



South Gloucestershire Cultural Strategy

July 2009

More to Life Cultural Strategy for South Gloucestershire

Index

Section	Description	Page
1.	Introduction by Executive Councillor This explains the aims of the strategy	2
2.	Definition The strategy has adopted the DCMS definition of culture	2
3.	Culture in South Gloucestershire A summary of the current cultural provision within South Gloucestershire	3
4.	Culture in the South West Cultural developments within the South West	4
5.	The community strategy and its relationship to culture For each priority a summary is provided explaining how culture links with the priorities of the Community Strategy; case studies have been used to illustrate the range of cultural provision within South Gloucestershire.	4
	5.1 Children and Young people	4
	5.2 Being healthier	6
	5.3 Managing future development	7
	5.4 Promoting safer and stronger communities	8
	5.5 Valuing the environment	12
	5.6 Maintaining economic prosperity	13
6.	Annual plan of cultural activities As the strategy illustrates, there is already a great deal of cultural activity within South Gloucestershire – one of the aims is to brand these events to raise the profile of activities and help with marketing	14
7.	National indicators Culture supports both directly and indirectly a number of national indicators	15
8.	Action plan An action plan identifies how the strategy will be implemented and the actions that will take place to improve cultural participation within South Gloucestershire	16

More to Life

A cultural strategy for South Gloucestershire

1. Introduction by Executive Councillor

A recent national survey ¹ about participation in culture found that 94% of people had done a cultural activity at least once in the last 12 months, it also found that those participating in cultural activities were 20 per cent more likely to know 'many people' in their neighbourhood and around 60 per cent more likely to believe that 'many of their neighbours can be trusted'. This clearly shows that culture plays an essential part in everyone's life, it is the cement that binds communities and individuals together, and without it the quality of life in our communities would be very poor.

The aim of this strategy is to show the value of culture within South Gloucestershire, how it contributes to the priorities of the Local Strategic Partnership

- Investing in children and young people
- Being healthier
- Promoting safer and stronger communities
- Valuing the environment
- Maintaining economic prosperity
- Managing future development

Although it has been developed by South Gloucestershire Council, it is a strategy for the whole of South Gloucestershire and we want everyone to be involved in shaping the document, the Council is aware that a great of cultural activity is developed within local communities to reflect local needs and demands

The aim of the strategy is also to develop a sense of place and raise awareness of Culture in South Gloucestershire we will do this by:-

- Improving the opportunities for cultural engagement in South Gloucestershire
- Developing opportunities for participation in cultural activities
- Develop a sense of place for people living, working and studying in South Gloucestershire

2. Definition

The definition used in the South West Cultural Strategy is recommended as this would align both the local and regional strategies

Culture is what defines us as people. It gives us an opportunity to develop our talents, our knowledge, our understanding and enjoyment of life. It nurtures our aspirations and, increasingly, we understand the power of culture to transform communities and to contribute to economic growth. Culture is how we make sense of our lives; but it is also how we enjoy ourselves. It embraces our leisure choices, and how we connect with the people and places around us

¹ Taking Part, DCMS, 2006

The Department for Culture, Media and Sport define culture as including the following areas

- the performing and visual arts, craft, and fashion
- media, film, television, video, and language
- museums, artefacts, archives and design
- libraries, literature, writing and publishing
- the built heritage, architecture, landscape and archaeology
- sports events, facilities and development
- parks, open spaces, wildlife habitats, water environment and countryside recreation
- children's play, playgrounds and play activities
- tourism, festivals and attractions
- informal leisure pursuits

Culture is an inclusive concept that embraces a wide variety of activities, places, values and beliefs that contribute to a sense of identity and well-being for everyone in our communities. It is about our way of life and our quality of life – it is about what people choose to do - cultural services and activities are the ones people opt for rather than have imposed on them.

Culture can provide communities with both a shared sense of place and a vision of where their community is heading. What is critical is that each community understands and explores the ways in which its local culture encompasses and expresses what is best about its way of life. The community should also be supported in playing a full and active role in realising its aspirations.²

3. Culture in South Gloucestershire

South Gloucestershire Council has a major responsibility in encouraging and developing the cultural environment in South Gloucestershire through directly providing many of the key cultural facilities including:

- libraries,
- leisure, fitness centres, and swimming pools
- local sports facilities and golf courses
- parks and open spaces
- play facilities

In addition the authority also funds through Service Level Agreements, grants and hosts a wide range of cultural events and activities

- Arts development
- Access to archives via Gloucestershire County Council
- community or major festivals
- local sports clubs activities
- community group activities
- play schemes or summer programmes for young people
- museums and heritage activities

The Council has a critical role in establishing a framework for cultural development and activity including land use planning which can influence development of new

² Guidance on integrating cultural and community strategies. DCMS. 2004

communities both in rural and urban areas. The Council would also seek to support activities developed by local people within its action plan.

