

APPENDIX 1 – The Action Plan

The Cultural Strategy will be delivered through the co-ordination and refocusing of resources within local government and the private and voluntary sector. The Shropshire and Telford & Wrekin Cultural Consortium will monitor the delivery of the Cultural Strategy action plan and advocate for the cultural sector regionally and nationally. The Consortium will represent the sub-regions in funding bids to regional and national funding opportunities.

This strategy recognises that there is already a significant amount of cultural provision, activity and engagement in both Shropshire and Telford & Wrekin. It also recognises that there are different strengths and weaknesses in culture in the two areas, therefore a different action plan has been developed for each area. The action plans are a broad framework of new activities planned to deliver against the objectives of the new strategy. Shropshire and Telford and Wrekin Councils will work together with the private and voluntary sectors to develop a more detailed action plan including timescales.

The model below illustrates some of the key cultural providers within Shropshire and Telford & Wrekin and key strategies that will continue to be involved in delivering culture and achieving the aims of the Cultural Strategy in each area.

Seven key themes have emerged from the consultation and our action plans are affiliated with these objectives:

1. Improve health and wellbeing
2. Think Green and Live Green
3. Provide cultural and creative learning
4. Achieve regeneration and economic sustainability
5. Build on our sense of place and sense of identity
6. Connect people, places and organisations
7. Prove the value of culture.

1.1 Areas for Development – Telford & Wrekin

The below areas for development were drawn up following a scoping activity that identified the level of current activity within the Telford & Wrekin sub-region that contributed to each of the new cultural strategy's aims. The areas for development have been identified where there are currently low levels of activity contributing to the cultural strategy's strategies and objectives.

1.1.1 Aim 1: Improve health & wellbeing

Action	Driver / responsible officers / stakeholder	Time-scale
Broaden the definition of culture: Position Paper to be issued to key stakeholders and partners	Cultural Consortium	Sept 2010
List of principles to act as foundations of strategy	Cultural Consortium	March 2011
Support the grassroots: Development of strategy to support Grassroots volunteers in leisure and culture	Shared Leisure Commissioner / Culture Commissioner	March 2014
Work with National Governing Bodies of Sport to improve the capacity of sports clubs and enable them to cater for adult returners / beginners	Energize STW, working with partners	From Jan 2010

1.1.2 Aim 2: Think Green, Live Green

Action	Driver / responsible officers / stakeholder	Time-scale
Reduce environmental impact of culture: Appoint an environmental champion to work with cultural providers	Cultural Consortium	March 2011
Celebrate & use green environment: Development of the Playbuilder Programme and more informal play areas	Parks & Recreation	Ongoing
Work closely with planning authorities to ensure that NICE guidance (on cost-effectiveness of promoting an active environment) is utilised within the built environment	Shropshire Physical Activity Alliance and Telford & Wrekin Physical Activity & Sport Board	From Jan 2010

1.1.3 Aim 3: Provide cultural and creative learning

Action	Driver / responsible officers / stakeholder	Time-scale
Learning outside the classroom: Develop closer links between learning outside the classroom initiatives and children and young people's services	Telford & Wrekin Council Creative Arts Team in Children & Young People's Service	Ongoing
Positive activities for young people: Launch an advocacy campaign for Creative Arts Team Children and Young People	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	March 2012
Developing a sports coaching network for Shropshire and Telford & Wrekin	Energize STW, working with partners	Begin work April 2010
Co-ordinate the community delivery of a '5-hour sporting offer' for children and young people	Telford & Wrekin Council Energize STW, working with partners	From Jan 2010
Work with wider third sector and volunteering agencies to promote volunteering within sport and physical activity	Shropshire Physical Activity Alliance and Telford & Wrekin Physical Activity & Sport Board	From Jan 2010

