

BOLSOVER DISTRICT COUNCIL

**Arts Development &
Public Art Strategy
2016 – 2020**



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THE CHANGING CULTURAL LANDSCAPE

“ We fund arts and culture because it has a unique ability to fire our imaginations, to inspire and entertain us. The contribution culture makes to our quality of life, as a society and as individuals, will always be our primary concern.

‘But at a time when public finances are under such pressure, it is also right to examine all the benefits that investment in arts and culture can bring – and to consider how we can make the most effective use of that contribution.

Alan Davey, former Chief Executive, Arts Council England

An independent report entitled *The contribution of the arts and culture to the national economy*, was commissioned by the Arts Council and conducted by the Centre for Economics and Business Research. The key findings of the report include:

- arts and culture make up 0.4 per cent of GDP – a significant return on the less than 0.1 per cent of government spending invested in the sector
- arts and culture is a sector of significant scale with a turnover of £12.4 billion and a (GVA)Gross Value Added of £5.9 billion in 2011
- arts and culture generate more per pound invested than the health, wholesale and retail, and professional and business services sectors
- the arts and culture sector provides 0.45 per cent of total UK employment and 0.48 per cent of total employment in England
- at least £856 million per annum of spending by tourists visiting the UK can be attributed directly to arts and culture
- the economic contribution of the arts and cultural sector has grown since 2008, despite the UK economy as a whole remaining below its output level before the global financial crisis.

Whilst the case for leisure, culture and the arts is widely appreciated and understood, it is no longer about whether it is ‘valuable’ to our society. Recent research shows that every £1 spent by local authorities on arts service, from grant aid and partnership working brings in £4.04 of additional funding (Arts Development UK local authority spending survey 2013).

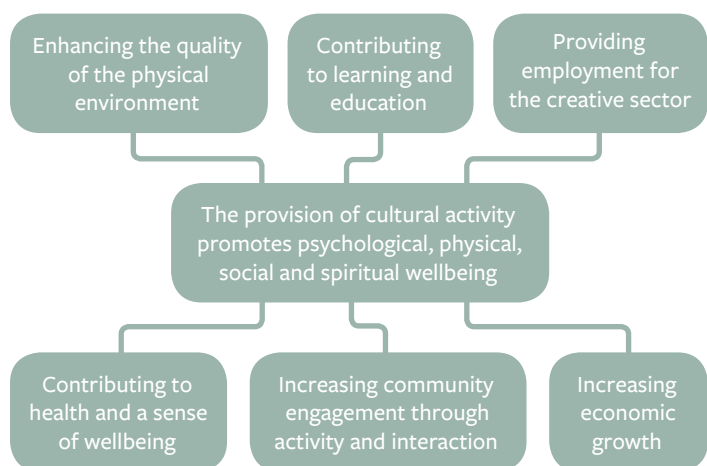
The production of this new strategy will give us an opportunity to not only develop arts and cultural activity throughout the district, but also cultivate awareness amongst our communities of what role the arts and cultural activities play in our society and why they are so important.

ART, HEALTH AND WELLBEING

The Health and Social Care Act 2012 conferred new duties on local authorities to improve outcomes across a range of public health issues for their local populations. Local authorities now hold responsibility, supported by ring-fenced budgets, for commissioning and delivering services in a broad range of areas including sexual health, alcohol and drug misuse services. The transfer of responsibility for local health improvement from the NHS (PCTs) to local authorities will offer the opportunity for arts and public health to work together.

Health is at the heart of many of our programmes within Leisure Services as would be expected, choosing a healthy lifestyle, rather than dealing with illness reactively involves many partners and is seen as a more 'global' or 'universal' approach to improving health in the longer term. This strategy presents us with an opportunity to utilise the arts to engage with those who we are not currently reaching through our current portfolio of health promotion. Arts involvement can play a significant role in the creative development of communities with regard to their own physical fitness and health.

IMPACTS OF THE PROVISION OF CULTURAL ACTIVITY:



'Social Capital' is a term that has been around for many years, however recently much emphasis has been placed on its value. Art generally has the potential to improve, increase and support the development of social capital by bonding similar people and providing a bridge between diverse people and groups within communities.

THE IMPLEMENTATION OF PUBLIC ART AND THE PLANNING PROCESS

Bolsover District Council have certainly for the last seven years, approached the concept, creation and delivery of public arts projects in a very innovative and strategic way achieving in many instances very unique arts projects that have received critical acclaim.

The innovative use of Public Art may include:

- landmark design to help create identity for the place
- build upon or interpret an aspect of the sites history
- improve legibility or movement around the new area
- to act as a focus or activity for a new community
- even to help 'sell' the benefits of the development to the wider community



CASE STUDY – ARTIST AND COMMUNITY INVOLVEMENT

CABOT CIRCUS – PUBLIC ART PROGRAMME IN BRISTOL

Cabot Circus was a £520 million mixed-use development of buildings, streets and cityscape on a thirty six acre site in the centre of Bristol. Some fifteen years in planning, the creation of a major new retail and leisure destination to regenerate the dilapidated Broadmead area was achieved by way of a joint venture between property development companies, called the Bristol Alliance. InSite Arts worked with the Alliance on the planning and delivery of an extensive public art programme, involving the commissioning of both temporary and permanent artworks over a period of seven years leading up to Cabot Circus' opening.

