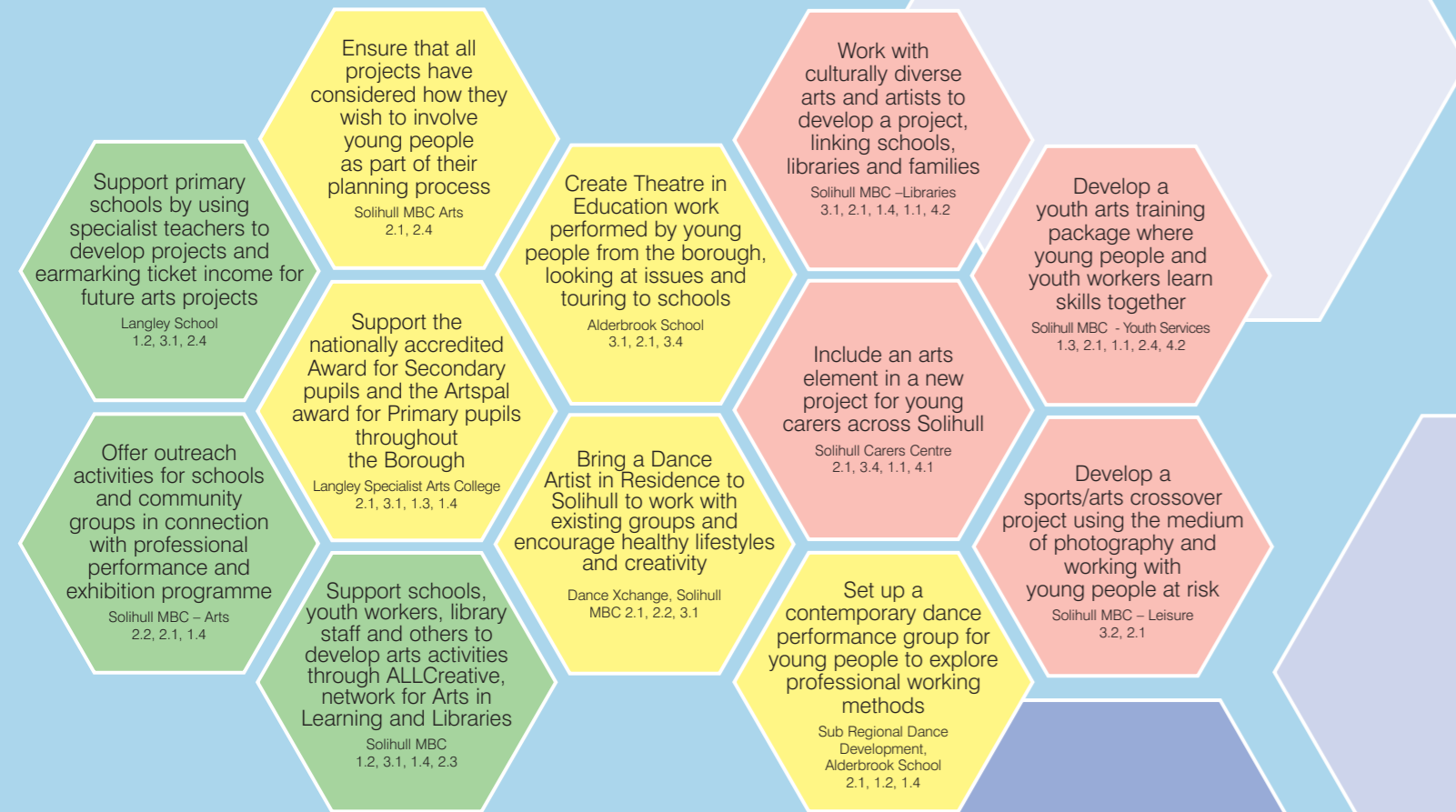


Young People

All these actions relate to our theme of ensuring we understand and respond to the needs of young people, making sure that when projects are planned for young people they have been designed for, or with them, in an appropriate way. It is also about increasing the available provision for young people, and ensuring it is of good quality. The actions include self-esteem and educational attainment benefits and initiatives to tackle anti-social behaviour.



