



**Renfrewshire Council : Education and
Leisure Services**

Cultural Strategy

September 2010

“The fun, fulfilment and creative stimulation of taking part in culture, the arts and heritage activity are valued by many individuals and communities across Scotland. Audiences and participants alike find these experiences add substantially to their lives”.

Culture Delivers – Scottish Government 2008

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Foreword

Different cultural strands are a key reflection of Renfrewshire's identity, with this mix of cultural activities celebrated and our traditions respected.

This strategy seeks to capture the collective energies of all partners to ensure that the evident enthusiasm in Renfrewshire is harnessed, to take this cultural strategy forward and ensure its practical application for the benefit of all Renfrewshire residents.

Councillor Eileen McCartin
Convener of Community and Family Care Policy Board

Culture is a term that can mean different things to different people, but for the purposes of this cultural strategy is seen to include all aspects of the arts including: visual arts; music; song; theatre; film; language and heritage; libraries; galleries and museums; and the environment. The role of education and leisure underpins the strategy by building on the current good practice which exists, as well as developing new approaches and partnerships.

The quality of life in Renfrewshire is greatly enhanced by its cultural heritage. Culture is an expression of the life, confidence, values and aspirations of our communities. Renfrewshire Council wishes to encourage greater equality of opportunity for involvement in culture. The council recognises the importance of working in partnership with the arts sector, voluntary organisations, local businesses and other agencies; in particular the council looks forward to working closely with the newly formed organisation, Creative Scotland.

This strategy is dynamic and will continue to develop as we work with our partners and residents, to ensure that the full range of Renfrewshire's cultural provision is accessible to all.

Robert Naylor
Director of Education and Leisure Services

1. Introduction

The cultural strategy establishes a shared vision and action plan for Renfrewshire Council and its partners in the cultural sector, for the next five years. Taking part in cultural activities is valued by individuals and communities across Renfrewshire. Cultural activity also contributes to the vibrancy and economic wellbeing of Renfrewshire. The strategy provides a local strategic framework which will encompass arts, dance, music, theatre, museums, heritage, libraries, information and learning, events and activities. Set within the context of a best value framework, the strategy outlines our commitment to providing high quality, creative and cost-effective services which meet the needs and aspirations of our communities.

Through shared goals and working together with partners, education and leisure services will continue to develop and deliver cultural services which will contribute to the vision for Renfrewshire, set out in Renfrewshire's Community Plan 2008-17:

"In 2017, Renfrewshire thrives with learning, business and opportunity. Its people are fitter, healthier, more confident and productive. Vulnerable people are supported and cared for. The area thrives due to its safe environment, rich heritage, wealth of cultural events and eco-friendly towns and villages".

The cultural strategy is key to delivery of Renfrewshire Community Plan 2008-2017, and will also support the implementation of Renfrewshire's Council Plan 2008-2012.

The council plan is driven by local and national priorities and is centred on six key themes:

- **Safer and stronger** – we will support local people to participate in their own communities and in wider society, and ensure that local areas are safe and pleasant to live in.

Cultural activities targeted at people at risk can provide diversionary activities and make a positive impact on the incidence of crime and anti-social behaviour.

- **Wealthier and fairer** – we will successfully promote and develop Renfrewshire as a desirable area in which to live and work.

A place becomes more attractive to local and national partners and new talent, when it has a thriving creative sector, and can provide a high quality cultural infrastructure and diverse recreation and participation opportunities, which contribute to its economic wellbeing.

- **Greener** – we will improve Renfrewshire's natural and built environment and the sustainable use of natural resources.

The cultural sector is highly aware of environmental issues, and can assist the search for innovative responses to building design and service provision that promote sustainability and reduce harmful impacts.

- **Smarter** – we will promote learning and encourage all citizens and employees to fulfil their individual potential, and ensure that the Council delivers high quality services in the most effective and efficient way to meet the needs of local people.

A cultural education can help all ages to achieve their potential and maximise their creativity.

- **Healthier** – we will improve the physical and emotional well being of local people through improved access to relevant services and opportunities.

Participation in culture and the arts can help to reduce the incidence of health related problems affecting modern society.

