

Cultural Strategy Work Plan 2008/9

Theme: Enjoying and achieving				
Target/Objective	Actions	Outcomes	Lead Officer	Completion date
Develop the artistic programme at Castle Hall	<ul style="list-style-type: none"> Work with regional partners Organise Pop Luck event 2008 Organise Pop Luck event 2009 	<ul style="list-style-type: none"> Add greater number of professional theatre, dance and music events to the programme Add visual arts programme Work on joined up programming with Rhodes Arts Complex Add work from development agencies and help provide space Work with Stevenage BC to invite entrants from that side 2008 Deliver Successful POP Luck event Work with Stevenage BC, Broxbourne Council and North Herts on next event. More young people engaged with project with more focussed tuition 	Arts Development Officer	<p>December 2009</p> <p>May 2008 COMPLETED</p> <p>Ongoing to March 2009</p>
Complete programme of cultural activity at Rhodes Art Complex	<ul style="list-style-type: none"> Work up a complete programme of cultural activity for residents and visitors Work on It's Our Theatre Project with Theatre Is Including workshops and live performance 	<ul style="list-style-type: none"> Promote more joint programming and staffing initiatives Link to Castle Hall programme New Young people engaged with Rhodes Complex and live performance 		<p>July 2009 and beyond</p> <p>August 2008 COMPLETED</p>
Develop new dance project for young people	<ul style="list-style-type: none"> Develop dance project/competition which engages with young people aged 14-19 Opportunity to develop dance skills and to perform 	<ul style="list-style-type: none"> New dance project "Dance it up" to engage with young people aged 14-19 years old Opportunity for all that enter competition to take part in all day workshops – dancing for stage and 	Arts Development Officer	Work ongoing..... full completion April 2009

	<p>live in grand final.</p> <ul style="list-style-type: none"> To develop the project as part of Pop Luck 2009 in order to engage with more young people across all aspects of performance. To work with other districts to build up a county wide arts project for young people. 	<p>screen.</p> <ul style="list-style-type: none"> Young people to work with professional choreographers. Opportunity for all dance forms and styles to take part. Young people to take part in a live grand final performance and develop their skills in performing to large numbers. Signposting and industry advice for young people wanting to pursue a career in dance. 		
Grants Programme	<ul style="list-style-type: none"> Support arts provision PEX arts grant Arts Awards 2008/9 Arts Awards 2009/10 	<ul style="list-style-type: none"> Supporting young people to achieve excellence in the Arts <p><u>Funded</u></p> <ul style="list-style-type: none"> Cluzion Music – World Music project Theatre Is – Apple Cart/Pool piece project Bramfield Festival – One day music festival Actability – “Down to Earth” tour of East Herts Schools Ai Ai – Longest Story in the World Dance in Herts – Development of East Herts Junior dance company Applications to be decided and awarded for 09/10 	Arts Development Officer	<p>April 2008 COMPLETED</p> <p>May 2008 COMPLETED</p> <p>June 2008 COMPLETED</p> <p>May/June 2008 COMPLETED</p> <p>June 2008 COMPLETED</p> <p>October 2008 COMPLETED</p> <p>April 2009</p>

Historic Environment	<ul style="list-style-type: none"> • Develop new audiences • Restore historical features in the centre of BS • Complete and evaluate environmental appraisal of Waytemore Castle Mound 	<ul style="list-style-type: none"> • Develop strategy for maintaining and developing use of the Castle Mound 	Conservation Officer	Project on hold until new Conservation Officer is appointed
Play & Informal recreation	<ul style="list-style-type: none"> • Offer a kitted out mobile meeting place for youngsters across the council • Provide free summer activities • Big Lottery play provision • Gain Green Flag status for two open spaces 	<ul style="list-style-type: none"> • Establishment of Mobile meeting places in Walkern, Hertford Heath, Little Hadham, Standon and Great Amwell • Deliver the 4 strands of the Big Lottery Play programme in accordance with timetable agreed with Big Lottery 	Community Grants Officer Grounds Maintenance Manager	Delivery on target Delivery on target 1 award achieved at Southern Country Park and 1 application made at the Ridgeway
Active Sport Community Network	<ul style="list-style-type: none"> • Bring together local club & societies/establish network and implement action plan throughout the year 	<ul style="list-style-type: none"> • Develop a new community sports network 	Community Youth and Sports Development Officer	Work in progress
Develop Presdales centre of excellence	<ul style="list-style-type: none"> • Set up Mgt Cttee/Structure • Recruit Staff • 	<ul style="list-style-type: none"> • Complete new facility • New Mgt Cttee 	Head of Community & Cultural Services	Due to capital funding gap this project has been downscaled to include straightforward replacement of existing building and pitch refurbishment only. Project has been deferred to April 2010. Pitch refurbishment has been complete.

