

Select Committee on Regeneration Culture and Adult Education

13th September 2010

Joint Report of The Director of the Urban Environment and the Director of Adult Community and Housing Services

Heritage, Culture and Leisure Partnership Update

Purpose of Report

1. To outline the work undertaken by the Heritage Culture and Leisure Partnership (HCLP) in the 2009/10 financial year and planned activities for 2010-11.

Background

2. The Heritage Culture and Leisure Partnership (HCLP) is one of six thematic partnerships in the Local Strategic Partnership structure and is tasked to deliver against an agreed agenda with the strategic priority to ensure that Heritage and Culture of the Borough is preserved, developed and promoted for all and celebrated and used by all.
3. To support this aim the objectives and activities to deliver against it have been developed as part of the revised draft Cultural Strategy, currently out to consultation. This will inform the partnership's business plan which is also currently in development.
4. The key objectives of the HCLP are:-
 - To increase participation in leisure, recreational and cultural activities for learning, health improvement, socialising and personal growth.
 - To increase the number of people accessing up-to-date and co-ordinated information about recreational and cultural activities and venues
 - To increase the number of people having influence over the type and availability of recreational and cultural activities and venues
 - To protect, preserve and develop for appropriate use the unique heritage of the borough for this and future generations.
 - To increase the number of people celebrating and experiencing diverse traditions and cultural activities.
 - To increase the contribution of creative industries and the visitor economy to the economic regeneration of the borough.

- To maximise the number of people participating in 2012 Olympiad activities.

- 5. In addition to the above Leisure/Culture specific objectives the partnership also seeks to contribute towards wider partnership outcomes and cross cutting themes and oversee the development of the Leisure and Culture elements of the Next Generation Local Area agreement and monitor the delivery of key outcomes, namely:-
 - NI8 – Adult Participation in Sport and active recreation.

- 6. Key activities undertaken by HCLP during the 2009/10 municipal year were as follows:-
 - Production of draft revised Cultural Strategy
 - Established partnership structure with specific working groups identified to develop and performance manage (Appendix 1)
 - Played an active role in defining the scope and objectives of the Leisure and Culture theme of the revised Dudley Community Strategy 2005 – 2020
 - Liaised with the Museum Library and Archives and Sports England regional representatives.
 - Reviewed performance of the Next Generation Local Area Agreement (2008/09 to 2010/11) leisure and culture related National Indicators.
 - Reviewed progress in relation to the delivery of Healthy Towns and Free Swimming Programmes in the Borough and the impact of the investment in Health and Fitness facilities at the Borough's leisure centres.
 - Reviewed information and communications sources on leisure and culture activities and overseen the re-development of the Discover Dudley website.
 - Contributed to the development of the Supplementary Planning document for the Glass Quarter.
 - Monitored the impact of the ArtSPACE scheme in Dudley and considered proposals for further development opportunities in the Borough
 - Coordinated the boroughs' contribution to the Cultural Olympiad, in particular two successful bids for Dance projects that have resulted in events at Himley Hall in 2009 and 2010.
 - Contributed to the Building Schools for the Future bid .

- 7. Key Activities for 2010/11.

At its meeting held on 17 June 2010 the HCLP agreed the work programme for 2010/11 to include the following:-

- Finalisation of the Cultural Strategy following consultation and the production of a prioritised work programme for the next 3 years.
- Developing a Performance Management structure for the group which reflects the wide range of activity in the borough.
- Extend Heritage Culture and Leisure influence across the wider partnership and establish specific work plans with other partnerships within DCP
- Development and management of appropriate sub-groups to take responsibility for achieving HCLP objectives with a clear focus on outcomes.
- Increase community membership and attendance at HCLP or sub-group meetings.
- Undertake a wider stakeholder event during 2011.

Finance

8. There are no direct financial implications arising from this report.

Law

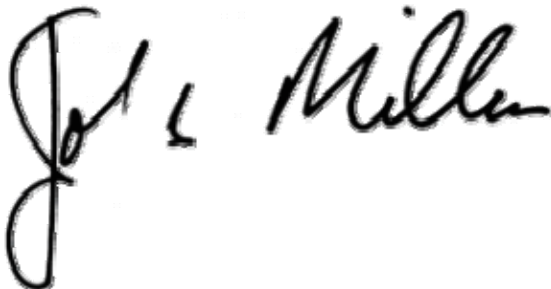
9. Section 2 of the Local Government Act 2000 empowers the Council to do anything which it considers is likely to promote or improve the economic, social or environmental well-being of its area.
10. Section 111 of the Local Government Act 1972 enables the Council to do anything which is calculated to facilitate or is conducive or incidental to the discharge of its statutory functions.

Equality Impact

11. There are no equality impact implications arising from this report.

Recommendations

12. To note the work undertaken by the HCLP during the period 2009/10.
13. To note the proposed activities of the HCLP during 2010/11 and where appropriate suggest additional areas via the Cabinet Member for Culture and Environment for HCLP members to consider.



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List of Background Papers