- **Developing our organisation** – we will play our role in making things happen in Renfrewshire by being a modern, innovative and ambitious organisation which champions the local area

Implementation of rigorous self-evaluation will allow the Council and partners to continuously assess performance and service quality. The quality improvement frameworks ‘How good is our culture and sport?’ and ‘Public Service Improvement Framework (PSIF)’ will be used to evaluate our cultural services.

2. National Context

At a national level, we will work with Creative Scotland, Museums and Galleries Scotland, and the Scottish Library and Information Council, National Library of Scotland and national performing companies, to ensure we deliver the strategy in conjunction with their specific strategies and policies.

The cultural strategy will support and contribute to the Scottish Government's five national priorities, and fifteen national outcomes, and will focus on key actions to be taken by education and leisure services to deliver local outcomes. In particular the cultural strategy will support national outcomes 12 (we value and enjoy our built and natural environment and protect it and enhance it for future generations) and 13 (we take pride in a strong, fair and inclusive national identity). The strategy will also contribute to other national and local priorities.

At the heart of this strategy are three principle aims:

- encouraging more people taking part in cultural activity;
- attracting more people to visit Renfrewshire to experience our cultural provision; and
- providing more opportunities for young people to develop their creative ambition in Renfrewshire.

Strategic objectives

The strategic objectives of the cultural strategy are set out below, and have been identified to ensure that the central role of culture is recognised as a key priority for Renfrewshire and its community planning partners.

The three strategic objectives are:

- (i) to make Renfrewshire more prosperous by developing a cultural and creative infrastructure;
- (ii) to enhance the quality of life for individuals and Renfrewshire communities by developing a thriving cultural sector; and
- (iii) to celebrate and develop our local culture.

The cultural strategy will support a wide spectrum of activity from supporting excellence in all forms of arts and culture, to promoting access and participation in culture for all.

What will this mean for the people of Renfrewshire?

At the heart of this strategy lies the ambition to enable everyone to participate in and benefit from culture. We want to see:

- more people taking part in cultural activity;
- more people visiting Renfrewshire to experience our cultural offer; and
- more opportunities for young people to develop their creative ambition .

The key aim of increasing access to cultural activities in Renfrewshire was informed by the lessons learned from a national cultural pathfinder project, undertaken in Renfrewshire in 2008. The pathfinder highlighted the importance of ensuring equality of access, particularly for disadvantaged groups.

The overall assessment of the national cultural pathfinder project concludes that the cultural sector in its broadest sense, should be able to engage productively with the community planning process, to demonstrate its potential contribution to identified outcomes.

In August 2000, the first National Cultural Strategy for Scotland was launched, 'Creating our Future – Minding our Past'. This document identified the key areas of cultural activity as being arts, heritage, libraries, sport, education and the built environment. Common themes were identified across these key areas, including access and social justice, young people and education, cultural diversity, economic potential of creative industry, cultural tourism.

Renfrewshire Council welcomed the National Cultural Strategy which recognised the crucial role that culture plays in people's lives, with local authorities playing a key role in cultural provision.

The draft Culture (Scotland) Bill was launched in 2006 and had two principal aims, which were:

- to support and develop talent and excellence in culture at national level; and
- to support local authorities to undertake cultural planning to contribute to community planning.

Consultation on the draft Culture (Scotland) Bill, across Scotland was undertaken for consideration by Scottish Government, following the Scottish Parliamentary elections in May 2007.

Creative Scotland

The Scottish Government is committed to extending and increasing the wider benefits of arts and culture, including their contribution to the promotion and development of Scotland's national culture and its place in the wider international sphere.

The establishment of a new body, Creative Scotland, will enshrine the continuing commitment to artists and creators of all kinds. The foundation of Creative Scotland was a result of the 'Public Services Reform Bill' which received Royal Assent in April 2010.

The body will inherit the resources and general purposes of two existing public bodies, the Scottish Arts Council and Scottish Screen.

The key roles of Creative Scotland are to:

- support artists and creators in achieving excellence;
- advocate on behalf of arts and culture;
- promote access and participation;
- realise the wider benefits of Scotland's artistic and creative activity; and
- enable artistic and creative activity which contributes to an understanding of Scotland's national culture.

In 2008, Scottish Government launched the document, ***Culture Delivers***, following the development of single outcome agreements across Scotland.