Theme: Being Healthy				
Target/Objective	Actions	Outcomes	Lead Officer	Completion date
Healthy Eating in Primary School	<ul style="list-style-type: none"> Using Arts and drama to help instil healthy eating habits in primary school Visual Arts project linked to healthy eating and body image working with teenage girls 	<ul style="list-style-type: none"> Programme delivered.... Deliver work in schools to develop arts programmes linked to sense of well-being Joint partnership working with local schools and arts professionals 	Arts Development Officer & Health Promotion Officer	<p>COMPLETED</p> <p>2009/2010</p>
Greenheart Partnership Project	<ul style="list-style-type: none"> Continue to coordinate county wide project Inform and help develop Arts Officers guide and FAQ'S for ADO'S to work with organisation 	<ul style="list-style-type: none"> Facilitate range of activities across the county Participation in Arts Development Officer work day hosted by Greenheart Partnership Increased awareness and understanding of Greenheart Partnership Understanding how to use the organisation when shaping plans for the district 	Arts Development Officer & Principal Accountant	<p>Ongoing</p> <p>Sept/Oct 2008</p> <p>COMPLETED</p>
Healthy Herts Exercise	<ul style="list-style-type: none"> Introduce new doctor's surgeries 	<ul style="list-style-type: none"> Develop new cardio rehab and exercise referral schemes Projects developed at Fanshaw and..... Increase participation in sport and physical activity for the 45+age group 	Leisure Services Manager	ongoing
Procure new leisure contract	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> New contract to start January 2009 	Head of Community & Cultural Services	<p>COMPLETED</p> <p>Next phase is now being developed in relation to the variant bid 2 proposal to develop</p>

				the facilities at Grange Paddocks and Hartham
Capacity Building	<ul style="list-style-type: none"> • Develop Training packages • Range of music activities • Bid to EERA 			Need to rethink this activity


Theme: Making a Positive contribution				
Target/Objective	Actions	Outcomes	Lead Officer	Completion date
Develop training packages for local voluntary theatre and heritage companies at B'Stort as a cultural centre	<ul style="list-style-type: none"> • Develop a range of free or heavily subsidised music activities for young people. • Bid for funding to Big Spend -Youth Opportunities fund. 	<ul style="list-style-type: none"> • Delivery of Music Mix – Project aimed at developing young peoples singer/songwriter skills • Production of demo's on independent record label – available to download. • Opportunity for Young people to perform at Rhodes Arts Complex in professional music competition • Music industry advice 	Arts Development Officer	Ongoing – to July 2009
Development of a young ambassadors group to support 3music projects	<ul style="list-style-type: none"> • To set up a youth led ambassadors group to help inform on the projects Pop Luck, Dance It Up and Music Mix. • To apply to the Big Spend with Youth led arts application supported by East Herts arts officer 	<ul style="list-style-type: none"> • To have a group of young people to consult with about projects • To enable young people to make decisions which inform what happens in the district and county • To use the group as a development tool to help gauge interest, support marketing choices and to update on current youth trends. • £15,000 bid was successful to fund 3music. • Funding will help expand the projects. 	Arts Development Officer	<p>COMPLETED</p> <p>COMPLETED</p>

