

Vision

Cambridgeshire Culture (CC) and Cambridgeshire County Council (CCC) recognise the particular value and transformational power of culture for children and young people and our communities as a whole and that participation in cultural activities helps to shape their identities, the places where they live and their contribution to society. CCC is a champion for all children and young people. It also has a statutory responsibility to ensure they have access to opportunities and the facilities and resources required to enjoy and achieve throughout childhood and subsequently as part of adult lives in their communities.

Needs

- Cultural Education Provision across Cambridgeshire is variable in quality and opportunity (Needs Analysis from Cultural Education Partnerships, Taking Part Data, Music Hub Audit, ArtsMark participation)
- The social mobility, aspiration and progression routes within the county are poor in some places and cultural engagement can assist with this. (Social Mobility Index/DfE)
- Access to opportunities is limited by the cultural infrastructure depending on location. (Asset maps/City Culture)
- There is a lack of Arts Development capacity across the County. (Local authority data)
- Mental Health & Well-being is supported through cultural engagement and this needs to be developed. (Joint Needs Assessment/Full Scope group)
- There are opportunities to increase reach and access making use of digital capability which should be explored. (Connecting Cambridgeshire)

Aims

- Supporting schools and settings to provide a broad spectrum of high quality cultural opportunities, curriculum provision and self-development for children and young adults aged 0-25 yrs as identified under Cambridgeshire School Improvement Board (CSIB), CCC and Arts Council of England (ACE) objectives.
- Enabling communities to have access to cultural education experiences beyond education institutions to support their community resilience and people's creative engagement in the place where they live. (CCC, ACE, City and District Councils)
- Encourage cultural education that guards local heritage and traditions and supports new forms of creativity. Develop appropriate location based access and use the opportunities provided by technology to connect existing and new communities (CCC, ACE)
- Recognise and develop the mechanisms to promote the social and well-being benefits of cultural engagement as part of strategies beyond education and culture. (CCC, ACE)
- Provide a mechanism for high level strategic development across the county involving partners both internal and external to the Council.

Focus for 2018-2021	<ul style="list-style-type: none"> • Success Criteria
Partnerships for Cultural Education Development: support the mechanisms for organisations and partners to regularly connect and shape cultural learning as a strategic umbrella body to ensure consistent and cohesive learning partnerships with schools settings and communities.	<ul style="list-style-type: none"> • Identify expected levels of cultural opportunity in schools and settings with CSIB and measure the current baseline level to identify gaps in provision both geographical and in art form. • Support Artsmark and similar initiatives to maintain current engagement level (20%) • 50% schools committed to cultural education entitlement defined by Cambridgeshire Culture. • 25% increase in Music Excellence Network.
Develop investment: Use the resources available to Cambridgeshire Culture to lever additional investment and target towards programmes that build accessible, sustainable and affordable learning and participation opportunities across the county.	<ul style="list-style-type: none"> • Lever funding over the period that matches or exceeds the internal resource available (50/50) • Invest in a minimum of 5 countywide development projects that can encourage a legacy of engagement and participation for at least 3 years.
Support resource development: identify the mechanisms that will enable both place-based and technological solutions to increase access and engagement for communities.	<ul style="list-style-type: none"> • Establish baseline network measuring people engaged in arts activities. • Increase measured engagement by 10%
Build non-arts internal and external partnerships: Identify the mechanisms that will engage expertise from other strategic bodies and developments including health, business, housing that will support the cultural engagement role for quality of living and well-being in communities to identify the cultural infrastructure required.	<ul style="list-style-type: none"> • Map cultural infrastructure across the county. • Use the knowledge gained to influence thinking to embed cultural needs into wider policy and implementation. • Communicate the cultural infrastructure to partners and identify focus for development. • Develop a joint strategy for cultural infrastructure growth.

Focus for 2018-2021	• Success Criteria
<p>Support existing county development programmes: understand and invest in the work of the cultural teams operating countywide to develop their programmes to meet the needs of communities, creativity and cultural education challenge.</p>	<ul style="list-style-type: none"> • Arts Council England and Festival Bridge objectives embedded within investment process and relevant NPO organisations. • Library NPO and Music Education Hub development programmes and reach is extended by 10%. • Opportunities to use museum, archaeology and archives outreach in heritage and education engagement achieves at least 5 projects beyond Cambridge City area. • Fenland marketplace programme achieves its goals. • NICO?

Key Resources

- Existing financial resources
- Venues and spaces across Libraries, Professional and Commercial venues and Community Spaces.
- Education ICT
- Cambridgeshire Music, Cambridgeshire Outdoors, Cultural Infrastructure via partners, Cultural Education Partnerships, Schools networks
- Government, Business, Charitable and Trust Partnerships to support income generation.

Key Partners

- Arts Council of England: Investment and Guidance on Development
- Festival Bridge: Investment and partnership to create networks and connections with school commitment including via Local Cultural Education Partnerships (Fenland, Alconbury Weald and Cambridge)
- Cambridgeshire Cultural Foundation: Charitable fundraising and co-development of programmes.
- Higher Education Institutions: Sharing of knowledge and learning centres and action research in education practice
- Combined Authority
- Health Sector
- County, District and City Councils

Revenue Streams

- Cambridgeshire Culture funding
- Levered funding for programmes
- Festival Bridge Funding
- Funding streams from national and area partnerships through government
- Arts Council of England Project Grants

Date of next review: October 2019