Curriculum for Excellence

Curriculum for Excellence is designed to establish a coherent, flexible and enriched curriculum for children and young people from age 3 to age 18. The programme will transform learning and teaching, enabling all children to become confident individuals, successful learners, responsible citizens and effective contributors.

The inspiration and power of arts and culture play a vital role in enabling our children and young people to enhance their creative talent and develop their artistic skills. Involvement in the expressive arts helps learners to develop their knowledge, understanding and appreciation of contemporary and historical arts within their own communities, within Scotland and beyond.

The cultural strategy will ensure that all cultural partners engage with young people in expressive arts and cultural activities, to increase their participation in cultural activities and help shape their sense of personal, social and cultural identity. The strategy will encourage partners to work with schools to encourage young people to express themselves in innovative ways, and experience enjoyment and enrichment in their lives.

3. Local Background

Renfrewshire has a long history in providing exciting and innovative cultural services. For the purposes of this cultural strategy, the scope of cultural expression within Renfrewshire, delivered by a range of partners, includes the following:

The arts and creative industries: performing arts (music, drama, dance, opera), the visual arts (painting and drawing, photography, sculpture, architecture, design), literature (creative writing, storytelling, reading), community, ethnically-orientated and traditional arts (including Gaelic arts and language), festivals, a wide range of craft activity, and multimedia art (TV, radio, film, moving image art forms, designer fashion, and computer games/interactive leisure software).

Museums and heritage: collections of artworks and artefacts, archives, architecture, built heritage, natural heritage, archaeology, local history, heritage based attractions.

Libraries: collections of books and information resources, photographs, archives and maps, online reference resources and journals, access to internet and e-mail, local and family history.

The individuals, organisations, and facilities that create and provide such services and activity, can be broadly defined as the cultural sector. Culture within this strategy will refer to the work of this sector which includes the activities of national bodies, local authority cultural services, independent cultural organisations, and the voluntary and community sectors.

The key cultural services within the local authority are: education and leisure services – schools, arts and museum service; Renfrewshire Libraries; education development service; tourism and events planning teams in planning and transport (appendix 2).

4. Aims and strategic objectives

At the heart of this cultural strategy are three principle aims. These are to have:

- more people taking part in cultural activity;
- more people visiting Renfrewshire to experience our cultural offer; and
- more opportunities for young people to develop their creative ambition in Renfrewshire.

The strategic objectives of the cultural strategy are set out below, and are informed by Renfrewshire's Community Plan 2008-2017 and Council Plan 2008-2012, Renfrewshire's Single Outcome Agreement and feedback from consultation exercises. The objectives have been identified to ensure that the central role of culture is recognised as a key priority for Renfrewshire and its community planning partners.

The three strategic objectives are:

1. to make Renfrewshire more prosperous by developing a cultural and creative infrastructure for Renfrewshire;
2. to enhance the quality of life for individuals and Renfrewshire communities by developing a thriving cultural sector; and
3. to celebrate and develop our local culture in Renfrewshire.

The following actions have been identified to achieve the strategic objectives:

Strategic objective 1

To make Renfrewshire more prosperous by developing a cultural and creative infrastructure for Renfrewshire.

Action 1 – We will develop a strategic partnership approach to ensure culture is integrated into regeneration and economic strategies.

We will:

- contribute to Townscape Heritage Initiative, Community Infrastructure and Town Centre Regeneration programmes; and
- market the art, architecture and cultural heritage of Renfrewshire, particularly Paisley, to potential visitors, in order to retain existing jobs and create new ones.

Action 2 – We will contribute to the creation of vibrant towns and communities.

We will:

- work with not for profit, charitable and voluntary arts and cultural sector;
- help to build the widest access routes to involvement and participation in arts, creative and cultural activities through prioritisation of targeted groups, where uptake of cultural services is poor; and
- support and develop cultural events, such as festivals and gala days, in local communities.

Strategic objective 2

To enhance the quality of life for individuals and Renfrewshire communities by developing a thriving cultural sector.

Action 3 – We will foster diversity in our population.

We will:

- ensure a diversity of participation in arts, creative and cultural activities, removing barriers to participation for reasons of age, disability, gender, race, religion and belief, and sexual orientation; and
- ensure cultural services are accessible to residents in local communities, to increase local participation in the planning and delivery of services.

