

Scope

This strategy supports Hinckley & Bosworth Borough Council's cultural offer for arts, children and young people services, events, health and wellbeing interventions, heritage, museums, play, sport and tourism.

Purpose

The Cultural Strategy provides a vision and sets out key delivery themes for the Borough Council. It is underpinned by a technical supporting document which presents the national and local context. It summarises key issues and challenges, before setting out how delivery will be achieved against the key themes.

Vision

To enhance and enrich the lives of our residents and visitors to the borough via the delivery of a diverse range of high quality services through partnership engagement in our communities'

Corporate Plan links

Six delivery themes are listed below. Each supports one or more of the council's Corporate Plan 2017 to 2021 themes aligned to People, Places and Prosperity.



Aim

Delivery theme

1 Increase and celebrate the arts offer within the borough

Strategic links:

- Corporate Plan 2017-2021: People and places themes
- Rural Strategy for the borough of Hinckley & Bosworth
- Volunteering Strategy
- Economic Regeneration Strategy

- We will enhance employment and skills development within the creative industries, supported by Creative Leicestershire
- We will develop exciting projects in our rural and urban areas which complement our health and wellbeing priorities
- We will seek to increase participation in the arts by supporting practitioners and promoters of arts activity
- Work alongside our neighbours, Coventry as the City of Culture 2021



2 To provide opportunities for children and young people to thrive

Strategic links:

- Corporate Plan 2017-2021: People theme
- Rural Strategy for the borough of Hinckley & Bosworth
- Young People's Strategy
- Volunteering Strategy

- We will implement and ensure effective safeguarding processes in line with statutory responsibilities
- To provide targeted activities aimed at people involved in ASB/Crime or those excluded/on alternative curriculums or in high need areas
- We will support local and national strategic priorities to support children, young people and their families
- We will raise the profile of the importance of play and embed the principles of the National Charter for children's play



Delivery theme

3 Increasing economic spending via a thriving events programme

Strategic links:

- Corporate Plan 2017-2021: Prosperity theme
- Rural Strategy for the borough of Hinckley & Bosworth
- BID Business Plan
- Volunteering Strategy



- We will deliver a range of safe events that are value for money
- We will offer support to the Hinckley BID & Town Centre Partnership and our rural town centres
- We will advise and support community groups on event management
- We will promote our extensive urban and rural events and festival programme via numerous platforms

4 To value and promote tourism, our heritage and museum

Strategic links:

- Corporate Plan 2017-2021: Places theme
- Heritage Strategy 2018 - 2023
- Tourism Growth Plan
- Destination Management Plan



- We will develop and support the Hinckley & Bosworth Tourism Partnership
- We will play an active role in supporting the Destination Management Plan
- We will align activity to support the countrywide Tourism Growth Plan
- We will assist in the delivery of the Heritage Action Plan
- We will assist in the delivery of the Bosworth 1485 Sculpture Trail project
- We will clearly demonstrate our support to the armed forces in line with the covenant pledge

5 Developing Sports opportunities for all

Strategic links:

- Corporate Plan 2017-2021: People and places themes
- Leicester-Shire & Rutland Sport & Physical Activity Strategy 2017-2021
- Green Space Delivery Plan
- Hinckley & Bosworth Open Space, Sport and Recreational Facilities Study
- Volunteering Strategy



- We will attract external funding into the borough to support the development of facilities, aligned to the facilities framework and Green Space Delivery Plan
- We will actively increase participation, especially for under represented groups
- We will value and support our voluntary sport sector
- We will support Hinckley & Bosworth Local Sport and Health Alliance by jointly celebrating success and recognising volunteers at the annual Sports Awards

6 Increase physical activity levels and improve health and wellbeing

Strategic links:

- Corporate Plan 2017-2021: People theme
- Hinckley and Bosworth Health & Wellbeing Strategy
- Healthy Workforce
- Hinckley & Bosworth Prevention Strategy 2017-2020
- Leicester-Shire & Rutland Sport & Physical Activity Strategy 2017-2021

- We will develop targeted programmes and campaign work where need is identified via Public Health's Joint Strategic Needs Assessment for Hinckley and Bosworth
- We will deliver a comprehensive urban and rural physical activity offer, in partnership
- We will promote the benefits and importance of health and sustainable living
- We will work in close partnership with Hinckley Leisure Centre to maximise opportunities
- We will work with multiple delivery partners including local GPs, West Leicestershire Clinical Commissioning Group, patient participation groups, Leicestershire County Council's Public Health Team and VCS organisations

Cross cutting principles

- Ensure hard to reach groups are heard and have opportunities for active, meaningful engagement and participation. We will utilise our customer insight and intelligence in developing our services
- Embrace and celebrate volunteering
- Equitable offer, we will ensure coverage across all parts of our borough, linking to our Rural Strategy
- Ensure that our offer is evaluated using appropriate tools and methods, to ensure we can improve and that we are addressing the needs of our growing population and demographic profile
- Delivery will be via genuine partnership working, achieving shared outputs
- Assist in reducing health inequalities across the borough. This supports the local Health & Wellbeing Strategy. This includes supporting the council's Wellbeing Charter
- Early intervention and prevention will be fundamental when developing services
- Enhancing community cohesion will be a by-product of our projects, supporting the council's Community Safety Strategy and Prevention Strategy
- Encourage behaviour change and ensuring that we upskill our local workforce will be a core principal
- We will be commercially aware and strive for sustainability
- We will support Hinckley & Bosworth Employment & Skills Taskforce



For more information please contact:

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