

**HERTFORDSHIRE COUNTY COUNCIL**

**COMMUNITY SERVICES SCRUTINY COMMITTEE  
TUESDAY 14 OCTOBER 2003 at 10.00 AM**

Agenda Item No.

**7**

**ENJOY! A CULTURAL STRATEGY FOR HERTFORDSHIRE**

Report of the Director of Community Information

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**1. Purpose of report**

To give Members of the Scrutiny committee an opportunity to examine the progress made to date on Enjoy! A Cultural Strategy for Hertfordshire

**2. Summary**

2.1 This report gives the background to the development and implementation of Enjoy! a cultural strategy for Hertfordshire

2.2 Enjoy! is a living document with a lifespan of five years (2002-2007) with an action plan that will be updated annually. This report outlines progress made to date.

**3. Conclusion**

Members of the Scrutiny Committee are invited to note the contents of the report, and may wish to consider the need for an annual update on the strategy.

## 1. Background

- 1.1 All local authorities were advised by the Department of Culture, Media and Sport [DCMS] to produce a cultural strategy by the end of 2002. Their advice was that the strategy would include the arts, children's play, the countryside, film and media, heritage and archives, libraries, museums, sport and recreation, tourism and leisure.
- 1.2 The Hertfordshire Cultural Partnership, made up of the ten District Councils and the County Council worked together to consult communities about their views on current and future cultural opportunities in the county. By working together with all providers, the Hertfordshire Cultural Partnership can make the county an even more prosperous and better place to live, work and visit.
- 1.3 As a result of the consultation Enjoy! was launched in September 2002 and is expected to achieve 100% against the Best Value Performance Indicators 114, as set out in the DCMS guidance 'Creating Opportunities'
- 1.4 Cabinet approved the draft strategy for further consultation in July 2002, and the final version was authorised by the Director of Community Information and the then Executive Member, Derrick Ashley.
- 1.5 Enjoy! sets out the cultural priorities for Hertfordshire for 2002-2007, and is supported by an action plan which will be updated with new projects and evaluated annually. Cultural partners across the county are currently being consulted on this. An updated action plan will be circulated later this year.
- 1.6 Enjoy! has been welcomed by all the Districts and many cultural groups /associations across the county. It not only showcases and celebrates the best that Hertfordshire has to offer, but at a more practical and local level the Enjoy! key messages can help inform and support funding applications for cultural projects. The production of the cultural strategy has resulted in:
  - Increased awareness of cultural activities across the county
  - An established 'branding' for cultural activities
  - A more co-ordinated approach to planning
  - More effective networking and partnership working
  - Successful funding bids in the county
- 1.7 The Enjoy! branding is now well established and is being recognised across the county and beyond. Broxbourne and Dacorum Councils called their cultural strategies Enjoy! Broxbourne and Dacorum respectively. The District Tourism Officer Group have agreed to use the Enjoy! brand on all joint tourism marketing. The Hertfordshire Tourism Partnership has also adopted Enjoy! for all Hertfordshire tourism branding and is being used for exhibitions, events, literature and branded goods such as stickers and carrier bags.
- 1.8 Appendix 1 outlines a few examples of successful cultural projects and areas of work, relating to the six key priorities in Enjoy!

These projects give a flavour of the cultural and leisure activities that are happening across the county and their success is largely due to the good partnerships that have been established. These partnerships have also had the added benefits of:

- Producing greater efficiencies,
- Adding value through sharing experiences and knowledge
- Sharing costs, to avoid duplication and making our budgets go further.
- Attracting external funding

### **3. Financial Implications**

This report has no financial implications.

### **4. Rural Implications**

The six key messages and priorities in Enjoy! has made a difference to the quality of life to **all** our communities. The main rural issues being access to services, the impact on the rural economy, recreation, and local community needs.