With a direct arts investment of £2 million, and influencing around £20 million of the overall development spend, it was one of the largest and most diverse public art programmes of its kind in Europe. The project highlighted the need for early intervention and continuous involvement in the development if the artworks are to be fully embedded in the scheme.

It challenged some of the traditional assumptions about community involvement in public art, showing that artists can imaginatively engage with a wide range of groups, for example the large workforce on site during the development, in this case a culturally diverse community of local people and workers drawn from around the world. Each piece of work, conceived as an integral part of the scheme design, involved the artists working alongside the scheme's architects, planners, engineers and contractors.

Above: The central roof at Cabot Circus created through a collaboration between artist Nayan Kulkarni and architects Chapman Taylor. Photo: InSite Arts

Right: Timorous Beasties' sandblasted 'wallpaper' on the side of the main building elevations on Bond Street. Photo: InSite Arts



PUBLIC ART AND THE PLANNING PROCESS

When new developments are formed, familiar streets, places and landscapes change. There is a risk that the local identity which has been formed over many years will be lost or diluted due to the almost 'express' way in which our settlements form these days. This is emphasised when new shops, layouts and houses appear to be identical to those in neighbouring towns. Public art when used well can be used to lessen this effect and make local culture, heritage and diversity stand out – all of which helps create a 'sense of place'.

In tandem with these areas of development, public art can improve the connectivity of the settlement and its interrelationship with the rest of the area. An example of this could be green routes that we are encouraging people to use for both recreation and daily routine, by adding value to the routes by improving and providing landmarks, way markers, stopping and resting places, interesting viewpoints, bridges, or spaces that celebrate the surrounding area. More fundamentally public art can be used to improve the awareness of the green routes through the engagement of local communities in the development process.

Lively, pleasant, attractive and well planned public places and routes encourage participation in healthy outdoor activities, which in turn increases health and a feeling of well-being. Public art can contribute to this, both on an aesthetic level adding to the attractiveness and interest of a place and on a functional level by increasing a feeling of safety and security, making spaces easier to navigate and providing places where people want to go to meet.

Bolsover District Council has been very successful in using Public Art for community engagement, one example being the nationally acclaimed Clowne Intergenerational Project which involved the Halle Orchestra. Public art projects can celebrate cultural identity, challenge accepted conventions, explore the social and cultural aspirations of a particular area and bring together sectors of the community that may otherwise rarely interact.

Public Art can help to reclaim and positively improve or bring back into use abandoned or 'no go' areas which blight some of our settlements. We can encourage community involvement, as part of the development process of creating public art, this is a proven way of enabling communities to have a say and shape their environment, informing or educating people about a variety of issues, facilitating change in a given environment, encouraging community development and engaging with hard to reach groups. This involvement in artwork creation increases ownership, community policing and pride in the community itself.

It is also widely recorded that good quality, attractive buildings and public spaces play a key role in urban and rural regeneration attracting residential and business occupiers, creating employment, introducing new skills and in turn increasing property and land values.

CASE STUDY – DESIGNING FOR REGENERATION

RENAISSANCE IN BIRMINGHAM

Through implementing a design strategy, Birmingham has completed an urban renaissance. The strategy has also shown how squares can be used to market a city, and to increase its standing within the international marketplace. The change in the city's fortunes indicates the importance of urban design for regeneration.

Victoria Square demonstrates how local authorities can design and develop squares when there is clear leadership, vision, and cross-departmental working practices. Inspired by the principles in the City Centre Design Strategy, the transformation of Victoria Square began with a brief produced by the council's City Centre Planning Team. This provided a vision for a prestigious, pedestrianised civic square. The requirements of the brief have been implemented through cooperation between various teams within the city council. The council's Landscape Practice Group managed the detailed design, while the City Engineer's department undertook contracting and site management.

A public art adviser was appointed to produce a coordinating strategy for new commissions, and a lead artist was appointed to develop a unifying artistic concept, which was to become the 'river' group. The public art has been designed and positioned to support human interaction, and people can often be seen climbing, sitting, or propping themselves up on the artworks.

Above: Iron Man by Antony Gormley

Right: The River by Dhruva Mistry



KEY PROJECTS AND PARTNERS

PUBLIC ART

The most successful schemes are usually those where the artist has been involved from the earliest stages of the development. In these cases the work of art is fully integrated into the development and makes a positive contribution to the quality of both the site itself and the wider area. There have been some major pieces of public art produced in the past seven years. These include:-

- Mining Artwork, Hilcote
- Barlborough Bear, Barlborough
- Flock and Shoal, Castlewood Development, Pinxton
- The Clock, South Normanton
- Creswell Roots, Creswell
- Dragonfly, Poulter Country Park
- Strata, Creswell Craggs Museum & Heritage Centre
- The Pin Hole Wall, Creswell Craggs Museum & Heritage Centre

CASE STUDY - COMMUNITY INVOLVEMENT



CRESWELL ROOTS STONE SCULPTURE

Derbyshire artist, Amanda Wray worked with Creswell Local History Group, Creswell Infant and Creswell Junior schools. Then over 1,400 young people were invited to Creswell Craggs to learn about the crags, and through creative arts experiences produced some drawings and ideas that could be carved onto the stone artwork. The artwork gives a pictorial representation of Creswell's past and present heritage and includes a tree of life with carvings of the Model Village, cave dwellings, a Woolly Mammoth, miners and the caves of Creswell Craggs.

