

<b>REPORT TO:</b>	<b>Cabinet 12 October 2009</b>
<b>AGENDA ITEM:</b>	<b>8</b>
<b>SUBJECT:</b>	<b>Croydon's Culture &amp; Sport Partnership Strategy 2009-2012</b>
<b>LEAD OFFICER:</b>	<b>Pauline Scott-Garrett, Director, Culture &amp; Sport</b>
<b>CABINET MEMBER:</b>	<b>Councillor Steve Hollands, Cabinet Member for Culture &amp; Sport</b>
<b>WARDS:</b>	<b>All</b>
<p><b>CORPORATE PRIORITY/POLICY CONTEXT:</b> The Culture and Sport Partnership strategy will contribute to the Local Strategic Partnership's priorities by ensuring good quality culture and sport provision in the borough, and choice and opportunity:</p> <ul style="list-style-type: none"> <li>• Safer, stronger and more sustainable communities</li> <li>• Achieving better outcomes for children and young people</li> <li>• Promoting economic growth and prosperity</li> <li>• Improving health and wellbeing</li> <li>• Improving the environment</li> <li>• Delivering high quality public services and improving value for money</li> </ul>	
<p><b>LAA TARGETS</b></p> <p>NI 1: People getting on well together (LAA)  NI 7: Environment for a thriving third sector (LAA)  NI 8: Participation in sport (LAA)  NI 11: Engagement in the arts (LAA)  NI 55: Obesity in primary school age children in Reception (LAA)  NI 111: First time entrants to the youth justice system (LAA)  NI 110: Young people's participation in positive activities (LAA)  NI 117: 16 to 18 year olds who are not in education, employment or training  NI 186: Per capita reduction in CO2 emissions in the LA area (LAA)  NI 195: Improved street and environmental cleanliness e.g. graffiti (LAA)  NI 175: Access to services/facilities by public transport, walking, cycling (LAA)  NI 197: Improved Local Biodiversity – proportion of Local Sites where positive conservation management has been or is being implemented</p> <p>L8: Satisfaction with local public services (LAA)  L9: Value for money local public services (LAA)</p>	
<p><b>FINANCIAL SUMMARY:</b></p> <p>This strategy does not have any direct financial implications.</p>	

**FORWARD PLAN KEY DECISION REFERENCE NO.: 858** This is a Key Decision as defined in the Council's Constitution. The decision may be implemented from 1300 hours on the 5<sup>th</sup> working day after it is made, unless the decision is referred to the Scrutiny & Overview Committee by the requisite number of Councillors.

**For general release**

**1. RECOMMENDATIONS**

1.1 That Cabinet agree the Culture & Sport Partnership Strategy 2009-2012 and Action Plans (both circulated separately).

**2. EXECUTIVE SUMMARY**

2.1 The Culture and Sport Partnership Strategy 2009 – 2012 will provide a framework for the Culture & Sport Partnership Board to improve the quality of sport and cultural provision and increase the numbers and diversity of people participating in Croydon. It sets out the strategic objectives for culture and sport over the next 3 years to support the Comprehensive Area Agreement, the delivery of the council's Corporate Plan, the Community Strategy, and the Local Area Agreement.

2.2 The key priorities for culture and sport in Croydon are closely aligned to the priorities of the Community Strategy:

- Create safer and happier individuals and communities that are sustainable through culture and sport
- Improve health and wellbeing through culture
- Inspire learning, talent and creativity in young people and children
- Promote economic growth, prosperity and aspiration through culture and sport
- Transform the environment and celebrate Croydon's identity and sense of place
- Deliver excellence in culture and sport that offers value for money and uses a range of delivery models

**3. DETAIL**

3.1 This strategy builds on the previous two strategies, 'All of Our Lives: Croydon's Cultural Strategy 2002-2005' and 'Be Inspired, Croydon's Cultural Strategy 2005-2008'.

