

## Scope

This strategy supports Hinckley & Bosworth Borough Council's cultural offer for arts, events, heritage, tourism, sport and health & well being interventions.

## Purpose

The Culture Strategy aligns to the councils corporate strategy and provides a vision and sets out key delivery themes for the borough. It is underpinned by a Technical Supporting Document which reviews the national and local context. It summarises key issues and challenges, before setting out actions and initiatives to achieve the delivery themes set out below.

## Vision

"To enhance and enrich the life of our residents and visitors to the borough via the delivery of a diverse range of high quality wellbeing services through partnership engagement with our communities".

## Corporate Plan links

To achieve this vision we have identified 5 key work streams, these are detailed below:



Aim

### Delivery theme

## 1 Increase and celebrate the Arts & Creative Offer within the borough

Strategic links:

- Corporate Plan 2024 to 2028 - People and Places themes
- Rural Strategy
- Community Health & Wellbeing Plan

- We will work alongside the Creative industries, supported by Creative Leicestershire.
- We will develop exciting interventions to target rural areas and contribute to health and wellbeing priorities.
- We will seek to increase participation in the arts by supporting practitioners and promoters of arts activity.
- Seek to increase the number of public art pieces within the borough.



## 2 Increasing economic spend via a thriving events programme

Strategic links:

- Corporate Plan 2024 to 2028 Prosperity theme
- Rural Strategy
- BID Business Plan
- Economic Development Strategy

- We will deliver a range of safe, vibrant and value for money events.
- We will offer support to the Hinckley BID & Town Centre Partnership and our rural town centres.
- We will advise and support community groups on safe event management.
- Aim to increase footfall and dwell time leading to economic vitality.
- Delivery of the events programme will support the 'Destination Hinckley' concept.

## Delivery theme

### 3 To value and promote Tourism and Heritage

Strategic links:

- Corporate Plan 2024 to 2028 - Places theme
- Heritage Strategy
- Tourism Strategy 2024 to 2028



- We will develop and support the Hinckley and Bosworth Tourism Partnership, including Bosworth Rural Tourism Association.
- We will align activity to support the countrywide Tourism Growth Plan and national priorities.
- We will assist in delivery of the Heritage Action Plan.
- We will lead in the delivery of the Bosworth 1485 Sculpture Trail project.
- We will clearly demonstrate our support to our Armed Forces veterans.
- Support improvements to Hinckley Museum.



### 4 Developing Sports opportunities for all

Strategic links:

- Corporate Plan 2024 to 2028 - People and Places themes
- AT Sport & Physical Activity Strategy
- Green Spaces Strategy
- Playing Pitch Strategy
- Volunteering Strategy

- We will attract external funding into the Borough to support the development of facilities, aligned to the Facilities Framework and Green Spaces Strategy.
- We will actively increase participation, especially for underrepresented groups.
- We will increase capacity and skills opportunities for the voluntary work that we value and whom we rely upon.
- We will celebrate success at the annual Sport & Active Awards.

### 5 Increase physical activity levels and improve health and well-being

Strategic links:

- Corporate Plan 2024 to 2028 People theme
- Hinckley & Bosworth Community Health & Wellbeing Plan
- Active Together Physical Activity Framework 2022 to 2031
- Climate Change & Biodiversity Strategy 2024 to 2028

- We will develop targeted programmes and campaign work based upon key local health priorities.
- We will support, enhance and sustain existing physical activity provision, supported by Public Health colleagues.
- We will promote the benefits of health improvement and the need to deliver preventive workstreams.
- We will work in close partnership with Hinckley Leisure Centre to maximise active well-being opportunities.
- We will work with multiple delivery partners including local GP's, INT, ICB, Patient Participation Groups and Local Area Coordinators.
- Support and grow our Health & Well Being Health Ambassador programme.

## Cross cutting principles

- Ensure hard to reach groups are heard and have opportunities for active, meaningful engagement and participation. We will utilise our customer insight and intelligence in developing our services.
- Embrace and celebrate volunteering.
- Provide an equitable offer, we will ensure coverage across all parts of our borough, linking to our Rural Strategy.
- Evaluate our offer to ensure we meet the needs of our growing population and demographic profile.
- Delivery will be achieved via genuine partnership working, achieving shared outcomes.
- Early intervention and prevention will be fundamental when developing services.
- Enhancing community cohesion will be a by-product of our projects, supporting the Community Safety Strategy.
- Encourage behaviour change and upskilling our local workforce will be a golden thread.
- We will be commercially aware and strive for sustainability.
- We will align to climate objectives as identified in the Council's Climate and Biodiversity Strategy.
- We will encourage collaboration with other services and sectors to deliver a whole system approach to delivering our cultural strategy.



For more information please contact:

### Cultural Services

**Hinckley & Bosworth Borough Council**

Tel: **01455 238141**

Email: **[culture@hinckley-bosworth.gov.uk](mailto:culture@hinckley-bosworth.gov.uk)**

Web: **[www.hinckley-bosworth.gov.uk](http://www.hinckley-bosworth.gov.uk)**



**Hinckley & Bosworth  
Borough Council**