

A Cultural Strategy for Derby 2009 - 2011- Action Plan

Aim A - Improving the range and quality of Derby's cultural and learning opportunities and facilities						
No.	Action	Activity to meet Action	Timescale	KPI	Progress	Lead resp
A1	Improve the standard of Derby's cultural facilities so they can compete at an international level					
A1a		Review and establish options for venue provision for performing arts	Mar-10	NI11		Arts Forum/CCE
A1b		Work to re-open Derby theatre and re-establish audiences	Dec-09	NI11		Arts Forum
A1c		Review Museums capital programme	Oct-09	NI11, NI10		CCE
A1d		Open new library facilities in Allenton, Chellaston and Mackworth	May 2009, Mar 2010	NI9		Learning for Living Group
A1e		Open new Village Learning Store for adult learning	May-09	NI11, NI5		Learning for Living Group
A1f		Develop and present arts and sports facilities requirements document for Derby's Building Schools for the Future Programme	Jul-09	NI5, NI11, NI110		CCE
A1g		Review existing services in Council leisure centres	Sep-09	NI8, NI5		Most Active City 2015 Group
A1h		Set up process to deliver feasibility study for developing a network of sports and physical activity facilities across the city	Jul-09	NI8		Most Active City 2015 Group
A1i		Create a strategy and streamlined booking system for use of open spaces including parks in Derby to attract residents and visitors	Dec-09	NI138,NI5		CCE
A1j		Refurbish the Joseph Wright Gallery at Museum and Art Gallery	Mar-11	NI10,NI11		CCE
A2	Present cultural experiences of an international quality					
A2a		Develop and deliver Festé programmes for 2009 and 2010	Sept 2009 and Sept 2010	NI11		Arts Forum
A2b		Achieve national and international recognition for Derby's bi-annual Format Photography Festival	Mar 2009 and Mar 2011	NI11		Arts Forum
A2c		Develop proposals for Derby hub of World Heritage Site	Mar-10	NI11		CCE
A2d		Develop a sustainable model for regularly funded produced theatre in Derby	Sept 09 ongoing	NI11		Arts Forum
A2e		Develop a cohesive programming policy for cultural organisations	Dec-09	NI11		Arts Forum
A3	Extend the range of cultural opportunities, giving people more choice and filling gaps					
A3a		Define the range of cultural opportunities currently available and establish baselines.	Sep-09	NI11		CCE
A3b		Widen the range of learning opportunities available to people in Derby by coordinating partner programme offers and increasing promotion opportunities	Sept 09 ongoing	NI11		Learning for Living Group
A3c		Implement a user led project in eight neighbourhoods to engage young people in positive exercise, recreation and sports programmes	Jun-09	NI110,NI50		Most Active City 2015 Group