Working with Local Societies and Voluntary Organisations

These actions are about our support to local arts societies and other voluntary groups who might want to develop arts activities. It is a key area in the strategic priority of promoting arts as a leisure activity, and links in to many of the other objectives.



- Actions already in place at January 2006
- Actions that will take 1-3 years to finalise partnerships, funding and implement
- Actions that require further development to attract funding and will take 1-5 years to deliver

A Sustainable Future for the Arts

These actions are crucial to making arts in the borough sustainable. Many of them will also deliver on other strategic priorities, particularly promoting arts as a leisure activity.



Arts in regeneration and improving the environment

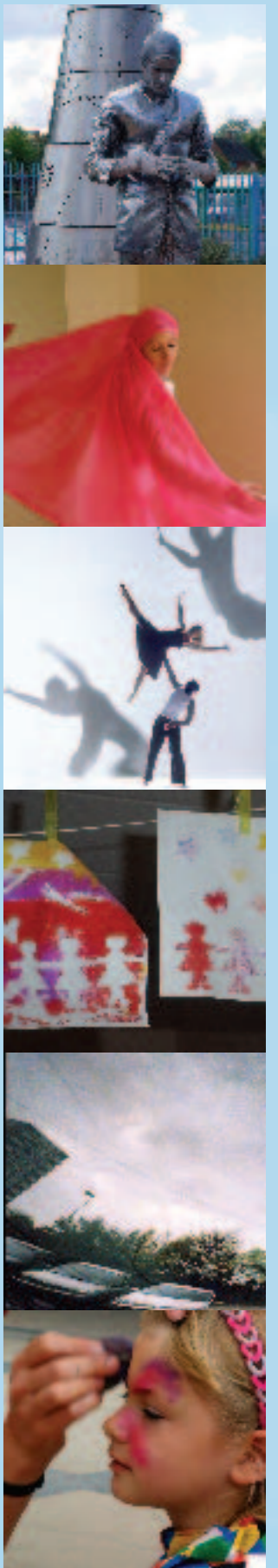
These relate to the strategic priority around regeneration, and to one of the objectives in tackling wider issues. They also frequently tackle other objectives at the same time as their primary objectives, particularly around working towards a sustainable future for the arts.



Taking Arts Forward

A Strategy for the Arts in Solihull 2005-2010
www.solihull.gov.uk

“We want to invest in a strong future for the Arts which will help us become a borough where well being, pride and quality of life is enjoyed by all”...



OUR AMBITION FOR THE ARTS

To invest in a strong future for the Arts which will help us become a borough where well being, pride and quality of life is enjoyed by all.

Our ambition is based on the following statements:

- Arts activities make an essential contribution to communities, offering enjoyment, empowerment and personal development through creative experience.
- Arts activities have an important role to play in tackling many issues: education; economic development; anti-social behaviour; inclusion; health; lifelong learning; environment and regeneration.

Throughout this strategy, arts refers to a creative experience that concerns any art form including music, drama, dance, street theatre, painting, sculpture, photography, creative writing, poetry, crafts, film, video, digital media and information technology. The arts involve people as an audience and as participants, covering all styles and preferences, paid or voluntary and in any spaces.

Taking Arts Forward is the strategy which will help achieve that ambition. The Strategy has been prepared by taking the best of "A Strategy for the Arts", written in 2000, and making it relevant to the Metropolitan Borough of Solihull for 2005 – 2010. It takes into account the Council's Objectives, and Step Change Improvement Priorities, and a recent Audit Commission assessment of Cultural Services in Solihull.

It responds to changing local needs and desires, identified through the Local Strategic Partnership, through the Leisure and Culture Strategy, and through a range of consultations carried out in 2004 and 2005. Finally it responds to national agendas for the arts, and key national strategies for wider issues including Every Child Matters, Culture at the Heart of Regeneration and most recently Youth Matters. These links will put us in a position to make the most of all the opportunities available to Solihull and its residents.

