. This strategy brings together planning for:

- The arts, museums, libraries and literature
- Sports, active recreation and physical activity
- Entertainment, festivals and events
- Lifelong learning for personal development and interests
- Cultural identity, faith and spirituality
- The celebration and appreciation of our heritage and history
- Championing the enjoyment and quality of the man-made and natural environment

Our Aim

To engage and involve more people living, working and visiting Derby in cultural activities by:

- growing audiences
- increasing participation
- increasing opportunities
- celebrating diversity
- improving visibility
- nurturing home grown talent
- attracting high quality artists, performers and practitioners

Why is culture important?

Spectacular festivals, live theatre, classic masterpieces and inspiring performances are just some of the cultural activities on offer in our city. Combine that with some beautiful parks, impressive historic buildings and a World Heritage Site and you have a city bursting with culture.

Culture has the power to transform people's lives and raise their aspirations – it can engage, challenge, amaze, amuse, delight and provoke. In times of prosperity or adversity, either within society or personally, culture provides a vital contribution to tourism, the economy, quality of life, cultural creativity and personal well-being. Not only is it fundamental to the economy of a city it also makes a huge and positive impact on the lives of its people especially vulnerable people.

Creating safe and sustainable communities

Creating safe and sustainable communities requires the coordination of many elements. There is a need to tackle current problems and issues that have been identified, and to take preventative action where there may be a risk of known problems arising in the future. However, taking positive action to create the right environment and community setting, developing a sense of community identity and pride, and celebrating local cultures and successes are all equally important. In each of these areas sport and culture have a significant contribution to make. Cultural leaders and organisations occupy a major place in the Big Society – they contribute to the cohesion of their community, civic pride, volunteering and quality of life.

Sport and cultural services can be a powerful tool to engage all sections of the community and break down barriers between them. People take part in leisure and cultural activities through choice. Marginalised groups are often more willing to engage with such activities than other government funded activities. Leisure and Culture can be used as a means of bringing people together from different communities to share positive experiences and gain greater understanding of each other's ways of life.

Community Cohesion – an action guide, Local Government Association 2004.

(Case study)

A Focus on Health

Recognition of the need to invest in preventative health is growing. One of the key changes in the current NHS Improvement Plan is a move towards a focus on the whole of health and well-being, not only on illness. Clear messages on the importance of preventative health focus upon the contribution that physical activity and sport can make. The same can be said of the huge contribution that the cultural agenda makes to both physical and mental health.

There are few public health initiatives that have greater potential for improving health and well being than increasing the activity levels of the population of England.

Chief Medical Officer, Department of Health, 2004

(Case study from Derby – Healthy Living Coaching Programme?)

Creating a Prosperous Economy

Creating a prosperous local economy requires a number of different elements to be in place. Leisure and culture are powerful tools to enhance the physical fabric of communities, to stimulate the local economy, and to improve its image with outside investors and tourists. The leisure and culture sector, and its supporting industries, are significant employers and contributors to the economy.

It is necessary for the city to offer high quality and affordable leisure and cultural services and amenities
Shifting Gears – Safeguarding Derby's economic growth: an independent report by Centre for Cities – October 2010

(Case study – Feste?)

Caring for and Developing Children and Young People

A fundamental aspect of the *Every Child Matters* framework is that services are built around the needs of children and young people. The framework is based around five key outcomes that children and young people say are important to their well-being now and in later life: being healthy; staying safe; enjoying and achieving; making a positive contribution; and achieving economic well-being. It aims to improve these outcomes for all children and to narrow the gap in outcomes between those who do well and those who do not. Leisure and culture have an important contribution to make in delivering these outcomes.

(Case study)

Highlights from the 2009 to 2011 Cultural Strategy for Derby

Building on the evident enthusiasm, passion and creativity that exists in the city this strategy looks forward to the next three years. Culture is a key priority in the city's new Derby Plan and new ways of working with the county are emerging as together we work towards a Year of Culture in 2015.