3.2 Culture & Sport is one of several themed partnerships that are part of the Local Strategic Partnership. At its away day on 11 September 2008, the Cultural Partnership developed a shared aspiration for culture and agreed the priorities of the Culture & Sport Partnership Strategy as outlined in paragraph 2.2.

3.3 The strategy is aligned into the Imagine Croydon visioning exercise, designed to get local people to tell us what they think about Croydon to develop a 30 year

vision for the borough.

3.4 The strategy is closely aligned to the Local Development Framework which sets out the spatial vision and strategy for the borough. This supports many of the priorities within strategy document, including increasing ambition for young people, improving leisure and library facilities, building on the reputation of Fairfield Halls, and changing the image of Croydon.

3.5 The strategy sets out how the 6 priorities will be addressed and includes background information and a set of 12 action plans for delivery. There will be a dedicated working group formed for each of the delivery plans responsible to the Culture and Sport Partnership Board. The working groups will develop, implement and monitor the action plans.

3.6 The 12 Action Plans are:

**1. Wish You Were Here**

1000 high quality arts and culture events a year up to 2012 for all the community. Croydon's links to the metropolis of London's cultural and sport offer.

**2. Developing Croydon's Cultural Capital - Participation**

Facilities at the heart of the community promoting and enabling local participation and community learning including Thornton Heath Library.

**3. Animating Croydon**

A strategy for animating public space in Croydon, including Visiting Arts' international "One Mile Squared" project in central Croydon.

**4. Healthy Living**

Promoting healthy living, behavioural change to reduce obesity and smoking rates, increase sport participation, physical activity and healthier eating.

**5. Fresh Minds and Loops**

Year round programme of cultural and learning activity for young people

**6. Croydon Theatre Consortium**

Theatre partnership with Fairfield Halls to share resources, programming and creativity, and develop audiences. Develop cultural facilities in the town centre to improve the night time offer.

**7. Towards 2012**

Promoting sport and physical activity and Croydon as a destination, including Pre Games Training Camps, promoting excellence in our priority sports including basketball, and physical activities.

**8. Developing Croydon's Cultural Capital – the place**

New cultural facilities provision through joint planning with other services – linking new and extended schools, leisure, libraries, green spaces, district centre regeneration and the regeneration of Croydon Town Centre to enhance the borough as a centre for culture.

### **9. Parks to be Proud of**

A new approach to improving our parks and green spaces in order to increase public satisfaction.

### **10. Croydon's Hidden Treasures**

A new public access archive, history centre and exploratory for Croydon and South London.

### **11. Croydon's Cultural Champions**

Local network of providers that can support their own local community needs in sport or culture e.g. Culture & Sport Partnership, CSPAN

### **12. Croydon's Got Creative Talent**

A creative and cultural skills programme with schools, colleges, the BRIT School, and other partners in theatre production, arts & crafts, event management.

3.7 Although the strategy and the action plans contribute to a range of LAA targets (outlined in the LAA Targets section) there are two specific LAA targets each of which is linked to a specific community strategy priority, that the Culture & Sport Partnership Strategy will enable the delivery of:

- **NI 11 – Engagement in the Arts** (providing better cultural and leisure opportunities)
- **NI 8 – Adult participation in sport** (Increase life expectancy in the borough)

These targets are measured through an annual Active People's survey. Local targets have been developed to support the annual survey. Delivery plans are in place and are monitored on a quarterly basis. The action plans will be integrated into the delivery plans of these and other LAA target delivery plans.

3.8 The strategy will be delivered and monitored through the Culture & Sport Partnership Board and reported back to the Local Strategic Partnership. Membership of the board is linked to the delivery of the LAA targets and the 12 action plans within the strategy. The council's Cabinet Member for Culture and Sport will chair the board meetings

3.9 Reporting to the Culture & Sport Partnership Board will be an Executive Group which is responsible for the implementation of the strategy and the delivery of the LAA targets. The 12 action plan working groups will report to the Executive on the progress and delivery of the action plans and targets.