THEMES

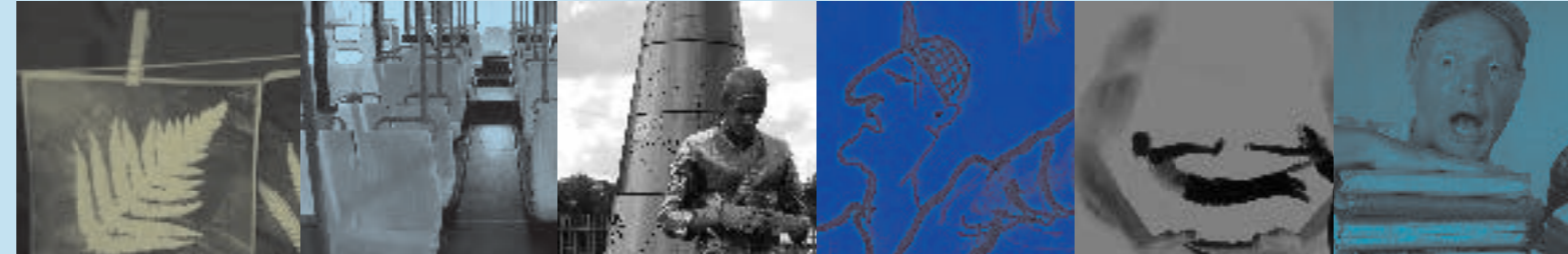
Access	Working to break down all barriers to participation
Diversity	Reflecting the diverse cultures of Solihull and promoting the unique identity of the area
Young People	Ensuring we understand and respond to their needs
Partnership	A Strategy for the whole borough, not just the council, by working together we achieve more

Four themes will be reflected throughout the work of all partners. These themes underpin the four strategic priorities. Each priority has a set of objectives which must be tackled to achieve our ambition for the borough.

PRIORITY 1 ENSURING A SUSTAINABLE FUTURE FOR THE ARTS IN SOLIHULL

Since the development of its first arts strategy, Solihull has developed some very exciting arts projects involving a wide range of partners. The key to further development is ensuring sustainability for these, and further levels of activity.

- 1.1. Maximise sustainable funding available to the arts from internal, external and partnership sources
- 1.2. Develop a stronger infrastructure for the arts through networks, better communication, and by supporting key organisations
- 1.3. Ensure appropriate skills are available for running and delivering projects by addressing training needs
- 1.4. Work to raise the profile of arts activity in the borough
- 1.5. Improve our understanding of whether we are achieving our ambition through better data capture, evaluation, performance management and benchmarking



PRIORITY 2 PROMOTING ARTS AS A LEISURE ACTIVITY

Our quick poll showed that arts as a leisure activity was a high priority for residents. A good range of leisure opportunities also provides a good base from which to address other issues.

- 2.1. Develop programmes that respond to the needs of young people
- 2.2. Continue to develop Solihull Arts Complex and other venues as a leisure resource for the whole borough and its visitors
- 2.3. Work with local societies and voluntary organisations, supporting them to deliver high quality and accessible opportunities
- 2.4. Ensure quality and equality of opportunity for audiences and for those taking part

PRIORITY 3 USING ARTS AS A MEANS TO TACKLE WIDER ISSUES

The numerous areas where arts development makes an impact cannot be tackled all at once. By focusing on anti-social behaviour, public art and educational attainment and self esteem, resources will be targeted to deliver a few things well. Further areas of work will be highlighted, so that as these first areas become established we can move forward to tackle other issues.

- 3.1 Build on current successes showing how arts can contribute to self-esteem and educational attainment
- 3.2 Develop pilot projects to explore arts as a means of addressing anti-social behaviour
- 3.3 Support public art schemes with appropriate community involvement programmes
- 3.4 Explore how arts can contribute to further agendas. i.e. health, environmental awareness, fear of crime reduction, older people's activities

PRIORITY 4 PUTTING ARTS AT THE HEART OF REGENERATION

Regeneration is an important focus for Solihull over the next 15 years. Nationally it is agreed that those regeneration programmes which succeed best have a strong cultural element. This theme recognises the importance of pride and identity to any community, and the fact that the arts have a role to play in generating that pride.