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A3d		Develop and implement a strategy for swimming and aquatics, taking advantage of free swimming initiative	Oct 2009 and Mar 2011	NI8,NI50,NI110		Most Active City 2015 Group
A3e		Deliver a programme of joint initiatives including joint membership at Springwood Leisure Centre and Library and roll out scheme to other sports centres and libraries in the city.	April 09, March 2010, March 2011	NI8, NI9		Most Active City 2015 Group/Learning for Living
A3f		Establish innovative and consistent use of the Big Screen to attract significant events and audiences	Oct-09	NI11		CCE
A4	Encourage and enable all communities to take part in cultural activity					
A4a		Ensure cultural activity is fully integrated into the strategic objectives for children and young people by establishing integrated planning arrangements	Mar-10	NI11,NI110,NI50		CCE
A4b		Develop three physical activity and sports networks in health inequality areas of the city.	Jun-09	NI8		Most Active City 2015 Group
A4c		Develop a Targeting Children and Families Active Start programme and launch website and youth card	Jun-09	NI8, NI110		Most Active City 2015 Group
A4d		Increase opportunities for disabled people to participate in physical activity through inclusive fitness accreditation at four council sports centres	Mar-11	NI8		Most Active City 2015 Group
A4e		Deliver a playday event celebrating children and young people's right to play and encouraging families to learn to play together	Aug-09	NI50, NI110		Most Active City 2015 Group
B - Celebrating diversity and ensuring everyone has the opportunity to take part in cultural and learning activities						
No.	Action	Activity to meet action	Timescale	KPI	Progress	Lead resp
B1	Build on Derby's reputation as a vibrant and harmonious city					
B1a		Organise interfaith networking and events including establishing an arts group, a large scale event and sharing projects between faith communities	Mar 2010 and Mar 2011	NI1, NI11, NI35		Forum of Faiths
B1b		Develop partnerships with interfaith organisations to promote interfaith in the city including a promotional campaign and establishing a network of faith ambassadors	Mar-10	NI1, NI35		Forum of Faiths
B1c		Appoint high profile celebrity to help to raise the profile of interfaith work and organise a conference to celebrate achievements in interfaith working	Mar-11	NI1		Forum of Faiths
B1d		Build wider engagement in existing cultural activities that celebrate diversity - such as Carnival, Diwali, Derby Pride, International Womens Day, International Day of Disabled People and Black History month	Mar 10, Mar 11	NI1		Arts Forum
B2	Ensure that cultural activities provide opportunities for people of diverse communities to come together					

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B2a	Increase opportunities for interfaith communication and broaden the Forum of Faiths communication network	Mar-10	NI1, NI35		Forum of Faiths
B2b	Develop a participation programme to culminate in the ' Raising the value of interfaith' conference	Mar-11	NI1		Forum of Faiths
B2c	Hold an event to celebrate the achievements of learners from diverse communities	Jun-09	NI1		Learning for Living Group
B2d	Expand the range of cultural events in Normanton including Aspiration Normanton photography project and Women in Arts Day	Jun 09 and Oct 09	NI5,NI2		Arts Forum
B3	Increase the knowledge and understanding of religious diversity				
B3a	Develop interfaith knowledge by running community courses and organising two faith conferences targeting young people and women	March 2010 and March 2011	NI1, NI35		Forum of Faiths
B3b	Develop the Forum of Faiths to raise profile, ensure future sustainability of the group and the interfaith hub	Mar-11	NI1		Forum of Faiths
B3c	Develop leadership within faith communities in Derby by establishing a leadership group and developing leadership training	Mar 2010 and Mar 2011	NI1, NI6, NI35		Forum of Faiths
B3d	Undertake outreach work with five marginalised communities and administer a small funding scheme for groups to develop their organisational capacity	Mar 2010 and Mar 2011	NI1, NI7		Forum of Faiths
B4	Create more opportunities that enable more people to take part in cultural activities				
B4a	Establish a methodology for recording audiences at cultural venues	Sep-09	NI11		CCE
B4b	Ensure effective promotion of cultural activities and increase the diversity of the cultural offer to increase audiences and maximise take up of existing venues	ongoing	NI11		CCE
B4c	Increase library usage among Gold Card users	Jul-09	NI9		Learning for Living Group
B4d	Increase partnership delivery from libraries	Apr-09	NI9		Learning for Living Group
B4e	Develop relevant learning and education programmes in Derby's cultural/arts organisations that increase community access and participation	Mar-11	NI11,NI9,NI10		Learning for Living Group
B4f	Increase volunteering in sport, active recreation and physical activity by 10% of the current baseline every year	Sep-09	NI6		Most Active City 2015 Group
B4g	Launch b-active bus	Jun-09	NI8		Most Active City 2015 Group
B5	Make sure that cultural activities are relevant to people who live and work in Derby				
B5a	Develop museum offer within libraries in Allenton, Chellaston and Mackworth to reflect the character of the local area	May 2009 and Mar 2010	NI5,NI10,NI9		Learning for Living group
B5b	Improve work place health by implementing and evaluating a pilot to increase physical activity, with the aim of rolling out over the city	April 2009 and April 2010	NI8		Most Active City 2015 Group
B6	Help specific groups to take part in cultural activities by addressing their particular barriers and needs				
B6a	Expand the range of signed performances at major arts venues	ongoing	NI11		Arts Forum