1.1.4 Aim 4: Achieve regeneration and economic sustainability

Action	Driver / responsible officers / stakeholder	Time-scale
Culture- <i>in</i> regeneration: Develop a public art strategy	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	March 2012
Culture- <i>in</i> regeneration:	Telford & Wrekin	Ongoing

strengthening culture within priority planning around public realm and regeneration	Council Commissioner for Arts, Culture and Public Information	
Places to consume culture: Supporting the Southwater Development and forging links with its visual arts, media and learning centre	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	March 2014
Places to consume culture: Further facilitating sport and learning communities by increased number of sports and multi-use / community-led venues building on the success of developments such as the Tennis Centre at Hadley	Telford & Wrekin Council Leisure Commissioner	March 2014
Places to grow cultural businesses: Continuing to support cultural businesses and reviewing the need for further demand and skills development via a joint scoping study across Shropshire and Telford & Wrekin	Telford & Wrekin Council Economic Regeneration and Commissioner for Arts, Culture and Public Information	March 2012
Cultural inspiration in work: Explore the potential positive contributions of cultural activity to the local workforce and develop appropriately	Cultural Consortium	March 2012
Develop and delivery against Telford & Wrekin's Sports Facilities Strategy	Telford & Wrekin Council	March 2014
Develop and delivery against the Telford & Wrekin Playing Pitch Strategy	Telford & Wrekin Council	March 2014

1.1.5 Aim 5: Build on our sense of place and sense of identity

Action	Driver / responsible	Time-
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	officers / stakeholder	scale
Telford night-out offer: Develop Telford's night-out offer within the context of the Southwater Development	Telford & Wrekin Council Economic Regeneration and Commissioner for Arts, Culture and Public Information	
Events & festivals: Sustain existing events and develop future events and festivals	Telford & Wrekin Council Arts Development Team	Ongoing
Celebrate who and where we are: Building on the work to broaden the definition of culture, develop a cultural advocacy campaign to raise awareness of culture: 'this is culture', 'have a go!' (c.f Objective 6)	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	March 2012
Identify local priority sports and opportunities that are aligned with aspirations of National Governing Bodies of Sport – as listed within STW Sports Facility Framework	Energize STW, with partners	From Feb 2010
Recognise advocate for and support the contribution of cultural activities to achieving NI 5, overall / general satisfaction with local area	Arts & Culture Development with other Council Services	Ongoing

1.1.6 Aim 6: Connect people, places and organisations

Action	Driver / responsible officers / stakeholder	Time-scale
Dedicated young people's information: Development of a	Telford & Wrekin Council	March 2014

One-Stop Shop for Information, with a particular focus on youth provision	Creative Arts Team and Integrated Youth Arts Teams in Children & Young People's Service	
One-Stop information shop: Investigate linking information sources and how best to connect to Shropshire	Telford & Wrekin Council Public Information Office	March 2014
Assess and develop how the Cultural Consortium promotes strategic partnership working and more effective networking within the private and third sectors, and how this is integrated within the Local Authorities	Cultural Consortium	March 2012
Sharing knowledge of good practice: Exploring the most effective way of sharing knowledge of good practise	Cultural Consortium	March 2012
Cultural producers / workers networks / database: Develop the network, hold networking meetings to support the database and create opportunities	Telford & Wrekin Council Arts Development	Sept 2010
Develop cultural tourism offer: Build on the full range of the cultural offer within the sub-regions; explore the potential for more 'packaging-up'; and develop a more active relationship with the Destination Management Partnership in order to embed cultural tourism within their priorities	Cultural Consortium	March 2014
Improve local networking opportunities amongst organisations interested in	Energize STW	By March 2011

increasing participation in sport and physical activity		
Work with local media and providers to identify ways of co-ordinating public information about sport / physical activity opportunities	Energize STW	From Jan 2010
Encourage a greater level of joined-up working between Shropshire and Telford & Wrekin Councils	Shropshire Council and Telford & Wrekin Council	Ongoing
Join up people: Recognise advocate for and support the contribution of cultural activities to achieving NI 1, the percentage of people who believe people from different backgrounds get on well together in their local area	Arts & Culture Development with other Council Services	Ongoing

1.1.7 Aim 7: Prove the value of culture

Action	Driver / responsible officers / stakeholder	Time-scale
Evidence value of culture: Work towards developing evaluation tools and embed these within activities	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	March 2014
Cultural Champions: Develop Cultural Champions at a senior level within Telford and Wrekin Council who will generate and disperse evidence proving the value of culture	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	March 2014
Cultural Champions: Explored the potential for developing and supporting Cultural Champions within the wider community	Cultural Consortium	March 2014

Cultural democracy: Ensuring that public consultation is facilitated regularly, particularly in relation to the key actions of the Cultural Strategy's Action Plan	Telford & Wrekin Council Commissioner for Arts, Culture and Public Information	Ongoing
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