The sculpture is made from magnesium limestone which is the local stone lying beneath the land around Creswell, Whitwell, Hodthorpe and surrounding villages and was donated from local quarry Lafarge Aggregates. The sculpture was developed from public arts monies secured by Bolsover District Council from the Gladedale, Blossomwalk Development.

BOLSOVER DISTRICT FESTIVAL

The Bolsover District Festival is a month of events, entertainment, culture and activities across the District which takes place in June and July. This month-long Festival has featured a variety of cultural events, from music festivals to Well Dressings and photographic exhibitions to arts workshops. It involves local groups, clubs and societies all coming together to provide a range of activities for people to participate in and enjoy. This Festival is organised by the Bolsover Culture and Tourism Partnership which consists of local community groups, arts organisations and district council officers.

EVENTS INITIATED BY BOLSOVER DISTRICT COUNCIL

The established events managed by the Arts Development Officer include:

- School Choir Competition which has over twenty five primary schools from in and around Derbyshire take part in this annual event held at Heritage High School, Clowne.
- Bolsover Festival of Brass is the biggest event of its kind in the UK. In its first year it was an entertainment contest with a one section and now has, over the last 10 years become a 6 section festival of music with around forty-three bands and two thousand musicians taking part.
- Bolsover Brass Summer School was established in 2012 and received funding from the Leader Programme (ERDF) in 2012 and received Grants for the Arts Funding ACE for 2013 and 2014.

CASE STUDY – ACCESS TO HIGH QUALITY ARTS

HALLÉ ORCHESTRA PARTNERSHIP

The renowned Hallé orchestra performed two concerts in July 2014 with pupils from Shirebrook Academy and Shirebrook Miners Welfare Unison Brass Band at the premier of 'Shirebrook – A Living Heritage' a film about the historic village. Since 2013, Bolsover District Council has been working with the orchestra, the Academy and Absolute Video to produce this unique concert that involved local community groups and representatives.

This project follows on from the Heritage Back to the Future project which was an ambitious intergenerational project that took place in Bolsover district in 2011. It was an artistic collaboration between the Hallé, Creative Forum, three schools and the people of Clowne.

The event has had a huge impact on the local community and on the work undertaken with Housing Developers. One Housing Developer has approached Bolsover District Council to do more work of this kind with them around the district where new build is proposed. They have also consulted staff from Bolsover District Council about using Bolsover's scheme and project as a template for work planned on a former Rolls Royce Factory site in Derby City.



FIRST ART

This is a project led by Creswell Heritage Trust with other consortium members including the Prince's Trust, Junction Arts, City Arts (Nottingham) and community representatives from the Bolsover Partnership. The project "First Art" is based around the fact that 14,000 years ago the only Ice Age rock art in Britain was inscribed onto the surfaces of the caves at Creswell Crags. These ancient links between people, art and landscape will be ignited once again in this project which brings together artists and communities across Bolsover, Mansfield, Ashfield and North East Derbyshire in a creative exploration of the distinctive landscape and stories which have shaped the areas, industrial, social and cultural life.

Arts Council England, through their Creative People and Places funding have offered £1,500,000 for the project, over three years.

JUNCTION ARTS

Junction Arts is a participatory arts organisation based in North East Derbyshire who have been delivering arts events in the Bolsover district for over 30 years. Their primary aim is to increase and extend access to high quality arts through inspirational, innovative, participatory arts programmes and projects through partnership and collaboration within the rural areas of the East Midlands.

MUSIC EDUCATION HUBS

In May 2012 the Derbyshire City & County Music Partnership was appointed as the lead partner in the new Derbyshire Music Education Hub. The Music Partnership aims to provide quality instrumental and vocal tuition to pupils in Derbyshire county and Derby city schools.

Music education hubs will ensure that every child aged 5-18 has the opportunity to sing and learn a musical instrument, and to perform as part of an ensemble or choir. It will also allow young people to take their talent further - this might be through local ensembles, partnerships with nationally funded music organisations, including National portfolio organisations or through involvement in the Music and Dance Scheme.

The music education hub will be a collection of organisations working in a local area, to create joined up music education provision for children and young people, both in and out of school.

CASE STUDY – COMMUNITY PARTICIPATION

JUNCTION ARTS PROJECTS

Bolsover Lantern Parade takes place in November or December each year, on the same day as Bolsover Christmas Festival and has been organised by Junction Arts for 20 years.

In the lead up to the event, Lantern-making workshops led by professional artists are delivered in the community and schools of Bolsover, working with over 500 participants in 2013. After progressing around the town, the parade finishes with carol singing and a brass band around the Christmas tree in Market Place. The event includes performers and local bands. The 2013 Parade was attended by 1500 people including 777 participants.



JUNCTION ARTS PROJECT - MY STREET

Young people have taken part in a series of workshops being delivered in Bolsover, working with a professional film production company to make films about their area, addressing issues that are important to them and working with older members of the community to make films about the elderly participants' reminiscences. All of the films will be available online and be screened at community events throughout the year. An important element of the project is skills development, career progression and education.

Below: Screening event at Bolsover Church of My Street Films



ARTS DERBYSHIRE

Bolsover District Council is a member of the Arts Derbyshire group which is a strategic arts organisation for the county; members include arts organisations, local authorities and public bodies with a remit for the arts.