Action 4 – We will continue to develop cultural opportunities for children and young people.

We will:

- work to develop an interest and enthusiasm in cultural activity at an early age through culture and arts programmes in a wide range of educational settings; and
- work with schools and other partners to engage young people in expressive arts and cultural activities which help to shape their sense of personal, social and cultural identity, to contribute to the implementation of curriculum for excellence.

Strategic objective 3

To celebrate and develop our local culture in Renfrewshire.

Action 5 – We will foster a co-ordinated approach to cultural activity.

We will:

- work closely with the cultural sector, including volunteer supported cultural activity in Renfrewshire, to engage more communities and individuals in cultural activity ; and
- take a co-ordinated strategic approach to cultural activities in Renfrewshire, by ensuring greater networking and partnership working, to achieve added value in cultural delivery.

Action 6 – We will improve access to information on cultural activities in Renfrewshire.

We will:

- ensure better information about Renfrewshire's culture at local level for local people; and
- ensure better information about Renfrewshire's culture at national level, to attract wider audiences and enhance opportunities for cultural experiences.

5. Working with our partners

Effective partnership working across Renfrewshire will help us to deliver our cultural strategy successfully, realising the full potential of culture in delivering outcomes across a wide range of priorities.

The education and leisure cultural strategy will be guided by a cultural strategy implementation group, including Renfrewshire Council cultural services, community planning partners, Paisley Partnership Regeneration Company (PPRC), Renfrewshire Council for Voluntary Services (RCVS), Renfrewshire Community Health Partnership (RCHP), Renfrewshire Leisure Limited (RLL), in addition representation will be sought from the private sector and local cultural organisations, drawn from the established Renfrewshire cultural network. The strategy implementation group will be established to overview, monitor and evaluate progress on the action plan and will be chaired by a senior elected member.

Effective partnership working amongst the cultural sector will be crucial to delivering better, more efficient cultural services during a time of financial constraints. Significant efficiency gains and delivery of added value will be achieved by focusing previously disparate resources on outcomes for whole communities that individual services, agencies or organisations could not deliver alone. New partnerships will bring together different parts of the public sector, the private and voluntary sector groups, to ensure outcomes can be achieved more efficiently.

An essential feature of the education and leisure services cultural strategy is that it should be relevant to everyone and be based on the wishes and aspirations of the community. Consultation meetings were held in June 2010 in all five local area committee areas, together with a schools consultation and online survey, in order to solicit opinions, advice and guidance on the implementation of the cultural strategy. The views expressed at the consultation events and the issues identified have been considered in the development of the revised strategy and action plan attached to this report.

Management of the strategy

The cultural strategy strategic implementation group will at an early stage, ensure that there is a sound knowledge and understanding of the current level of local cultural activity, across all cultural sector partners and will manage the strategy. An analysis of community interest and aspiration will be helpful in the ongoing process of developing the community planning partnership's use of culture in delivering its priorities.

The following initial actions are proposed for the new cultural strategy implementation group:

- community consultation;
- agreeing a planning framework for the strategic implementation group;
- mapping existing cultural provision;

- planning and delivering services that contribute to national and local outcomes and widen cultural access;
- evaluating delivery, its impact on the community and targeted outcomes; and
- act on evaluation results.

6. Monitoring and Review

Monitoring

This cultural strategy, provides a framework for the involvement of many different organisations. The cultural strategy and accompanying action plan indicate how we will achieve our goals and deliver the outcomes identified in the strategy

The cultural strategy will grow, change and develop, as it covers a five year period from 2009 to 2014. The targets identified in the action plan, allow for a transparent reporting mechanism, ensuring that the cultural strategy is current and relevant in the ever changing climate of opportunities, expectations and pressures on resources.

The quality of cultural services will be evaluated through the new cultural strategy implementation group. The strategy will be reviewed and updated annually by the implementation group, comprising Renfrewshire Council, community planning partners and the third sector, to reflect new ideas and changes. The implementation group will report to community and family care Policy Board and the wealthier and fairer community planning group, on an annual basis.

