



1. PURPOSE OF REPORT

To present to Scrutiny the new Culture and Sport Strategy 2012 –2017.

2. RECOMMENDATION

2.1 That, Scrutiny endorses the new Culture and Sport Strategy 2012 -2017.

2.2 That, Scrutiny acknowledges the achievements made during the previous strategy 2007-2012, highlighted in Appendix A.

3. BACKGROUND TO THE REPORT

3.1 Achievements

The refreshed Culture and Sport Strategy has been developed over a 12-month period. During this time Officers have reflected on the key achievements and outcomes made during the previous Culture and Sport Strategy 2007 - 2012. A snapshot of these can be viewed in Appendix A.

3.2 Vision, Themes and Key Actions

This Culture and Sport Strategy provides a vision for the next 5 years:-

*“We will strive to enrich the lives of residents and visitors to the Borough by providing an excellent quality Cultural offer that is effective and represents value for money. We will continually improve our services by engaging with the community and our partner organisations.”*

This will be achieved through working with valued partners that support the delivery of our work.

For the vision to be achieved, it is important that there are a set of key themes underpinning the strategy. Considering what we mean by Culture and that it is diverse and dynamic, following consultation a set of seven key themes have been identified. These themes and key actions will shape delivery of this Culture and Sport Strategy for Hinckley and Bosworth Borough Council:-

THEME: Increasing participation in the **Arts**  
KEY ACTIONS: 1) Employment and skills development within the Creative industries  
2) Developing interventions to promote positive Mental Health  
3) Quality Arts Offer (experience, promotion and celebration)

THEME: Supporting **Children and Young People**  
KEY ACTIONS: 1) Continue to ensure effective safeguarding  
2) Ensuring strong positive interventions for Supporting Leicestershire Families.  
3) Enhance partnership delivery

THEME: Enhancing **Economic** Development  
KEY ACTIONS: 1) Delivery of large scale capital programmes  
2) Sustain and grow markets  
3) Support BID and Town Centre Partnership

THEME: Showcasing **Events**  
KEY ACTIONS: 1) Increasing participation in our events  
2) Bringing communities together  
3) Increase economic spend via a thriving events program

THEME: Reducing **Health** inequalities  
KEY ACTIONS: 1) Adjusting our offer for an ageing population  
2) Tackling obesity in Adults and Children  
3) Enhance mental health wellbeing opportunities

THEME: Acknowledging our **Heritage and Museums**  
KEY ACTIONS: 1) Support Hinckley Museum Developments  
2) Developing and showcasing our Blue Plaque trails  
3) Support our Armed Forces celebration events

THEME: Encouraging **Play**  
KEY ACTIONS: 1) Raising the profile of the importance of play in children's development and educational attainment  
2) Reclaiming childhood opportunities through VOICE  
3) Support work force development

THEME: Developing **Sports** opportunities  
KEY ACTIONS: 1) Providing a Quality Sports offer (facilities, experience and celebration)  
2) Increasing participation in sport and physical activity  
3) Delivering a high quality and affordable new Leisure Centre

THEME: Promoting **Tourism**  
KEY ACTIONS: 1) Marketing new campaigns using 'New Media'  
2) Unlocking investment in the borough  
3) Providing employment and skills through Tourism

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.

#### 4. FINANCIAL IMPLICATIONS (PE)

Delivery of this Strategy will be met from existing budgets and will be supported by external partnership funding.

#### 5. LEGAL IMPLICATIONS (AB)

None directly arising from this report.

#### 6. CORPORATE PLAN IMPLICATIONS

Meets the following aims of the Corporate Plan:

- Thriving Economy
- Safer and Healthier Borough
- Strong and Distinctive Communities

7. CONSULTATION

Key stakeholders have been consulted on the development of the new Culture and Sport Strategy. These are detailed within the Strategy. A refreshed Equality Impact Assessment has been undertaken.

8. RISK IMPLICATIONS

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.

9. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

The Culture and Sport Strategy 2012 – 2017 will provide equitable delivery across the Borough, including the rural areas, targeted delivery to priority communities and social groups.

10. CORPORATE IMPLICATIONS

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

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Background papers: Culture and Sport Strategy 2012 -2017

Contact Officer: Simon D. Jones, Cultural Services Manager  
Karen Mason, Sports Development Manager

Executive Member: Councillor David Cope

Appendix A

**Key achievements made during the previous Cultural Strategy 2007 - 2012.**

	<b>Achievement</b>	<b>Outcomes (So What?)</b>
Arts	<ul style="list-style-type: none"> <li>- Regeneration of the Atkins building in Hinckley Town Centre</li> </ul>	<ul style="list-style-type: none"> <li>- New employment opportunities created</li> <li>- Increased participation</li> <li>- Increased revenue to HBBC</li> </ul>
Children & Young People / Play	<ul style="list-style-type: none"> <li>- Developed Children &amp; Young Peoples offer; new post created and endorsed in the Corporate Plan</li> <li>- Substantial funding received from My Place for new Hinckley Club for Young People; Green Towers.</li> </ul>	<ul style="list-style-type: none"> <li>- Compliance with statutory requirements for Children and Young People</li> <li>- Increased the community feeling of safety</li> </ul>
Capital	<ul style="list-style-type: none"> <li>- Relocation of North Warwickshire and Hinckley College</li> <li>- Way forward for Hinckley Town Centre Master plan</li> </ul>	<ul style="list-style-type: none"> <li>- Improved level of skills and qualifications in the area</li> <li>- Both programmes contribute to economic and social regeneration of Hinckley town centre</li> </ul>
Events	<ul style="list-style-type: none"> <li>- Events toolkit available to support local communities deliver local events</li> <li>- Established and flourishing Events programme for the Borough</li> </ul>	<ul style="list-style-type: none"> <li>- Fostered and enhanced the community pride in our communities</li> <li>- Reduced risks to organisers</li> <li>- Increased footfall and economic spend</li> </ul>
Health	<ul style="list-style-type: none"> <li>- Hinckley &amp; Bosworth Health and Wellbeing Partnership leading the way as a pathfinder for Leicestershire</li> <li>- Expanding the GP Health Referral offer into a wider community programme for all our communities</li> </ul>	<ul style="list-style-type: none"> <li>- Provides a robust local structure that will prioritise reducing health inequalities.</li> <li>- Increasing capacity of local programmes addressing those adults in greatest need of intervention</li> </ul>
Heritage & Museums	<ul style="list-style-type: none"> <li>- Hinckley Market awarded the title of the Best Outdoor Market 2010 by the National Association of British Market Authorities (NABMA)</li> </ul>	<ul style="list-style-type: none"> <li>- Contributed to an increase in footfall in Hinckley Town Centre, supporting economic regeneration</li> <li>- Maximised the retail experience for visitors</li> </ul>
Sports	<ul style="list-style-type: none"> <li>- Investment into local sport between 2005 -2012 = £1.8million</li> <li>- Hinckley Leisure Centre visits topped 600,000 during 2011/12, it's highest in history.</li> </ul>	<ul style="list-style-type: none"> <li>- Increase participation in Sport and Physical Activity</li> <li>- Contributed towards lowering health inequalities</li> </ul>
Tourism	<ul style="list-style-type: none"> <li>- Development of the Hinckley and Bosworth Tourism Strategy</li> <li>- Established and formalised structure created for local tourism, enhancing Communications through website, membership and visitor guide.</li> </ul>	<ul style="list-style-type: none"> <li>- Maximise the visitor experience in Hinckley and Bosworth</li> <li>- Provided a clear direction of travel for tourism, sharing resources accordingly.</li> </ul>