



**Hinckley & Bosworth  
Borough Council**

**FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING**

**COUNCIL:** 27 NOVEMBER 2018

**WARDS AFFECTED:** ALL WARDS

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**CULTURAL STRATEGY 2018 - 2023**

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**REPORT OF: DIRECTOR (COMMUNITY DIRECTION)**

**1. PURPOSE OF REPORT**

1.1 To seek Council approval to adopt the new Cultural Strategy.

**2. RECOMMENDATION**

2.1 That Council adopts the new Cultural Strategy 2018 -2023.

2.2 That Council acknowledges the achievements made during the previous strategy 2012-2017, highlighted in Appendix A.

**3. BACKGROUND TO THE REPORT**

3.1 The council has successfully delivered against two previous Cultural Strategies. The first covered the period 2007 – 2012 and the second from 2012 to 2017.

3.2 Appendix A details a number of key achievements and outcomes over the last 5 years.

3.3 This strategy supports Hinckley & Bosworth Borough Council's cultural offer for arts, children & young people services, events, health and well being interventions, heritage, museum, play, sport and tourism.

3.4 The Culture Strategy provides a vision and sets out key delivery themes for the borough. It is underpinned by a Technical Supporting Document which reviews previous achievements. It also summarises key issues and challenges, before setting out actions and initiatives to achieve the delivery themes.

3.5 The new strategy follows a similar 5 year time frame.

3.6 The vision for the Cultural strategy is:

“To enhance and enrich the life of our residents and visitors to the Borough via the delivery of a diverse range of high quality services through partnership engagement with our communities”

3.7 To achieve this vision we have identified 6 key work streams, these are detailed below:

1. Increase and celebrate the Arts Offer within the Borough
2. To provide opportunities for Children and Young People to thrive
3. Increasing economic spend via a thriving events programme
4. To value and promote Tourism, our Heritage and Museum
5. Developing Sports opportunities for all
6. Increase physical activity levels and improve health and well-being

3.8 Each of the above work streams compliments existing Strategies. These are detailed within the Cultural Strategy.

3.9 The Strategy will be forwarded onto all key stakeholders electronically and will be available for others, including the public to view and download via the Council's web site. The Service Improvement Plan will be utilised to monitor performance. Quarterly Newsletters will be issued which will capture high level performance and achievements.

4. EXEMPTIONS IN ACCORDANCE WITH THE ACCESS TO INFORMATION PROCEDURE RULES

4.1 To be taken in open session.

5. FINANCIAL IMPLICATIONS [DW]

5.1 None directly arising from this report.

6. LEGAL IMPLICATIONS [AR]

6.1 None directly arising from this report.

7. CORPORATE PLAN IMPLICATIONS

7.1 As detailed within the Strategy the 6 key themes fully compliment the Corporate Plan aims.

8. CONSULTATION

8.1 Key stakeholders have been consulted on the development of the new Cultural Strategy. A refreshed Equality Impact Assessment has been undertaken.

9. RISK IMPLICATIONS

9.1 There are risks associated to the delivery of the actions contained within the strategy that relate to obtaining external funding. These have been identified and captured with the Service Improvement Plan.

10. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

10.1 The Cultural Strategy 2018 – 2023 will provide equitable delivery across the Borough, including the rural areas, targeted delivery to priority communities and social groups.

10.2 An Equality Impact Assessment has been undertaken.

11. CORPORATE IMPLICATIONS

11.1 Officers have consulted and engaged with a number of internal service areas in the production of this Strategy.

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Background papers: Cultural Strategy 2012 -2017

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Executive Member: Councillor MA Cook

## Appendix A

### Snap shot of Achievements during the lifespan of the previous Cultural Strategy 2012 - 2017 linked to high level Corporate Plan priorities.

## People

<b>267,329 attendances</b> at projects included in commissioned physical activity offer since 2012.
3 local volunteers have won the prestigious BBC Sports Personality Unsung Hero <b>national award</b> . 2012 Sue & Jim Houghton 2014 Jill Stidever 2017 Denise Larrad
<b>Snap Dragon children and family festival</b> (including National Play Day) has been hugely successful growing year on year, quality, impact and attendance. Positive outcomes for children, Young people and their families. 9 day event, 4 in rural locations, 5 events hosted in Hinckley town centre.
<b>Children's play service</b> - Developing a solid foundation for <b>5-11 years work</b> , new priorities set and children's plan drafted. Play Worker team enhanced, new services being developed and delivered, linking with schools, rural provision, voluntary sector to support disadvantaged children and families.
<b>Local Democracy /voice and participation</b> - Through wide range of activities including Local Democracy event, schools pick and mix programme and voice forum, 30 schools engaged from within Hinckley and Bosworth.
First full year for Hinckley Leisure Centre at its new site in Argents Mead saw a <b>growth in participation</b> in 17/18 for Junior Activities, Adventure Soft Play, 'Pay as you Move' Swimming and Personal Training. 2,067 children and adults swimming weekly on Swimming Lessons and showing steady growth.
Celebrating the " <b>power of sport</b> " at our Hinckley & Bosworth Local Sport and Health Alliance Sports Awards.
Dementia awareness has increased with over 5,500 local people now trained as <b>Dementia Friends</b>
HBBC employees received a number of <b>positive mental health</b> related training sessions, such as Mindfulness.
<b>48 Go Gold</b> talented young sport athletes have been supported since 2012.

## Places

Hinckley Town Centre was voted as the <b>Best Market Town</b> in the Leicestershire Tourism awards in 2017
Desford Lawn Tennis Club won the “Leicestershire Tennis Award” for <b>Disability Project</b> of the Year 2017.
Working with the Better Tennis Together Charity to train coaches at <b>Hinckley Town Tennis Club</b> to run an extra 4 hours of disability tennis a week.
Launched new <b>Tourism Destination Management Plan</b> for Hinckley & Bosworth. Developed in partnership with North Warwickshire.
The <b>Bosworth 1485</b> Kind Richard iii legacy project progressed to stage 2, allowing the development of the art.
Delivered brand new dementia <b>seated exercise</b> sessions at Newbold Verdon Library and St Martins Church Hall Desford, in partnership with the Local Area Coordinators.

## Prosperity

More than 30 <b>exciting family events</b> held, including the fabulous Hinckley Feast and amazing Snap Dragon events resulting in a 25% increase in visitor numbers.
Increased awareness of town centre events by doubling print run of event guides to 16,000, introducing giant poster holders outside of Leisure Centre to promote events and significantly <b>increase social media</b> presence.
Continued to <b>support Shopmobility</b> by creating a viable operating structure for this key town centre service.
Very positive progress is being made in developing and support our <b>rural town centres</b> , inc. Market Bosworth, Barwell and Earl Shilton.
Many work streams support the <b>Rural Strategy</b> , such as supporting local events and volunteering.
Raising awareness through social media platforms has been demonstrated through the Local Sport and Health Alliance engagement – <b>Facebook 647% increase</b> in followers and website page views increase by 125%.