*Background material referred to by the author while compiling this report:*

Enjoy! a Cultural Strategy for Hertfordshire 2002-2007

1. ***Enjoy! Priority No1  
More young people involved in activities***
  - 1.1 The Orfeo opera project, lead by the County Music Service is an excellent example of an all-inclusive, partnership project. The aim was to introduce the themes of Monteverdi's opera 'Orfeo' to a wide range of young people, ranging from young people in youth clubs, children in care, minority groups and children with disabilities.
  - 1.2 Key partners in the project included: the Music Service, Children, Schools and Families, the Arts Council, Hertsdance and the Opera Company. The project was awarded £30,000 by the Regional Arts Lottery Programme (RALP) and £1,500 from the National Association of Decorative and Fine Arts.
  - 1.3 120 young people from across the county were involved in the project in some way, designing the sets and costumes, performing, composing and in the marketing of the event.
  - 1.4 Orfeo was performed in a non-arts space, at Wodson Park Sports Centre in Ware and gave two performances to maximum capacity audiences, to great acclaim.
2. ***Enjoy! Priority No 2  
Explore ways of promoting the use of sustainable transport to facilities /events***
  - 2.1 Several activities are underway to support this priority. The Intalink Partnership made up of local authorities and bus and train operators in Hertfordshire play a lead role. Several timetables have been produced and journeys enhanced to improve summer leisure bus services. These improvements include:
    - The introduction of service 382 which links St. Albans and Stevenage via Knebworth House and Shaw's Corner
    - Additional journeys between St Albans and Whipsnade Wild Animal Park on service 343
    - Re-routing of the Chiltern's Rambler bus service 327, which covers Hemel Hempstead, Tring, Berkhamsted and the rural villagesThese are all listed in the Summer Leisure Bus Services 2003 leaflet.
  - 2.2 The introduction of the £7 explorer ticket on the Intalink network. This ticket gives a day's unlimited travel on the Intalink bus network for groups of up to 4 people.
  - 2.3 As part of the Hertfordshire Rural Transport Project a leaflet outlining the passenger transport services in Watton at Stone has been produced. This is a guide to local buses, trains, community transport, voluntary car schemes and taxis in the parish.
  - 2.4 A new leaflet called 'Explore the Chilterns' which is published by the Chilterns Integrated Access Programme, of which Hertfordshire County Council are an

active partner, gives information on a host of attractions including the Ashridge Estate and the attractions around Tring. Each entry for individual attractions includes information on how to get there by train or bus.

2.5 The County Council are also a partner in the production of the leaflet, 'Wonderful Walking and Cycling Country by Bus and Train' which covers the route of the Ridgeway National Trail, which includes the areas of Tring and Hemel Hempstead.

This shows the appropriate bus and trains links for accessing the trail.

2.6 The County Council also supports several projects lead by the Chilterns Conservation Board, which promote the use of sustainable transport. These include:

- The 'Cycling in the Chilterns' leaflet which shows the various cycle routes in and around the Chilterns. This includes six of the Hertfordshire Countryside Management Service's cycle routes. It also gives useful information on local cycle groups, cycle hire, sales and repairs and visitor information
- The County Council are also partners in the Chilterns Area of Natural Outstanding Beauty Rural Transport Network. The area struggles from problems associated with growth in private motor vehicle use. The project aims to identify strategies that will reduce the negative effects of traffic on communities and countryside users.

2.7 The Hertfordshire Tourism Partnership, made up of the local authorities, Hertfordshire Chamber of Commerce and the tourism industry encourages visitor attractions and accommodation providers to include public transport links in all their marketing. The Great Places to Visit Guide 2003 includes the nearest bus and train link for each entry.

### **3. *Enjoy! Priority No 3***

#### ***Organisations working together to improve equal access to cultural and leisure activities***

3.1 The Herts Sports Partnership is an excellent example of organisations working together. Members include the County Council, the Districts, local sports associations, sports colleges, the University of Hertfordshire, national and local governing bodies for sport and Sport England. The aim is to promote and develop sporting activity for the benefit of all communities and on behalf of all members. The Partnership is supported financially by subscriptions from key members.

3.2 Four work groups have been established, these are communications, resources, life long sport and developing people. Initial activities for each of the groups is as follows:

- Communications – this group is looking to create a partnership website
- Resources – this group is creating a database of funding sources
- Life long sport – this group is producing a booklet to give to sports leaders which will signpost the way to clubs, facilities and improve school/club and community links

- Developing People – this group is producing a set of generic job description templates for clubs to recruit volunteers and coaches. These will be available in hard copy and on the website

All work groups will ensure that the appropriate links are made to relevant initiatives.