4. Culture in the South West

South Gloucestershire needs to work with the regional agencies to ensure that any regional initiatives complement and support culture in South Gloucestershire. In 2008 two important regional documents were published which will influence culture within both the South West and West of England sub region.

People, Places and Spaces is the cultural infrastructure development strategy for South West England and is concerned with the “collective” identification of cultural infrastructure needs and investment at a regional and sub-regional level. The aim is to improve the physical environment where culture takes place over the next 20 years by identifying regional priorities that are believed to be central to the cultural life of the region and to reflect its distinctiveness and uniqueness in the eyes of residents and visitors alike.

Complementing this is the South West regional cultural strategy – *A better place to be: Culture and South West England*. The strategy provides a cultural vision for the South West and identifies the contribution that culture can make to other objectives relevant to the region.

Both documents have been created on behalf of the regional cultural agencies that by working together can ensure the regional dimensions of culture can be realised. See section 5.3 on the links between these regional documents and the Cultural Strategy

5. Community Strategy and Culture

5.1. Investing in children and young people

Cultural and sports facilities, events and projects provide positive activities for children and young people to do. They contribute to their social development and physical, mental and emotional well-being. They also help children be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well being

Participation in cultural and sports activity can transform the way children and young people explore the world around them, changing the way they see themselves and what they aspire to in the future. It contributes to learning, both in terms of formal attainment and the development of lifelong skills.

Each summer South Gloucestershire Library service runs a Summer Reading challenge which involves 4,000 children who read over 100,000 books.

Libraries have a vital role in fostering a love of reading, which is so important for children’s life chances.

Fantastic. Improved reading skills over the summer in a very fun way



Play pods built from a shipping container and filled in with large scrap suitable for play, have transformed playtimes in South Gloucestershire, reducing both accidents

and behaviour problems, children in the playground become totally absorbed in creative, social, active and imaginative play.

“The kids love it, as do we, we wish it could stay” SMSA

Rachel (not her real name) was being bullied at school and got involved with the Summer Activity programme at the Kingswood Foundation through Connexions



which included song writing and dance. She is now involved in a regular group who meet on a Saturday morning. South Gloucestershire Arts development service uses art to engage with young people, many of whom have struggled at school. Art provides the opportunity to excel and therefore improves their confidence and belief in themselves.

Little Stoke Primary School used music as a means of raising self-esteem and co-operation within classes to enrich and extend the children’s experience.

The change in the group dynamic was quite dramatic and those who were initially unwilling to participate were joining in and achieving in a very short space of time.

South Gloucestershire Schools Music Service provides instrumental teaching and curriculum support for schools, performance activities for young musicians at area music centres and serves as a source of information and advice for schools and the wider community.



‘I really enjoy playing the violin because it makes me happy and it’s good to play different music. I really like playing in concerts’

As part of the extended schools programme Abbotswood and Culverhill Schools and Wapley Court Residential Home have run a programme, which has enabled children to find out about life through the 20th century, and the Wapley Court residents to reminisce about different aspects of their lives and share their experience of how life has changed through the century.

From the sessions, the children gained a personal insight into local history and world travel. The residents had the opportunity of engaging with young people and contributing towards their learning and development in the sharing of their personal stories.

“Lovely to have young people around the place.”

The Festival of Youth Sport provides an opportunity for schools and their pupils to take part in a large community sports event and thus be inspired by being part of a large Olympic style festival. The festival programme provides a school with 3 hours



coaching in their chosen sport and is an opportunity for schools to link with local clubs or signpost pupils to further sporting opportunities.

The Festival has become a high profile event across South Gloucestershire with 500 young people taking part and has financial sponsorship and backing from Airbus UK

5.2. Being healthier

Cultural activities support healthy lifestyles by promoting good physical and mental health and well-being. Research shows that people who do not participate in culture say they have lower levels of health. Cultural activities have a positive impact on mental and emotional health and well-being. By reducing social isolation and raising self-esteem and confidence they help older people lead more independent lives and live longer, support health education, health promotion and self help by communicating public health information and lifestyle messages.