Some of the projects which membership of the Arts Derbyshire group provides are:

- The Derbyshire Dance Artists' Network is a forum which offers training, information, networking and support for professional dance practitioners living or working in Derbyshire
- artsderbyshire website - an arts site providing information on arts activities, venues, artists and organisations to the community, visitors and professional artists
- Arts, Health & Wellbeing Working Group – a working group developing arts and health work throughout Derbyshire
- Made in Derbyshire 2015 - the programme will include events and activities which showcase Derbyshire to the world, attract even more visitors to the county and bring leading artists and performers to a local audience.
- The Live & Local Community Performance Scheme helps voluntary groups in Bolsover, to choose and promote professional performances for their local community venue. At the heart of the scheme is the opportunity to bring people together to enjoy high quality, affordable, professional live entertainment.

The scheme is made possible by funding from local authorities and Arts Council England, but happens because of an investment of time, enthusiasm and commitment by local volunteers and their communities. Venues include the Verney Institute, Pleasley and Whitwell Community Centre.

STAINSBY FESTIVAL



Stainsby is a live music festival featuring mainly folk and world music. The event was established in 1969 and will celebrate its 50th anniversary in 2019. The family friendly festival is held in a series of traditional marquees on a rural greenfield site near Hardwick Hall.

The Festival is one of the country's longest running festivals and is a registered charity, organised entirely by unpaid volunteers. The festival weekend in July features many aspects of live music, music workshops, storytelling, a singer's competition, children's entertainment, walkabout events and crafts stalls. The festival attracts an audience of 1,500 from throughout the country.

THE MIGHTY CREATIVES

The Mighty Creatives is the East Midlands Bridge organisation that is part of a national network of ten bridge organisations, funded by Arts Council England to focus on connecting schools and communities with the National Portfolio network (Arts Council funded organisations), as well as other arts, cultural and heritage organisations, museums, libraries, learning settings and local authorities.

The Mighty Creatives have several roles including gathering intelligence and developing a sound evidence base for cultural provision and connecting the arts, culture and education sectors. Also, developing professional development programmes and acting as the first point of contact for schools, encouraging learning settings to develop their arts and culture offer.

ARTS COUNCIL ENGLAND

The East Midlands office of the Arts Council England works with Bolsover District Council and has funded the recent Summer School and Bolsover Festival of Brass projects. The project outcomes include the Summer School being self-sustainable by 2015, increasing visitor numbers to the district, whilst providing one of the leading music summer camps in the UK. The Festival of Brass is now, by far the largest in the UK.

LIMESTONE JOURNEYS



This is a Landscape Partnership that works with local people to look after, learn about and celebrate the landscape and heritage of the area. Funded by the Heritage Lottery Fund and ran until 2015.. The partnership included Derbyshire County Council, Community Voluntary Partnership, Natural England, Bolsover District Council, Bolsover Countryside Partnership, Groundwork Creswell, and Junction Arts, with Creswell Heritage Trust acting as the lead organisation.

Limestone Journeys focuses on the unique landscape and heritage of the north east Derbyshire Magnesian Limestone. The distinctive Magnesian Limestone geology has contributed to a dynamic landscape, varied wildlife and fascinating heritage.

Above: Pupils from Anthony Bek Community Primary School who produced a mural regenerating an underpass in Pleasley

VISION

To increase access for people in the district to benefit from experiencing quality arts.

THEME 1: UNIQUE PLACES AND SPACES

Strategic aim: Use the arts to help make the District an attractive place to live, work and visit, attracting developers to invest in the area.

Objectives:

- Use the arts to revitalise and enhance the District's public and community spaces
- Increase and enhance cultural tourism
- Advocate the use of local venues and spaces for arts activities
- Advocate for the development needs of community-led creative projects to be met by capital initiatives through the planning process.
- Work with other council departments such as Planning and Regeneration to develop a strategic approach to Public Art development in the district.

THEME 2: EFFECTIVE GROWTH THROUGH PARTNERSHIPS

Strategic aim: Bolsover District Council wants to work with a wide range of partners at local, regional and national level to raise additional funding and plan projects with impact.

Objectives:

- Continue to take an active role in the Bolsover Culture and Tourism Partnership
- Work towards the targets within the Sustainable Community Strategy
- Work with the Economic Development Department, communities, venues and artists to develop the Bolsover District Festival for local people and visitors.



Bolsover Gateway sculpture

- Work in partnership with local, regional and national organisations
- Work with the regional bridge organisation to encourage Arts Awards and Artsmark Awards in the district
- Work with the 'First Art' Creative People and Places steering group
- Continue to work with the Music Education Hub to share information and publicity for events

THEME 3: INSPIRING ARTS FOR ALL

Strategic aim: Increase access to high quality arts

Objectives:

- Assist local groups and individual artists to bring additional funds from external sources
- Facilitate increased opportunities to participate in and experience the arts by continuing to establish and develop the events portfolio, whilst exploring a range of art forms.
- Advocate using the arts to make healthier, skilled, safer and unique communities
- Celebrate local talent through events, by linking local groups to district-run festivals
- Raise the profile of the District's arts activity.

THEME 1: UNIQUE PLACES AND SPACES

Strategic aim: Use the arts to help make the District an attractive place to live, work and visit, attracting developers to invest in the area

Use the arts to revitalise and enhance the District’s public and community spaces and increase and enhance cultural tourism.

Work with the Bolsover Cultural and Tourism Partnership to raise the profile of the cultural offer in Bolsover. Publicise the existing public art within the district through existing networks. Investigate the possibility of a sculpture trail in the district to link existing public art.