## **4. CONSULTATION**

The development of the Culture & Sport Partnership Strategy has been informed through discussion with partners, stakeholders, the Culture & Sport Partnership Board, and by direct feedback from the public. The strategy has also been subject to consultation with an extensive range of service providers, customers, the Equalities & Cohesion Board, other LSP theme groups, and a wide range of groups and forums, all of which have helped to shape the strategy and the action plans. A consultation summary is contained within the strategy document. The strategy was approved by the LSP Board on 1 October 2009.

## 5. FINANCIAL AND RISK CONSIDERATIONS

### 1 Revenue and Capital consequences of report recommendations

	Medium Term Financial Strategy		
	2009/10	2010/11	2011/12
	£'000	£'000	£'000
<b>Revenue Budget</b>	0	0	0
<b>Capital budget</b>	0		
<b>Total</b>	0		

### 2 The effect of the decision

There are no direct financial implications. Any developments, in line with this strategy, with financial implications will be reported separately and in detail, to be progressed only when funding has been identified and they are ready to go forward.

### 3 Risks

Implementation of the strategy action plan will rely on funding being available and planned in budgets. Risks associated with individual elements of the action plan will be identified as part of managing the implementation of the plans.

### 4. Options

The only option is not to adopt the strategy

### 5. Savings/ future efficiencies

There are none identified at this stage.

(Approved by Tim Flood, Principal Accountant, Community Services Department)

## 6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

6.1 The Solicitor to the Council comments that there are no direct legal considerations arising from this report.

(Approved by: Jessica Stockton, Corporate Solicitor on behalf of the Director of Democratic & Legal Services, Solicitor to the Council and Monitoring Officer)

## 7. HUMAN RESOURCES IMPACT

7.1 There are no direct Human Resources considerations arising from this report.

7.2 The benefits for Croydon residents outlined in the report will also benefit a majority of the council's staff, where they are living in the borough.

(Approved by: Robert Laban, head of HR consultancy, on behalf of the director, Human Resources & Organisational Development)

## **8. CUSTOMER IMPACT**

The importance of being able to offer value for money and choice to customers who live, visit and work in the borough is vital. The Culture and Sport Partnership Strategy will drive this agenda and one of the key priorities is to deliver excellence in culture and sport that offers value for money and uses a range of delivery models, and provides choice and opportunities.

## **9. EQUALITIES IMPACT ASSESSMENT**

An equalities impact assessment has been completed.

## **10. ENVIRONMENTAL AND DESIGN IMPACT**

It will be important to ensure that any improvement or developments that are identified through the strategy are viable from a planning and urban design perspective, so they conform to the overall guidelines within the Local Development Framework.

## **11. CRIME & DISORDER REDUCTION IMPACT**

The strategy will deliver on national indicator targets linked to Crime & Disorder including:

- NI 1: People getting on well together
- NI 111: First time entrants to the youth justice system
- NI 110: Young people participating in positive activities
- NI 117: 16 – 18 year olds who are not in education, employment or training
- NI 195: Improved street and environmental cleanliness e.g. graffiti

The strategy contains actions to improve and widen the culture and sport offer within the borough to offer more choice for our communities including targeted work such as increasing positive activities for young people. This aims to reduce in crime and disorder including anti-social behaviour i.e. the Kickz project. Other actions will help create safer places for people including Animating Croydon and Parks to be Proud Of.

## **12. RISK ASSESSMENT**

The Culture and Sport Partnership will be responsible for the risk management of the strategy and will be included in the Risk Register for the Partnership.

The risk register is reviewed on a quarterly basis and highlights the risks, the impact of those risks and existing and future controls. The action plans within the Culture & Sport Partnership Strategy will help mitigate the risks for the Culture and Sport Partnership Board.

**13. FREEDOM OF INFORMATION/DATA PROTECTION CONSIDERATIONS**

The Culture & Sport Partnership Strategy will be accessible as part of the Councils Publication Scheme maintained under the Freedom of Information Act.

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**BACKGROUND DOCUMENTS:** none