South Gloucestershire Active for Life encouraged people to climb stairs in order to improve fitness levels; the stairs climbed was linked to the height of the Three Peaks

Sue Haskins-Southcott the first to complete the Three Peaks stair climbing challenge despite having undergone two liver transplants and has twice been given twenty-four hours to live. Active for Life is a simple way to make physical activity a part of your everyday lifestyle. It helps people to maintain a healthy weight, become fitter and healthier and feel better about themselves.



Margaret developed osteoarthritis five years ago and has found it difficult to get out and about. “I had to read the new Harry Potter books to keep up with my grandchildren. But I can’t get into the library so I use the Home Library Service. The Home Library Service currently visits 120 people who are not able to make the journey to their local library.

It is a fantastic service and I can ask for what I want; it doesn’t cost me anything!”

Reading is vital in maintaining people’s mental agility; the Home Library service plays a significant part in supporting people’s ability to maintain an independent lifestyle.

A chance to recharge the batteries

At the Carers Health Day carers had the chance to do Circle Dancing, a walk with Walking to Health and accessed sessions of reflexology, head massage and reiki.

Everyone who attended felt they had benefited from having the chance to have a break away from their caring situation.



Orchard Workshops provide a range of Arts and Crafts activities particularly for groups at risk of exclusion. Their work with over 60s groups is particularly recognised it may be the only social event they attend in a week, enhancing their physical and mental health. Participation in arts events provides opportunities for people to meet to share and learn new skills. For vulnerable groups they are invaluable in maintaining their independent living.



Having joined the Walking to Health project to help her asthma and arthritis Anne found that her health improved and that the flexibility of the project has allowed her a weekly choice of a long or short walk depending on how she feels on the day. She also saw parts of her local neighbourhood that she had never seen before.

Regular walking can improve confidence, energy and stamina, as well as helping to reduce the risk of Coronary Heart disease, Strokes, Diabetes, Bowel cancer, Osteoporosis, Anxiety, Stress and Depression.

'My health has greatly improved, I enjoy walking a lot more and I can go at my own pace.'

5.3. Managing future development

Culture is vital to all sustainable communities in developing places where people will want to live, play and work by providing for their diverse needs and offering access to high quality cultural activities. Culture impacts on the physical environment and can influence how people interact with each other.



Emersons Green Village Hall was provided through developers contributions for use by the community. Following consultation local people were identified who have established a trust to manage the village hall for the community. Since the village hall has been run by the voluntary sector and within two years has increased the number of people using the centre from 150 per month to 700.

"The place is buzzing with activities for all the family"

At the Wood Road housing development in Kingswood an architectural glass artist worked with local history groups to create two windows that reflected the roots of Methodism in Kingswood. The South Gloucestershire arts section encourages developers to include public art in all new housing developments. Such projects give places a unique character and enrich the local environment

South Gloucestershire Council has passed the management of Council owned Community Buildings to locally formed community trusts. Turnberrie's in Thornbury is a specially designed multi purpose community building providing a range of activities for all ages and the building is constantly in use during the week both during the day and in the evening. The Café is open every day until 5pm and has recently started a Sunday morning brunch which is proving a success with the locals.

The trustees are a representative of the community including local residents, local business, Thornbury Churches together, Parish Council and South Gloucestershire Council.

Turnberrie's is a fine example of how a mix of cultures can work towards a stronger more cohesive community.

The South West Regional Spatial Strategy (RSS) sets the framework and direction for planning policy in South Gloucestershire. The South Gloucestershire Core Strategy has to be in general conformity with the RSS. Policy C1 states, '*Provision will be made to enhance cultural facilities and participation in activity taking account of regional and sub-regional cultural strategies*'. The RSS refers to '*People, Places and Spaces*' and '*A better Place to be*' as key documents (see section 4) The RSS requires that Local Authorities embed culture in its widest sense at the heart of local plans and strategies and Local Development Documents can support the delivery of this aim. As such, the South Gloucestershire Core Strategy will need to refer to the objectives of '*People, Places & Spaces*', '*A better place to be*' and the South Gloucestershire Cultural Strategy.