Advocate the use of local venues for arts activities.

Expand the range of venues able to host live performances, exhibitions and film events, by advocating to parish councils, village hall committees, and local groups the use of small, large and unusual venues. Work with a wide range of potential partners to encourage the use of historic, heritage and outdoor venues.

Advocate for the development needs of community-led creative projects to be met by capital initiatives through the planning process.

Involving the community – a community-led approach

The idea behind community-led creative projects is more than a simple consultation exercise; it is about direct involvement in the process of developing creative projects which are ‘owned’ by the community.

This results in something that the community want and a strong sense of community and an identity of place – a place that the community feel proud to be a part of. By highlighting the benefits of this approach, everyone in the community and the council will create a demand for this type of project.

Both the Localism Agenda and the National Planning Policy Framework focus on this approach which in turn brings reforms to the planning system - there is recognition that there is the need for early and meaningful engagement and collaboration with communities. At a local level we will aim to explore and identify both new and existing ideas and methods which can be used to support best practice.

Work with other council departments such as Planning and Regeneration to develop a strategic approach to Public Art development in the district.

Bolsover District joins many local authorities in seeking to ensure a planned and strategic approach to Public Art, which will bring value and benefits to communities for years to come. The District Council recognises the loss of funding from central government and is making plans to address this fully. This is by aiming to become effectively self-financing and achieving further efficiencies through the strategic alliance made with neighbouring local authorities. Further opportunities for joint working will be explored and developed to improve customer satisfaction and provide savings. The council aims to celebrate success, share learning and consider more public-public partnerships to help reduce back costs.



THEME 2: EFFECTIVE GROWTH THROUGH PARTNERSHIPS

Strategic aim: Bolsover District Council wants to work with a wide range of partners at local, regional and national level to raise additional funding and plan projects with impact.

Continue to take an active role in the Bolsover Culture and Tourism Partnership.

Members of the partnership include representatives from local authority and arts, tourism and heritage organisations working together to improve information sharing and the promotion of cultural activity. The partnership works to:

- Develop collaborative working and pursue joint bidding opportunities to develop the cultural offer
- Introduce more youth participation and volunteering opportunities within cultural activities
- Publicise the partnership and its achievements, through a regular e-newsletter, giving residents and visitors information about cultural events and activities.

Work towards the targets within the Sustainable Community Strategy

The Sustainable Community Strategy has been revisited and a Refresh document has been launched which includes targets for 2013-2020. The intention of the Community Strategy is to focus on bringing together different sections of the community. Public, private and voluntary sector organisations, community groups and local people will work together to deliver improved services and quality of life for residents of Bolsover District.

Arts development and public arts help to deliver the 2020 vision:

'To increase the awareness of and create opportunities to celebrate, share, participate, express and experience arts activities in and around our district.'

Work with the Economic Development Department, communities, venues and artists to develop the Bolsover District Festival for local people and visitors.

The Bolsover District Festival was initiated in 2012 to help launch the Olympic Relay celebrations. The festival was the first of its kind for the District, bringing together all local partners to deliver a programme of arts and cultural themed events for local residents and visitors to attend. A second festival was organised in 2013 with over forty events being included.

Work in partnership with local, regional and national organisations

Represent the work of all local arts projects, at sub-regional gatherings and establish partnerships that support Bolsover district developments, including the Derbyshire Arts Partnership group which includes all district arts development officers. For more details of the specific projects see the 'Key partners and projects' section.

Work with the regional bridge organisation to encourage Youth Arts and Artsmark Awards in the district

The bridge organisation for the East Midlands is The Mighty Creatives who are funded by Arts Council England. Their role is to help more children access great art and culture, to develop children and young people's own artistic capability so that they can continue to shape art and culture in their communities in the future. Their focus will be on connecting schools and communities with the National Portfolio network, as well as other arts and cultural organisations, education organisations and museums.



Continue to support the work of Junction Arts to work within all areas of the district.

Junction Arts are funded by Bolsover District Council to work with communities throughout the district.

Work closely in collaboration with the steering group of 'First Art', the Creative People and Places funded project.

This is a project led by Creswell Heritage Trust with other consortium members including the Prince's Trust, Junction Arts, City Arts (Nottingham) and community representatives from the Bolsover Partnership. First Art brings together artists and communities across Bolsover, Mansfield, Ashfield and North East Derbyshire in a creative exploration of the distinctive landscape and stories which have shaped the areas, industrial, social and cultural life. The grant for First Art is £1,500,000 over three years.

Continue to work with the Music Education Hub to share information

The Derbyshire City and County Music Partnership aims to provide quality instrumental and vocal tuition to pupils in Derbyshire county and Derby city schools. The music education hub will be a collection of organisations working in a local area, to create joined up music education provision for children and young people, both in and out of school. The education hub and Arts Development Officer need to share information and expertise on future projects.

Advocate using the arts to make healthier, skilled, safer and unique communities.

The arts development service should work with other council services, to promote all services. Working in partnership with economic development, health, social inclusion, crime and disorder, environmental health, to share expertise and save resources, it will enable joint objectives and corporate aims to be met efficiently.

Photo above: Junction Arts



THEME 3: INSPIRING ARTS FOR ALL

Strategic aim: Increase access to high quality arts



Assist local groups and individual artists to bring additional funds from external sources, by providing fundraising expertise.