- 4.1 Identify opportunities for arts to contribute to community involvement and consultation
- 4.2 Develop schemes which use the arts for skills development and lifelong learning
- 4.3 Explore opportunities for arts and crafts business based economic development

COUNCIL OBJECTIVES

C01 A Brighter Future for Our Children	C04 Treating People as Individuals within a Diverse Community
C02 Improving the Quality of Life	C05 Good Value Services
C03 Closing the Gap of Inequality	

The council recognises that the opportunity to participate in and watch arts activities, and to benefit from an artistic approach to design and the environment are key elements that contribute to the quality of life of the borough. The overall strategy then contributes to the council objective relating to quality of life. Furthermore, specific strategy objectives and actions focus on using the arts to deliver improvements such as better public open space, or combatting anti-social behaviour, contributing to the quality of life of the borough in this way.

Both our theme of valuing young people's needs, and several key objectives (2.1, 3.1, 3.2, 4.2) across the strategic priorities relate to securing a brighter future for children and young people.

Implementing a focus on access and diversity across our work will mean that the service contributes to council objectives regarding the gap of inequality and treating people as individuals within a diverse community. Additionally key objectives (4.1, 3.3, 3.4, 1.3, 2.3, 2.4) relate directly to these areas as do several individual actions in the action plan.

Finally, with a focus on sustainability, all objectives under the priority 1 - a Sustainable Future for the Arts - relate to delivering good value services.

TARGETS

To mark progress towards our objectives five headline targets have been identified that will be reported on our website. The first set of targets, to be measured over the next few years, will track our success at achieving our ambition

- Increase percentage of audiences at Solihull Arts Complex expressing over all satisfaction with their visit from 82% to 87% by 06/07
- Increase percentage of borough residents surveyed expressing satisfaction with access to arts in the borough from 68% to 80% by 2010
- Increase percentage of participants in projects expressing a quality of life benefit gained (i.e. increased confidence, new skill) with the first measurement in 06
- Increase percentage of young people surveyed taking part regularly in a group arts activity outside school time at age 14 from 45% to 60% by 2008
- Raise at least £100k per year from external sources to support arts activities in the borough

THE ACTION PLAN...

There is a great deal to be tackled, and many partners involved. This action plan details all the planned **new or more developed** actions. It does not detail the ongoing work of the borough's schools, youth clubs, local societies, libraries, adult education classes, arts complex, park rangers and other groups or individuals which contribute to the already vibrant creative culture of the borough. However, we recognise the importance of ensuring that these activities continue, and the document does highlight some new plans to support and enhance this important work.

This action plan is for information, to indicate what changes are going to happen as a result of this strategy. It explains the main thrust of each action, and the lead organisation or area of the council taking it forward. It colour codes the actions. Those that are green are in place, resourced, and underway at the launch of the strategy. Those that are yellow/amber are well planned, and require good partnership working and finalising of resources to ensure that they are delivered over the next 1-3 years. Orange/red actions are being developed between partners, need to draw down resources from a range of sources, and may take place over the next 1-5 years.

The actions are laid out in the areas of interest that have emerged during consultation, making it easier for people to find the information they are interested in. Their links to the strategic priorities – which reflect national as well as local agendas are indicated by the numbers displayed alongside each action.

Two key actions underpin all the others as they are to be carried out during the development of every other action point. They are the responsibility of all partners involved.



These actions relate to our themes of Access and Diversity. Considering access ensures we explore issues such as welcome and ease of participation for people with disabilities, transport access and rural exclusion, appropriate costs for services, social and cultural exclusion. Diversity means valuing old and new traditions such as canal boat painting and youth culture such as rap music, as well as exploring the artistic heritage of ethnic and other minority communities in the borough and beyond.

If you or someone you know requires this document in large print, an alternative format or other language please call 0121 704 8138