South Gloucestershire Council will ensure that cultural provision is built into the infrastructure through supporting the development of community buildings or facilities such as public open spaces. To deliver this it will develop policies that justify and identify areas of need in the authority. South Gloucestershire works closely with the West of England Cultural Partnership on the planning of cultural provision within the area which could include contributing to facilities which are located outside South Gloucestershire. The cultural sector will need to develop both local and possible sub regional standards for the provision of cultural facilities.

5.4. Promoting safer and stronger communities

Cultural facilities and activities help build strong and sustainable communities. They improve an area's image and promote local identity, strengthening civic pride in communities and sense of place.

Community participation in culture can help transform the power of neighbourhoods. It can help tackle poverty and disadvantage by engaging people at risk of exclusion.



It can also bring people from different communities together. This helps break down barriers, foster understanding and tolerance and strengthen community cohesion.

Cultural activities can strengthen community involvement and civic life. They provide an accessible way of communicating with and consulting communities, empowering and engaging people from all backgrounds. They can build self-esteem, confidence and stronger social networks, raise ambitions and aspirations. Cultural facilities are safe and trusted public spaces that are in the main open to everyone. However, providers should be aware that factors such as cost, class and background can act as a barrier to some people taking part in some activities and put in place actions to mitigate this.

Culture and sport provide plenty of opportunities for volunteers. The arts and cultural sectors are the third most popular area for volunteering; heritage is fifth. Cultural and sports organisations often rely on volunteers. Their work leads to increased participation in cultural and sports activities and helps promote social inclusion. Volunteering can also develop talent and provide work experience as a route into new careers.



Engage 2007 was a cultural festival organised by South Gloucestershire Council in partnership a number of ethnic minority and cultural groups. The event showcased Dance, Music, Drama, Food and Cultural Heritage activities from around the world

The Engage Festivals have brought many groups together and enabled them to learn about each other's cultures through planning and working together. There were more than

250 participants that made the festival day a real success for the just under 4000 visitors.

"I have learnt so much about other cultures today"

Residents at Kerr House, many of whom grew up in Bristol arranged trips around the city. Following this meetings were held where residents reminisced about their past experiences of Bristol and their feelings about how it was changing.

The benefits to the residents include physical activity and mental and psychological stimulation; Participation in cultural activities within residential homes has a range of recognised health and social benefits.



Through working with inmates from Leyhill Open Prison, Thornbury Museum has benefited from the expertise of inmates who need work experience and for the inmates there is a caring, trusting environment in which to flourish.

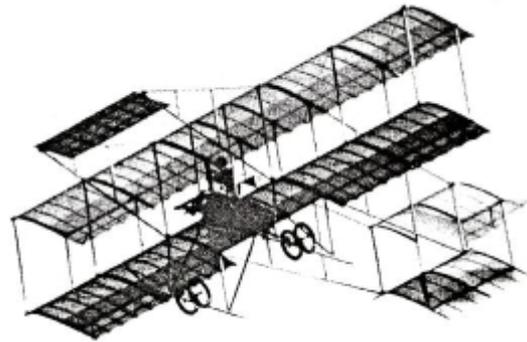
The Museum has taught me that other people can be generous,

The Filton Community History archive has been gradually built up over the last decade, with the help of volunteers in Filton. This group has collated material including the recording of memories of people who have lived and worked in Filton.

The Museum and Heritage section work with local groups to develop and build on the rich heritage of South Gloucestershire.

It is essential that people know the roots of South Gloucestershire and are involved in caring and preserving the buildings, records and memories

What has been so significant for me is that the story they have told might have been my own I now feel that I belong to Filton more closely than to anywhere else



Volunteers in South Gloucestershire helped Gloucestershire Archives with an HLF funded project to transcribe local 'inclosure awards'. These are hand written documents from the 18th century onwards which set out names of land owners and tenants and describe ancient field boundaries, roads or footpaths. Over 25 parishes in South Gloucestershire are covered in this important collection. The project also funded high quality digitisation of associated maps and a comprehensive online catalogue description. These can now be viewed and copied at Gloucester

Archives and the originals can now be safely preserved



The South Gloucestershire Purple Turnips LGBT youth group created an art exhibition of historic events through gay history to convey to people the struggle people have had to have their sexuality recognised and accepted. The arts service works with many disadvantaged groups to enable them to use art to express their culture to a wider audience.