The Arts Development Officer meets with individuals and organisations to give them advice and signposts them to information about funding.

This enables them to establish and develop their careers or groups within the district, bringing in additional funding. The Arts Development Officer is consulted by Arts Council England on the validity of any bids submitted from the Bolsover district.

Facilitate increased opportunities to participate in and experience the arts by continuing to establish and develop the events portfolio, whilst exploring a range of art forms.

Established events managed by the Arts Development Officer include:

- School Choir Competition - over twenty primary schools from in and around Bolsover take part in the event held at Heritage High school, Clowne.
- Bolsover Brass Festival is the biggest event of its kind in the UK. What started life as an entertainment contest as a one section competition has over the last nine years become a six section festival of music with around forty-three bands and two thousand musicians taking part.
- Bolsover Brass Summer School was established in 2012 and received funding from the Leader Programme (ERDF) in 2012 and 2013 and Arts Council England “Grants For the Arts” funding in 2013 and 2014.

These successful events are based on music and singing which uses the expertise of the Arts Development Officer. Where opportunities arise, projects which include other arts forms will be explored, so appealing to a wider cross-section of residents, to deliver the objectives and match targets.



Advocate using the arts to make healthier, skilled, safer and unique communities.

The arts development service should work with other council services, to promote all services. Working in partnership with economic development, health, social inclusion, crime and disorder, environmental health, to share expertise and save resources, it will enable joint objectives and corporate aims to be met efficiently.

Celebrate local talent through events, by linking local groups to district-run festivals.

Local groups and individuals will benefit from performing or exhibiting in local events, raising the profile of all involved, developing their skills and strengthening the network of groups and artists in the district.

Raise the profile of the District’s arts activity

During the consultation for this strategy, residents in the district stated that they want to find out about arts events and they also want the benefits and achievements of arts development work in the community, to be publicised throughout the district. The Arts Development Officer will continue to develop the arts pages on the District Council website and continue to support the artsderbyshire website, to help promote events and make good use of resources. Achievements and success for local community groups, artists and the work of the Arts Development Officer should be shared to increase the profile of the district.

Photo left: Stainsby Festival

HOW THIS WILL BE DELIVERED

This strategy aims to contribute to an approach of inter-departmental collaborative working, to develop a strategic approach to Public Art projects and development within the district by:



MEASURING SUCCESS

A key challenge will be to create a widespread awareness and understanding of the benefits of this approach amongst the Council departments and other stakeholders within the community.

To demonstrate the value of creative public art projects, we will aim to get people to understand the less obvious but often far wider benefits. This strategy will aim to support the measurement and validation of community-led projects by using both local knowledge and National publications including: the 2010 DCMS report on 'Measuring the value of culture' and 'Places Matter' 2009 amongst others. The public art think tank IXIA

has produced an arts evaluation toolkit for assessing outcomes as well as processes of public arts projects. The challenge of demonstrating the 'value' in its widest sense is a key feature of the guide.

Although community-led creative projects may well include Public Art, the approach, if adopted throughout the Authority, could become so much more than this. A community-led projects approach could assist in the creation of buildings and facilities, public spaces, parks and sustainable transport links, in fact the creation of 'Communities'.

This strategy will advocate for the development needs of community-led creative projects by working in collaboration with other departments within the Council and other key stakeholders to:

- ➔ Understand both the barriers to and opportunities of community-led creative and other projects
- ➔ Explore/ identify effective and appropriate methods of evaluation of community-led creative and other projects that will have the capability to define and measure value in economic as well as other terms including psychological, social and environmental terms.
- ➔ Explore/identify effective and appropriate mechanisms to support the community-led projects approach – including the planning process and use of planning gain

By working together we can use effective collaboration as the practical tools to commission good work well, as the forward planning tool which can connect up powerful and positive initiatives and the wealth of resources already available.

Ultimately this strategy is about how arts can engage people and help them grow and reach their full potential. How arts can help to build communities through access to quality arts experiences. It is about how arts can enhance Bolsover District the place, its people, how they live, work and interact with their environment.

APPENDIX 1

THE IMPLEMENTATION OF PUBLIC ART AND THE PLANNING PROCESS

In a time when one area/town looks much the same as the next, it has to be acknowledged that public art can play a significant role when creating successful, attractive places and helping to establish character filled, community spirited and vibrant communities.

However it has to be acknowledged that the changes in planning guidance and the effects of the economy on developers and development, asks some questions regarding the generic approach of blanket percent for art and contributions.

We need to understand that not all applications offer the same opportunities, and that the result of a blanket approach to public art can result in a messy and uncoordinated delivery of smaller public art works – this has to some degree helped to create a lower value perception of public art amongst some in our communities. This approach could quite legitimately in some instances be seen as the purpose of including public art within development schemes as a ‘tick box’ exercise – this is no good for anyone.

We do however have to accept and recognise that our district has a set of economic, social and health inequalities that will impact upon potential developments and their viability. These factors will impact upon the attractiveness of our area to developers and the balance between the need for housing at the expense of vibrant communities, however let’s not plan for deprivation – let’s have a vision for something better.

THE INTEGRATION OF PUBLIC ART AND THE LOCAL PLAN STRATEGY DOCUMENT

The Local Plan Strategy document is the first and most important part of Bolsover District Councils New Local Plan and is a key document for anyone who has an interest in how the District’s towns, villages and countryside will change in the coming years.