Our Cultural priorities and the Derby Plan

Derby Plan Outcome: An active cultural life

What we will do by 2014

- Develop a forward plan for new cultural buildings and outdoor spaces, including a new performing arts venue
- Transform Council run sporting provision in the city to provide a wider range of opportunities for local people together with sporting, cultural, economic and regeneration benefits
- Deliver a creative programme of activities that culminates in Culture DerbyShire 2015 in partnership with the county
- Maximise the opportunities of London 2012 to increase participation in cultural activities
- Implement the Transforming Derby Museums programme to realise the value of the city's world class heritage

Derby Plan Outcome: A thriving sustainable economy

What we will do by 2014

- Establish Derby as a city of festivals
- Support growth and retention of creative industries and opportunities for individual artists and other cultural practitioners
- Develop Derby as a cultural and heritage destination with particular focus on the Derwent Valley Mills World Heritage Site.
- Establish the city centre as a year round leisure and cultural destination
- Contribute to a distinctive sense of place for residents by making the most of our cultural heritage assets

Derby Plan Outcome: Achieving their learning outcome

What we will do by 2014

- Involve children and young people in the design and development of cultural activities across the city and county
- Provide cultural activity programmes that enable adults and children to learn and grow together
- Use culture to inspire creativity and achievement in education.
- Use community settings and cultural venues to increase take up of lifelong learning so contributing to personal wellbeing and confidence

Derby Plan Outcome: Good health and well-being

What we will do by 2014

- Enable more people to make healthy lifestyle choices to improve their physical and mental wellbeing
- Position cultural activity to be commissioned by public services
- Contribute to enhancing people's quality of life through an improved cultural offer.
- Promote cultural activity as an effective tool to delivery health outcomes, including the prevention of ill health

Derby Plan Outcome: A strong community

What we will do by 2014

- Create harmony and a sense of security in our communities through building on local events that celebrate our shared values
- Involve local communities in connecting with and contributing to, major cultural events in Derby
- Increase a sense of pride and belonging by building on Derby's heritage and the contribution made by all its communities
- Build strong Inter-faith work in the city that supports community cohesion

How will we deliver our priorities? By:

- establishing a Culture Board with representation from public, private and third sector
- using and targeting evidence to make the case for culture
- contributing to and benefiting from in the long term, London 2012 and the Cultural Olympiad
- using Culture DerbyShire 2015 to raise ambition and activity whilst connecting local and world class provision
- strengthening community capacity through cultural leadership programmes and more effective engagement
- having a shared commitment to improving the customer experience
- developing the Derwent Valley Mills World Heritage Site product including using the river as a connector
- improving our cultural buildings
- encouraging more creative use of all our cultural spaces
- using technology to increase participation in cultural activities through digital access and delivery
- involving culture in strategic commissioning processes
- investing in the momentum that exists in Derby – such as private investment and volunteering
- improving shared approaches to programming.
- building strong Inter-faith organisations that work in partnership to make Derby a leading Inter-faith city
- developing and implementing a marketing strategy for culture in Derby

- engaging and ensuring representation of the private sector on the Culture Board
- carrying out an options appraisal on alternative governance options for cultural activity
- benchmarking Derby's cultural offer against other cities in the UK
- creating a future proof strategy for interactive information technology to support and enhance the cultural offer
- promoting engagement and celebration of marginalised and new communities through cultural activity
- increasing volunteering in parks
- building a multi-sports arena and 50 metre swimming pool and progress development of the satellite facilities
- delivering the Museums Transformation Plan
- restoring and revitalising Markeaton Park
- developing and implementing a public realm activities and outdoor event plan

London 2012

- One year to go event
- Torch relay
- Live site/Big Screen
- Gamestime/Feste

How we will progress our strategy?

This Cultural Strategy will be monitored by the Culture Board in Derby City Partnership. A range of organisations and groups and work on delivering the priorities in this plan. They include:

(List of organisations, groups etc)

How will we measure our progress?

Derby Plan Key Indicators

- More people taking part in cultural activity
- More people taking part in physical activity

Through the following plans and strategies that support our cultural aims and priorities

Derby Arts Strategy 2008-13

Forum of Faiths' Plan

Championing Derbyshire 2012 Plan

Derby Sports Facilities Strategy

Active City, Sport City

Derbyshire Plan for Sport

Derbyshire Action Plan for London 2012

Derby Public Art Strategy

Transforming Derby Museums Strategy

Derbyshire Plan for Physical Activity

Derby City Council Leisure and Culture Business Plan 2011-14

Derby Plan Delivery Plans

-