The Over 2 U group at Hanham Library published a booklet advising young people on crime prevention and reporting crimes

Youth groups within libraries provide an opportunity for them to relax in a safe environment and to participate in cultural and community activities.





Christmas on the Hill sums up the vital importance of culture in bringing a community together through music, dance, theatre and art. Through a wide range of events the whole of Staple Hill is engaged and united in celebrating pride in their neighbourhood. The highlight of the day is a parade which fosters a great spirit of hope and pride that resonates throughout Staple Hill for the rest of the year.

Other Priority Neighbourhoods also hold highly engaging cultural events each year that foster community cohesion in a way that only art and cultural events can do. Such regular cultural events are like a unique glue that unites communities in a way that lasts.

This cultural event has acted as a catalyst to promote change

Play Rangers visit parks and open spaces to increase and encourage children's playful use of the spaces. Children have developed in the way they are able to relate to each other and the play rangers and play co-operatively. They are now more able to develop their own games, rules and social interaction rather than relying on constant adult intervention and structure.



At Staple Hill the senior Play Ranger arranged for the tennis court lights to be turned on during play ranger sessions on winter nights; now ten more young people aged 11-13 engage in positive social and active play, two hours twice a week. Police reported that there was a 12.5% reduction in criminal damage in the Staple Hill area which has coincided with the play ranger project. They are very supportive of the project and think that it has contributed to crime reduction.

Now I can stay out till six, Mum said, because the lights are on.' Boy 12



Seven disabled people from Paul's Place went on a seven day Red Sea cruise visiting Petra, the Pyramids, the Tutankhamen exhibition, the Valley of the Kings and the Karnak Temple. It the kind of holiday that many thousands of people enjoy each year. They saw and experienced the atmosphere of ancient historical places. The trip developed knowledge and experience, built confidence and provided great enjoyment.

I learnt about the pyramids at school; I never thought I'd get the chance to go there. It's overwhelming!

Faith

The 2001 census showed that 75% of South Gloucestershire residents had a religious affiliation. In the report *Working Together: cooperation between Government and faith Communities*, the government recognised the role of faith communities as crucial in their agenda of regeneration, community cohesion and citizenship. They are concerned that links should be made and understanding of faith communities increased to enable increased respect and celebration in a peaceful and diverse society.

South Gloucestershire has a rich religious heritage and was an important centre in the development of 'non conformity'. Faith communities care for a wide range of buildings, many of which are open to the general public on a daily basis, and often serve as community venues. Faith is intrinsic to the identity of many local people, the way they live their lives, and helps define who people are. This needs to be respected and valued by all those who live in South Gloucestershire. Faith groups also provide opportunities for people to engage in culture and places of worship provide a hub for activities. A peaceful and diverse society is encouraged by understanding, respecting and celebrating our faith communities.

SACRE (The Standing Advisory Council on Religious Education) provides guidance and training for teachers to ensure that children understand and respect other faiths and cultures.



The SACRE uses the overall title 'Needless Greed' for an annual schools day realising that in the current socio-political climate it remains a very up to date theme. In 2008 using the title 'A World of Neighbours' the students used drama, music, and art to explore this theme to enable those attending to focus on the community cohesion agenda. Representatives of local faith groups also held workshops to explain and demonstrate the key tenets of each faith

Faith communities are represented on many of the partnerships that support the work South Gloucestershire Council, for example the South Gloucestershire Faith Forum holds a number of seminars for people of faith and other concerned individuals, community organisations and public bodies to discuss and debate issues of common concern – identifying future joint action where possible.

In 2008 a faith audit is being carried out to provide an assessment of current activity and identify opportunities for further contributions that could be made by faith communities. It will contribute significantly towards South Gloucestershire's strategic objectives including fostering community cohesion and encouraging volunteering.

5.5. Valuing the environment

The built and natural environment creates a sense of place and reflects and influences the culture and quality of life in a local area. Access to good

quality, well designed natural and urban spaces enhances our feeling of well being. Within South Gloucestershire we are fortunate to have distinctive and high quality historic and natural environments that reflect our cultural heritage and have many stories to tell. It is important that they are conserved and enhanced for future generations to appreciate and enjoy. Using these buildings and open spaces for a range of educational, recreational and leisure activities helps connect people with and understand their environment and heritage. Working with local groups the Council organises a diverse programme of events to help raise awareness of our cultural, built and natural heritage that also helps develop a sense of cultural attachment and identity.