It covers the period from 2011 to 2031 and sets out the authorities overall approach to development and the key policies that will be used to consider planning proposals.

Once adopted, the Local Plan Strategy will replace certain parts of the current Bolsover District Local Plan which was adopted in 2000.

Art and cultural activity features in many sections of the plan, however public art features specifically in the following;

POLICY LP4: PLAN DELIVERY AND THE ROLE OF DEVELOPER CONTRIBUTIONS

Extract: To aid plan delivery, planning obligations will be sought where the implementation of a development would create a need to provide additional or improved infrastructure, amenities or

facilities or would exacerbate an existing deficiency. As a result, contributions will be sought towards the delivery of the following infrastructure types, where they are necessary and relevant:

Alongside infrastructure delivery, planning obligations will also be sought where the implementation of a development would necessitate the delivery of other policy objectives, such as the provision of affordable housing, lifetime homes and **public art**.

LP11: TOURISM AND THE VISITOR ECONOMY

Extract: Support will be given to proposals which would provide accommodation for visitors to the District, both in terms of business trips and tourism related visits. Such proposals would be particularly welcome in Bolsover Town.

Existing tourist facilities and infrastructure will be protected and enhanced including those at Bolsover Castle, Creswell Crags, Hardwick Hall, Stainsby Mill, Pinxton Canal and the multi-user trails network.

The majority of new tourism facilities, not directly related to a specific tourist destination, will be directed towards the towns and main villages. Tourism proposals will be promoted and supported where:

c. Visitor attractions that could attract large numbers of people are accessible by a choice of means of transport, and offer good access by non-car modes. The development, extension and upgrading of the District’s multi-user trails network will be promoted and supported by appropriate signage, interpretation and **public art**.

POLICY LP12: CREATING BETTER QUALITY DESIGN AND PLACES

Extract: All development will be required to achieve a high quality of design in terms of place making, buildings and landscaping. Approval will be given for proposals that meet the following requirements, where relevant:

b. Respond positively to their local context and contribute to local identity and heritage in terms of scale, density, layout, materials and **public art**.

APPENDIX 2 - STRATEGIC CONTEXT

ARTS COUNCIL ENGLAND

Arts Council England sets out its view for the impact of the arts in 'Great art and culture for everyone' - 10-year goal Priorities for 2010-20

- Excellence is thriving and celebrated in the arts, museums and libraries
- Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries
- The arts, museums and libraries are resilient and environmentally sustainable
- The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled
- Every child and young person has the opportunity to experience the richness of the arts, museums and libraries



CULTURE DERBYSHIRE

Culture Derbyshire is a partnership of public, private, voluntary and community organisations working together to improve and promote culture in the county. Culture Derbyshire is a multi-agency partnership which is the delivery mechanism for the Derbyshire Partnership Forum, exercising strategic leadership of the cultural sector in Derbyshire.

Derbyshire County Council working within Culture Derbyshire has produced a Cultural Prospectus for Derbyshire 2013-2016

The prospectus states that by 2016 we will have...

- Delivered an exciting Year of Culture 2015 programme across Derbyshire.
- Completed a major project with the University of Sheffield on evaluating the impact of cultural services in Derbyshire.
- Completed work on an application from Creswell Crags for World Heritage Site Inscription.
- Developed a ground-breaking online visual arts space.
- Achieved even higher quality programming and community access through Derbyshire arts festivals working together.
- Raised children's aspirations and participation through the Be The Best You Can Be Olympic Legacy programme.
- Helped more families, especially those who are hardest to reach, to engage with cultural activities.



Arts Derbyshire is the strategic arts organisation for the county; members include arts organisations, local authorities and public bodies with a remit for the arts.

Vision:

To make Derbyshire an important artistic and cultural destination by 2015 and a location of choice for new creative businesses.

Aims:

- To provide a collective, strong and coherent voice for the arts
- To raise the profile of the arts in Derbyshire
- To enable effective joint working
- To attract external funding for activities and projects
- To enable information sharing and networking

Ambitions:

- Increasing Participation – to increase the number of people participating in or attending arts activities and events
- Developing Talent and Building Capacity – to provide training and development for artists and arts organisations



The Sustainable Community Strategy 2006-2020 has been developed by the Bolsover Local Strategic Partnership (LSP), of which we are a partner, and it aims to improve the economic, social and environmental well-being of local areas and have a stronger focus on balancing the needs of the local economy together with environmental and social issues.

The current Sustainable Community Strategy 2006-2020 for Bolsover district has been developed in partnership with local communities and key public, private, voluntary and community organisations.

SUSTAINABLE COMMUNITY STRATEGY

2020 Vision:

To increase the awareness of and celebrate, shape, participate, express and experience cultural activities in and around the district.

Priorities:

- Improve information sharing and promotion of cultural activity.
- Develop the local cultural offer
- Continue to develop the Olympic 2012 legacy as part of the Bolsover District month long annual festival

CORPORATE PLAN FOR 2015-2019

The Plan has been designed in a light and informative way which is easy to understand and to help you gain an insight into what we are trying to achieve.