		<ul style="list-style-type: none"> Funding to enable young people to be involved in professional music video. Build up track record with funder in with delivery of three professional arts projects with young people. 		
Development of Rhodes Music Heritage project	<ul style="list-style-type: none"> To create a project with the Royal Philharmonic Orchestra, Rhodes Arts Complex and a youth arts organisation to celebrate the musical heritage of the Rhodes Complex and showcase, the at present, uncelebrated musical legacy 	<ul style="list-style-type: none"> To work with RPO in producing a creative collaboration between professional musicians, young people and primary school To address heritage in a creative way and examine the idea of artistic legacy To work with all generations and local people to unlock oral history of the centre To engage with past and present audiences of the Rhodes Complex in Stortford To use this information creatively to produce an exciting, progressive project with renowned partners. 	Arts Development Officer	Ongoing prep Project delivery November 2009
Build capacity of local museums	<ul style="list-style-type: none"> Encourage museums to acquire/maintain Accreditation (the UK national standards scheme for museums) 	<ul style="list-style-type: none"> Bishop's Stortford and Ware Museums to achieve Accreditation Ware Museum to improve customer care and security by reviewing its training for stewards and providing additional in-house training 	Heritage Officer	2008/09 COMPLETED Spring 2009
Host a Diversity Festival - develop arts project to engage diverse communities	<ul style="list-style-type: none"> Work with community groups to help facilitate a culturally diverse arts event 	<ul style="list-style-type: none"> Engagement with culturally diverse community groups Planning of culturally diverse Arts event as part of county wide project World Arts Platform (WAP) 	Arts Development Officer and Planning and Partnership Manager	Ongoing – (Sept 09 TBC)

Theme: Staying Safe				
Target/Objective	Actions	Outcomes	Lead Officer	Completion date
Safety & anti- bullying message wk with local theatres	<ul style="list-style-type: none"> Develop a joined up programme at Rhodes/ Castle Hall to include drama workshops, films and mixed media Creatively show young peoples concerns/views on bullying 	<ul style="list-style-type: none"> Signpost young people to relevant organisations/advice Use creative mediums to highlight young people concerns Interaction of different groups of young people to encourage team work/ anti bullying message 	Arts Development Officer	2009/2010

Theme: Making an Economic Contribution				
Target/Objective	Actions	Outcomes	Lead Officer	Completion date
Castle Hall	<ul style="list-style-type: none"> Major cultural hubs Develop programmes for new audiences Capital Refurbishment 	<ul style="list-style-type: none"> More joined up working – regional hub Greater use of building by the public, community groups & professional companies Increase cultural offer/Arts development work Develop and help preserve new work Up to date facilities – increase quality/scope of shows and community use Greater provision to enable more work to take place at the centre i.e Dance Studio More contemporary/visually exciting centre for local people to engage with a variety of art forms New business plan/contract in place 	Castle Hall Manager and Way Forward Group	<p>Ongoing – March 2009 & beyond</p> <p>Ongoing – March 2009 & beyond</p> <p>Review and progress reports to Community Scrutiny on 7/04/09</p>

		from January		
Support of contemporary artists through exhibitions and events Design East	<ul style="list-style-type: none"> To increase and expand opportunities for contemporary designers To provide opportunity for upcoming contemporary designers to exhibit, sell and commission work within the district Contemporary design network across the region to be set up To create a network that aligns arts with business opportunities. 	<ul style="list-style-type: none"> Contemporary design fair for cutting edge designers to exhibit and promote their work – regionally East Herts to lead this innovative new work. Website to be developed to showcase the work of the designers and to include a designer profile page. Online forum – created for designers to network, discuss ideas and opportunities. Regenerative impact of the creative industries. Development of event which supports arts and business and entrepreneurial culture 	Arts Development Officer	Ongoing Project complete in April 2009
(Stansted Innings Wetlands) Original action should have referred to the River Strot in Bishop's Stortford	British Waterways	Develop and enhance the Stort navigation	Head of Community & Cultural Services	Design guide published in March 2009
Updated council website	Information about local organisation			
Rhodes Arts Complex Way Forward	<ul style="list-style-type: none"> Continue to contribute in the group and capital development Sit on new Management Arts and Museum Committee 	<ul style="list-style-type: none"> Progress against Business Plan Contribute to arts ideas for Rhodes Complex. Generate ideas and promote joint working with arts projects going on in the district/county. Advise on current arts initiatives. 	Head of Community & Cultural Services Arts Development Officer	COMPLETED

Support Hertford Museum's development project	<ul style="list-style-type: none"> • Provide additional partnership capital funding of £55,000 to enable development project to proceed 	<ul style="list-style-type: none"> • Executive approves additional capital funding • Museum re-opens with new galleries, new education area and improved access 	Heritage Officer	May 2008  Spring 2010
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