...



As part of the Bradley Stoke Community Festival a nature trail with a difference was organised to promote awareness of the woodland in the area. A costumed spectacular of life sized wildlife characters revealed the fascinating story of the reserve's woodland, Savages Wood, a very special place for wildlife.

Within South Gloucestershire lie many hidden treasures that have helped shape the landscape as we know it today. Natural, industrial and

cultural forces have played a part in making up the local environment that we live and work in.

The Heritage Lottery funded Wild Roots project attracted 13,000 hours of volunteer time to help record the heritage and improve the condition of six local sites of nature conservation interest and heritage importance. Six heritage walks leaflets have been produced and over 129 events have been organised including Where the River Ran Red at Wick, Walk on the Wildside at Bradley Stoke and The Story Box Project at Hanham. These events attracted over 8,000 people of all ages. The successor to the project Wildways is about to commence after a successful bid to the Big Lottery for further funding.

5.6. Maintaining economic prosperity

Places which are seen as having a strong cultural identity are also seen as successful and attractive as places to visit, work in, live in and invest in. Culture encourages people to learn and be creative, with the demand for creativity in all business sectors, such skills are vital to the growth of the local and national economy.

The Kit Kar project enabled Community Learning to engage with fathers and their children through jointly working on building model cars, The use of creative activities enables the Family Learning team to work with people who would normally not attend learning sessions. The project improved relationships, enabled the schools to engage with parents in a constructive manner and encouraged fathers to develop their education.



Clayton was unemployed and looking for more to life was put onto a Coach Apprenticeship Scheme by Yate Town Council who saw his potential of becoming a sports coach in the local community and a role model for young people especially those from more difficult backgrounds. The apprenticeship scheme gave him all the skills, experience and qualifications to become a confident level 1 coach

The Coach Apprenticeship Scheme is an excellent opportunity for young people and adults who have

a keen interest in developing sport through coaching in their local community. The scheme offers the chance to develop new or existing skills in a friendly and fun environment

Food for thought

Food features highly in the day to day life of most cultures. The annual South Gloucestershire Local Food Festival organised by the South Gloucestershire Local Food Partnership allows people to discover fresh, seasonal goods that are produced on their doorstep. The festival is a celebration of our local and varied producers and helps connect people with the food they eat and where it comes from. The Local Food Partnership aims to increase the production and consumption of local food so as to protect this important aspect of our heritage as well as making sure that a range of fresh produce is available locally.

At the 'Engage 2007: Festival of Culture' local produce was promoted (including 11 varieties of apples that grow locally) and South Gloucestershire's Local Food Partnership displayed information about growing methods and the range of fruit and vegetables that can be grown in gardens or allotments. This was contrasted with a range of 'exotic' fruit and vegetables that grow overseas and have to be imported.

The display was supported by local businesses including those from Chinese, Indian, Mediterranean food businesses and Country Markets. All of which provided information about their foods including ingredients, growing methods, festivals, recipes etc. Photographs, maps, pictures, other decorations added to the stalls and enabled visitors to appreciate and understand the role of food amongst different cultures.

6. Annual plan of branded cultural activities

One of the aims of the strategy is to promote and brand the existing events that already take place throughout South Gloucestershire. This will help raise awareness of the cultural provision within the area and provide people with a sense of place. Some of the national and local events which might be able to be branded in this way are listed below

Event	Section	When
Youth sport	Sport	April / June
Music festival	CYP	February
Big draw	Art	October

Summer reading scheme	Libraries	July / August
Engage	Community	2010 (tbc)
National Play Day	Play	August
Family learning day?	Community learning	October
Archaeology	Museums	July
Heritage open day	Museums	September
World Book Day	Libraries	March
Food festival	Environmental health	October

7. National indicators

The new National Performance Framework sets out the performance indicators used by government to measure and manage outcomes delivered by local government. Of the 198 national performance indicators four relate directly to culture and sport and three will require a significant contribution from culture and sport to help deliver three specific outcomes.