Our vision for the district is: *To enhance and improve the wealth profile, well-being and quality of life for the communities of Bolsover District.*

Working with our partners our Key Corporate Aim is:

- Unlocking our **Growth** Potential
 - *Supporting Enterprise: maintaining and growing the business base*
 - *Unlocking Development Potential: unlocking the capacity of major employment sites*
 - *Enabling Housing Growth: increasing the supply, quality and range of housing to meet the needs of the growing population and support economic growth*

Our supporting Corporate Aims are:

- Providing our **Customers** with Excellent Service
- Supporting our **Communities** to be Healthier, Safer, Cleaner and Greener
- **Transforming** our Organisation

APPENDIX 3 - SELF-EVALUATION

This self-evaluation task was undertaken by the Arts Development Officer, based on current projects and the arts climate in 2014/15.

Things we do well:

- Strength of ADO background in music
- Strength of partners involved with ADO – Orchestras Live, The Mighty Creatives, National Trust, Creswell Crags, Stainsby Festival
- Junction Arts
- Limestone Journeys Funding- Part fund the Bolsover District Festival
- Bolsover Culture and Tourism Partnership- strong partnership
- Bolsover District Festival – run by event organisers and Culture and Tourism Partnership
- Links to Arts Council England – Strong link to Music Development
- Link to Orchestras Live
- Bolsover Orchestral Strategy 3 year 2012 - 2015
- Links to schools
- Free use of Heritage School for summer school, Choir Festival and brass festival
- Bolsover Festival of Brass – turnover is over £10k
- Bolsover Brass Summer School- funding through Grants for the arts(Lottery funding)
- Bolsover School Choir Festival – 30+ schools attend Events are self-financing on the whole
- Links to NEDDC
- Links to Arts Derbyshire
- Public Art Policy- ADO manages the contracts charging a management fee.
- Ability to fundraise

Issues that could affect the arts service:

- Local Authority cutbacks
- Changes to Planning legislation regarding planning gains

Opportunities:

- Joint Strategic Alliance between councils
- Creative People and Places Funding – First Art
- Bolsover Culture and Tourism partnership
- Bolsover District Festival
- Stronger links to community groups
- Links to deprivation and health for funding

Challenges:

- Local Authority cutbacks
- Changes to Planning legislation regarding planning gains
- Capacity – pressure on ADO's time

APPENDIX 4 – CONSULTATION PROCESS

In the production of this Strategy as many people as possible were consulted to make sure that this reflects local needs, interests and priorities. The consultation process involved a wide range of individuals and groups. Interviews were held with key partners or stakeholders across the district, county and region identified by Bolsover District Council.

The Bolsover Festival launch and Limestone Journeys Celebratory Event created the opportunity to engage with members of the general public in some creative consultation. The event was held on Saturday 22nd June 2013 at Arc Leisure Centre and was part of a family fun day. A total of one hundred and seventy-one responses were gathered throughout the day.

The Citizen's Panel were also consulted using a detailed questionnaire which resulted in a response rate of 51%.

In total 267 individuals were consulted. The results from the consultation were used to inform this Arts Development and Public Arts Strategy.

Key partner consultation results:

Key partners and stakeholders felt that the Arts Development Officer had particular expertise in obtaining funding for projects from outside sources and organised high quality music events in the district.

- Partnership working with local groups and organisations were seen to be strong, resulting in a number of joint projects e.g. First Art (an Arts Council funded project which involves a consortium of organisations and is led by Creswell Heritage Trust).
- Partners felt that some issues for the future included the Arts Development Officer's workload, future budget threats and the sharing of future project plans to avoid duplication.
- They also felt that successful projects and events should be more widely publicised to help raise the profile of arts within the district.

The Bolsover Festival launch consultation results:

The Bolsover Festival launch and Limestone Journeys Celebratory event consultation found that the most popular art forms (in order with most popular first) were music, singing, painting/drawing, dance and craft.

The most common reasons that people gave for not currently engaging in arts activity were:

- Cost (40%)
'I've always wanted to learn the guitar, but it is too expensive'
- Lack of time (30%)
'I'm going to write a book about local history and local people when I retire, as I haven't the time now'

- Lack of local knowledge - not knowing where or when activities were held (25%)
'If I knew where there was a local singing group, I'd join'
- Not enough subsidised crèches (5%)
'I would go to a local art group if they had a subsidised crèche'

Over 95% of people consulted didn't know that Bolsover District Council has a public art policy or any involvement in public art.

The majority of people consulted felt there should be a combination of major public art plus arts events and performances.

Citizen's Panel consultation results included:

- 63% of people were interested in attending arts events and activities
'I would love to see live music locally, especially in the south of the district.'
- 20% were interested in learning a new arts skill
'more varied events would be useful'
- Music and singing were the most popular art forms
'Lots of small groups performing to a high standard'
- 61% of people felt that they didn't know where to find out about events in the area or didn't know of any arts events in the area
'Events should be advertised well in advance so we can arrange to visit'
- Most people would like to emailed information about arts events
'I didn't know Bolsover had so much arts!'
- The majority of people choose 'lack of funding' as the reason preventing more arts happening in the district
- The majority of respondents felt the role of the Arts Development Officer should include a combination of publicising and organising events, and giving advice and information
'Developing an arts website, actively promoting arts activities'
- 78% of people didn't know that the Council obtains funding from developers of land in the District to produce public art
'I like the Sculptures in Clowne and the stone sculptures in Creswell, they are very appealing.'
- 69% of people wanted the public art to be a combination of a permanent piece of public art combined with a community event (which gives people chance to learn arts skills and see professional performances or exhibitions)
'The permanent sculpture or whatever, could/should involve the local communities.'