3.3 The Herts Sports Partnership and the Active Sports Partnership are currently putting into effect a 'merger' of their two structures and sets of sporting objectives. This will form the basis of consultation and engagement work in the Autumn.

3.4 Herts Sports Partnership is involved in various sporting activities across the county. These currently include:

- Input to the New Opportunities Fund Portfolio £5.6 million awarded to improve and enhance sports facilities in local communities. This is led by colleagues in Children, Schools and Families
- Sponsorship of the Rural Sports Conference scheduled for late November
- Support to the 'Young People-the Inactive Generation' conference on 5 November at the University of Hertfordshire

#### **4. *Enjoy! Priority No 4*** ***Activities to improve people's mental and physical health and welfare***

4.1 The Herts Partnership NHS Trust working with Adult Care Services set up a clinical trial to evaluate the benefits of physical exercise on people with mental health and challenging behaviour. A twelve-week clinical trial for 8 service users has been successfully completed. This has resulted in the following:

- Established strong links with YMCA Woodlands where the trial took place
- Excellent access now in place in this integrated community leisure provision
- Raised awareness of service users regarding the benefits of regular exercise
- Raised awareness of YMCA staff about learning disabled adults
- Joint 'Learning Disability and Exercise' training for YMCA and Balmoral Day Centre staff
- Ongoing twice weekly gym sessions maintained since the trial in October 2002
- 19 service users currently attending the twice weekly sessions
- Evening gym sessions now being accessed by service users accompanied by staff from residential homes

4.2 This project has benefited service users of the Balmoral Day Centre; the aim is to encourage more users to take part in the gym sessions.

#### **5. *Enjoy! Priority No 5*** ***More learning opportunities for all***

5.1 A good example of a successful project that supports this priority is the Learner Support Project in libraries across Hertfordshire. The main aim of the

project was to implement learner support in libraries as part of 'Empowering the Learning Community'. Key activities include:

- 10 Information and Co-ordinator posts are in place across the county, to promote and co-ordinate learning opportunities
- Our participation in the Learn East project to encourage disadvantaged adults into education through libraries. Four projects are now in place across the county
- New Opportunities Fund [NOF] training for library staff in skills required to support on-line learning. The £290K NOF money supports this training.

5.2 Results to date are as follows:

535 library staff have successfully completed their European Computer Driving Licence,

392 have completed supplementary training on Internet skills.

222 staff have gone on to Advanced IT training.

Library staff can cascade and share their knowledge with users of the library service.

## **6. *Enjoy! Priority No 6***

***Develop a greater understanding of the social and economic impact of cultural and leisure activities on communities***

6.1 The County Tourism Officer represents the Hertfordshire Tourism Partnership on the regional overseas marketing group. Overseas visitors spend more money per head than domestic visitors, which adds value to the local economy. The county contributes £6,800 to the partnership that results in a total funding pot of £300,000 for overseas marketing activity. Other partners include the East of England Tourist Board, Visit Britain, local authorities in the region and ferry carriers. In the light of the foot and mouth crisis and terrorist acts, this partnership activity is vital to supporting the tourism sector in Hertfordshire.

6.2 To date the partnership has resulted in the following:

- 6 articles in overseas journals/promotions
- 4 familiarisation visits to Hertfordshire by various overseas travel journalists, Visit Britain staff and East of England Tourist Board staff, supported by visitor attractions and accommodation providers in Hertfordshire
- representation by the East of England Tourist Board at a minimum of sixteen overseas travel trade exhibitions, with distribution of Hertfordshire tourism literature at each event
- Enjoy! Hertfordshire exhibition at three overseas marketing events supported by Herts Tourism Partners
- Strengthened links with East of England Tourist Board and Visit Britain

6.3 The County Tourism Officer successfully bid to the Herts Prosperity Forum for £10K funding to commission research on the value and volume of tourism to the local economy. This work will be commissioned in October and will provide research data broken down by district and will include the impact of the overseas market to the local economy.