Outcome	National indicator
Stronger communities	% of people who feel they belong to their neighbourhood (NI2)
	Participation in regular volunteering (NI6)
	Adult participation in sport and recreation (NI 8)
	Use of public libraries (NI 9)
	Visit to museums and galleries (NI 10)
	Engagement in the arts (NI11)
Children and young people (be healthy)	Children and young people's participation in high quality PE and sport (NI 57)

There are also a range of further indicators where culture can contribute

Outcome	National indicator
Stronger communities	Overall / general satisfaction with local area (NI 5)
	Environment for thriving third sector (NI7)
Children and young people (be healthy)	Obesity among primary aged children in reception year (NI 55)
	Obesity among primary school aged children in year 6 (NI 56)
Adult health and wellbeing	Self reported measure of people's overall health and wellbeing (NI 119)
Local economy	Satisfaction of business with local authority regulation services (NI 182)

8. Action plan

There is clearly a very vibrant cultural scene within South Gloucestershire but the Council believes that more could be done to promote cultural activity and enable more people to be involved with culture within South Gloucestershire.

Cultural Strategy Action Plan

To improve opportunities for cultural engagement in South Gloucestershire

Objective	Action	Indicator	Lead	Timescale
To improve access to information about cultural events and providers in South Gloucestershire	<ul style="list-style-type: none"> • Develop online information resource • Create single cultural access card to improve participation in cultural activities • To focus on the priority neighbourhoods and communities 	<ul style="list-style-type: none"> • Use and content of 1 Big Database • Number of Active Card holders • Increased take up of cultural activities by identified groups 	CYP Com Servcs	March 2010
To improve the quality of life for people of South Gloucestershire	<p>Strengthen role of the Third Sector to develop cultural activity through advice and guidance with marketing and where possible venues and accommodation.</p> <p>Increased level of diversity and community participation in cultural activities. Develop skills, understanding and appreciation of the environment through a range of learning opportunities</p>	<p>Based on National Indicators (sport, museums, arts and libraries – NI 8 - 11)</p> <p>Participation in volunteering in cultural sector (NI 6)</p> <p>Young people's participation in positive activities (NI 110)</p> <p>People participating in planned cultural events</p>	Com Servcs PTSE CYP	April 2009 – March 2012

Developing opportunities for participation in cultural activities

Objective	Action	Indicator	Lead	Timescale
To increase awareness of culture I in South Gloucestershire	<p>Improve profile and awareness through the provision of strong cultural brand Create annual timetable of cultural events</p> <p>To work with the developers and residents of new and adjacent existing communities to facilitate regular community/cultural opportunities in new neighbourhoods</p>	Number of events identified as South Gloucestershire 'Cultural events'	Com Servcs	March 2009 and ongoing
Maximise the effectiveness of new and existing facilities which either are purpose built as cultural venues (libraries) or have the potential to be used for cultural activities (e.g. schools, community halls, cycle tracks).	<p>Ensure community facilities in new communities are able to meet the cultural needs of the area in design, quality, ownership and management. This will include such elements as open spaces, sport and library facilities. Increase in number of venues suitable for cultural uses through the development of the South Gloucestershire Core Strategy and working with other initiatives such as the Building Schools for the Future programme. To identify cultural assets which can be transferred to the community</p> <p>Work with the West of England Cultural Partnership to develop agreed standards of entitlement within new communities.</p> <p>Support the delivery of '<i>A better place to</i></p>	<p>Number of new facilities with cultural element</p> <p>Number of existing buildings extended to create cultural space</p> <p>Number of cultural projects developed in conjunction with West of England authorities</p>	<p>PTSE</p> <p>Com Servs</p> <p>Comm Servs</p>	<p>Ongoing</p> <p>June 2009</p>

	<i>be'</i> and <i>People, Places and Spaces</i> . This will include the identification of cultural facilities within the sub region that could be funded through developer contributions			
To ensure the 2012 Cultural Olympiad Legacy is celebrated in South Gloucestershire	<p>To agree outline programme leading to the 2012 Olympics</p> <p>To support regional initiatives for celebration</p> <p>To use the Olympiad to raise the aspirations of young people through both cultural and sporting activities</p>	Number of people taking part in programme and reporting impact on their life.	Com Servcs	March 2012

Develop a sense of place for people living, working and studying in South Gloucestershire

Objective	Action	Indicator	Lead	Timescale
To ensure people are aware of and have a sense of belonging to their communities	<p>To raise the profile of people, places and spaces in South Gloucestershire which give the area a unique environment</p> <p>Work with faith groups to facilitate their contribution to the cultural development of the area.</p>	% of people who feel they belong to their neighbourhood (NI2)	Com Servcs	March 2012