

## **Cultural Services**

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**Recommendation: that the Committee consider the report and presentation on the work of the Cultural Services Department.**

## **Introduction**

The Committee will recall that it has two outstanding items in its work plan relating to the Sports Development Summer Activity Scheme and the IDEA recommendations and Joint Working Framework / IDEA supported Single Improvement Tool for Arts Development (Joint Working Framework).

The two report updates refer to activities which commenced prior to the formation of the new Cultural Service Team in July 2006.

Since the inception of the Cultural Services Team the work areas of the Sports and Arts development services have been integrated together to share expertise and resources to maximise the benefit for the community of Copeland.

## **Summer Activity Scheme**

The Summer Activity Scheme has been successfully delivered by the Sports Development Service for almost a decade, engaging with young people in community spaces, leisure facilities and green spaces. In 2006 the formation of the new Cultural Services Team enabled the Sports Development Service to expand the range of activities and partners involved in the scheme offering a broader scope of activities and ensuring that the young people who took part in the taster sessions had routes into regular activity once the scheme finished.

The Sports Development Service utilised a strong health partnership with Leisure Copeland to jointly promote activities and the resources of the Arts Development Service to access additional expertise in music and dance.

The Sports Development Service also made use of the additional capacity within the Cultural Services Team to evaluate the programme and explore examples of best practice within other areas.

The Sports Development Service was also able to deliver a range of holiday activities outside of the summer programme in a range of sites across the borough. These holiday activities have been themed around specific sports to enable young people to get high quality skills based training from professional coaches. The new holiday activities have provided young people with an entry route into clubs and where no clubs exist the Sports Development Service have worked in partnership with Cumbria Sport to create new clubs.

The Sports Development Service has developed a joint marketing relationship with Leisure Copeland to ensure that the community of Copeland is aware of developments and can access services easily.

The results of the evaluation are as follows:

- The service was able to offer an additional 54 sessions of activity compared with the previous year.
- 1569 young people were able to access these sessions compared with 1424 in the previous year. The extra holiday activities outside of the summer programme were attended by an additional 748.
- The service was able to expand the range of sessions from multi-mix sessions to include: Cricket, Dance, Drumming, and Kite building. This development demonstrates close working between Sports and Arts staff.
- The service delivered sessions in: Whitehaven, Arlecdon, Lowca, Distington, Egremont, Cleator Moor, Seascale, Gosforth.
- Progression routes have been established between the holiday activity schemes and the coach education and trainee programmes.

The evaluation resulted in the following action points:

- Training and intelligence sharing event with Leisure Copeland; discussions of best practice models and identify areas for development in Copeland.
- Partnership meetings with key stakeholders to discuss shared services; for example with Sports National Governing Bodies such as the Football Association; and with local partners, for example Extended Schools Coordinators.
- Marketing Plan to include liaison with local community and youth service providers to ensure signposting and referral.
- Limited trials of new activities including outdoor adventure activities.
- Build on internal link and signposting work to ensure young people are steered towards a development route within sport.

The holiday activity schemes are an essential part of the Sports Development Service. These schemes provide young people with a range of activities that are engaging, stimulating and safe. The service provides high quality experiences with professional coaches within a clear development route.

## Summary of Joint Working Framework

Through adopting a Joint Working Arts Strategy for West Cumbria, Allerdale and Copeland Borough Council's will ensure a clear and effectively communicated process for arts development across West Cumbria addressing the identified issues of their communities and laying down a firm foundation for service development both individually and with their many partners.

The Joint Working Framework has four Key Priorities:

**Priority 1: Communication and Advocacy**

**Priority 2: Performance Management**

**Priority 3: Planning and Development**

**Priority 4: Investment and Capacity Building**

The outstanding actions within the Joint Working Framework action plan have been incorporated into the Single Improvement Tool improvement plan. This plan has come out of a self assessment and 360 degree external review. The plan has been developed within the Cultural Services Team and will be the subject of an external consultation with delivery partners and key stakeholders within the 2008/9.

Priority	Action or Project	Status	Outcome
Communication and Advocacy	Agree advocacy plan	Complete	Advocacy action plan with baseline figures.
	Produce first Annual Report	Complete	Annual report distributed to: Councillors at Borough, District and County Level; Partners and key stakeholder; funders and support services.
	Raise profile of Joint Working Framework within Councils through Council induction programme, overview and scrutiny and LSP thematic groups	Complete	Presentations given at joint Induction Training sessions; Joint Working Framework monitored through Overview

			functions and presentations delivered to thematic groups.
<b>Performance Management</b>	Agree suite of Performance Measures	Complete	Baseline data collected, targets for 2007/8 agreed.
<b>Planning and development</b>	Support the development of an Arts Forum	Complete	West Coast Arts Partnership developed (with bi-monthly meetings).
	Engage with Cumbria Vision; North West Development Agency; West Lakes Renaissance; and West Cumbria Strategic Partnership.	Ongoing	Officer representation on Culture Cumbria board; engagement with Cumbria Vision's cultural investment programme; strategic arts investment partnership being developed.
<b>Investment and Capacity Building</b>	Joint Programme of investment in Cultural Infrastructure:	Agreements in place with partners and development routes established.	Soundwave established as an independent company. Excellence Cluster and Dance Development work ongoing.
	Cross Boundary Projects: Arts Out West; Arts and Health.	Projects completed, legacy work developed.	Pathways to Art project. Arts Out West funding secured.
	Copeland Specific Project work and Partnerships.	Complete	Increased participation in the arts, legacy work developed.

## **Conclusion**

The Committee is invited to consider the report on the work of the Cultural Services Department. It is intended that there will be a short presentation to the Committee further outlining the work done by the department.

## **List of Appendices**

None

## **List of Background Documents:**

None