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B6b		Provide free tickets for children and young people who would not normally attend the theatre	ongoing	NI11,NI110		Arts Forum
B6c		Develop a city wide lifestyle service that brings together physical activity, diet and smoking cessation to be piloted in three communities	Sep-09	NI8		Most Active City 2015 Group
B6d		Provide targeted intervention for under-represented groups to take part in physical activity, active recreation and sport including programmes for disabled people and 'Make Your Move Your Way' targetted at BME women	ongoing	NI8		Most Active City 2015 Group

C - Contributing to regeneration and prosperity and ensuring that the importance of culture in the economy of the city is better understood

No.	Action	Activity to meet action	Timescale	KPI	Progress	Lead resp
C1	Promote partnerships and attract investment					
C1a		Involve regional partners in the strategic planning of the cultural offer in Derby	Oct-09	NI152,NI151		CCE
C1b		Ensure both Derby's cultural organisations and its residents contribute to and grow from the development of a fesitival and events programme that uses local people's skills and attracts significant visitor numbers	Mar-11	NI11, NI5		CCE
C1c		Establish culture as core driver of footfall through marketing and tourism initiatives	Dec-09	NI11		CCE
C2	Support the growth and retention of creative industries					
C2a		Review Creative Industries Network's role and sustainability		NI152,NI151		Arts Forum/CCE
C3	Make sure that culture in Derby champions the quality and renewal of the built and green environment					
C3a		Promote the renewal of Derby's natural environment and parks to include the provision of new sports pavilions at Alvaston Park and the Racecourse, restoration scheme for Markeaton Park and the development of Millenium Park in Littleover.	Mar-11	NI197,NI138		CCE
C3b		Roll out Wayfinding and Public Art strategies and identify funding for significant public art installations that reflect the communities in Derby	Mar-10	NI11,NI138		CCE
C3c		Develop public art pieces relevant to new libraries in Mackworth, Chelleston and Allenton	May-10	NI11,NI9, NI138		Learning for Living Group
C3d		Enhance the library environment by creating a community garden at Allenton library with local volunteers	May-10	NI9, NI197		Learning for Living Group
C4	Ensure that Derby is in a position to capitalise on, and contribute to, the London Olympics and Paralympics					
C4a		Establish programme of activity to coincide with London 2012 and years leading up to it	in 2009	NI11		Arts Forum
C4b		Develop a programme of activity for the annual Festé that reflects the diversity of Derby and links to the priorities of the Cultural Oympiad	Sept 2009 and Sept 2010	NI5,NI11		Arts Forum
C4c		Develop Sports Awards and hold a celebration event as part the commitment to become the most active city by 2015	Jul-09	NI8		Most Active City 2015 Group
C4d		Develop a participation model with partners to increase participation in sport, active recreation and physical activity from early years to later life and establish a board to monitor progress	Jun-09	NI8		Most Active City 2015 Group

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Performance Indicators

NI 1	% of people who believe people from different backgrounds get on well together in their local area
NI 2	% of people who feel that they belong to their neighbourhood
NI 5	Overall/general satisfaction with local area
NI 6	Participation in volunteering
NI 7	Environment for a thriving third sector
NI8	Adults taking part in sport
NI 9	People using public libraries
NI 10	Visits to museums or galleries
NI 11	Engagement in the arts
NI 35	Building resilience to violent extremism
NI 50	Emotional health of children
NI 110	Young People taking part in positive activities
NI 138	Satisfaction of people over 65 with their neighbourhood
NI151	Overall employment rate
NI 152	Number of people on out of work benefits
NI 197	Improved local biodiversity – active management of local sites