To assess the contribution of culture and creativity to the single outcome agreement and community plan, a new quality improvement framework (QIF) for culture (and sport), 'How Good is our Culture and Sport?', has been developed as a strategic evaluation tool, by the Scottish Government, HMIE and VOCAL (Voice of Chief Officers for Cultural and Leisure Services), and is an important addition to the range of quality improvement tools already in use by local government. Renfrewshire arts and museum service and Renfrewshire Leisure Limited (RLL), will pilot the (QIF) evaluation tool in late 2010.

Implementation of rigorous self-evaluation will allow the Council and partners to continuously assess performance and service quality. The quality improvement frameworks 'How good is our culture and sport?' and 'Public Service Improvement Framework (PSIF)' will be used to evaluate our cultural services.

The cultural strategy document and further information about cultural activities in Renfrewshire can be found at www.renfrewshire.gov.uk/culturalstrategy , e-mail – enquiries@els.renfrewshire.gov.uk or by contacting us at:

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Local background

Arts and Museum Service

The arts and museum service comprises Paisley Museum and Art Gallery, with Coats Observatory, Paisley Arts Centre and Renfrew Community Museum. The service has operational responsibility for Paisley Town Hall, Johnstone Town Hall and Renfrew Town Hall.

The arts and museum service was founded in 1871 and was intended for the “intellectual improvement of the whole community”, using collections built up since the early nineteenth century, by the Paisley Philosophical Society and the Paisley Arts Institute.

The historical collections of Paisley Museum and Art Gallery are preserved for the benefit of present and future generations. They form a treasury of information and inspiration for researchers, students and artists of all kinds. The museum promotes its extensive and unique collections, including paintings, ceramics and Paisley shawls. The shawl collection is recognised as a collection of national significance. The collections are an important resource for local business and the local economy.

In addition Paisley Museum and Art Gallery offers a wide range of contemporary exhibitions, encouraging participation in cultural activities, particularly amongst under-represented groups. Contemporary exhibitions have included: modern art, sculpture and ceramics, Dr. Who linked to the popular TV series and interactive exhibitions aimed at younger audiences.

Coats Observatory is a unique attraction, housing astronomical equipment and displays, weather and earthquake recording equipment. Gifted to the people of Paisley by Thomas Coats and designed by Glasgow Architect John Honeyman, the building opened in 1883 and has been welcoming everyone with an interest in astronomy ever since. The observatory also has a small planetarium which gives visitors an indoor tour of the night sky. During winter months the Observatory is open to the public for evening viewings using the observatory telescope.

Paisley Arts Centre was opened in 1987 and is a converted eighteenth century church located in Paisley town centre. The building houses a 158 seat theatre, studio workshop, bar and bistro. The Arts Centre presents a range of performances each year, including drama, jazz and comedy.

The arts and museum service fosters the cultural environment by providing a range of support services for artistic groups and individuals, exhibiting in the museum and art galleries, benefiting from the expertise of arts and museum staff. Notable among these are the annual exhibitions of the Paisley Art Institute and Paisley Photographic Society. Support is also given to local groups throughout Renfrewshire. The service also works closely with partners including PACE Theatre Company, a professional theatre company, aimed at developing the skills of young people

The arts and museum outreach team, work throughout Renfrewshire to work with vulnerable groups and individuals, using cultural activities as a means of engagement, to achieve a range of positive outcomes and learning experiences.

The service also works closely with the Scottish Schools, Cultural Co-ordinators in Scottish Schools (CCiSS) programme, to increase and enhance participation in a wide range of cultural activities in schools in Renfrewshire. Developing imaginative projects and activities and helping to enhance awareness of the potential contribution of culture to young people's learning and development. This is an example of the potential of culture in delivering outcomes across a range of priorities. This initiative also supports professional artists and arts organisations to develop creative learning for young people.

Renfrewshire Libraries

Renfrewshire has a network of twelve libraries, including Paisley central library, and two mobile libraries operating throughout Renfrewshire.

The aims of Renfrewshire Libraries are to:

- promote the spread of knowledge, information, education and culture;
- stimulate intellectual, artistic and imaginative activity and encourage and nourish leisure interests;
- provide an information service to the local authority, the local community and business interests; and
- conserve and exploit materials, including archive materials, relating to Renfrewshire.

The main services provided for the community are:

- printed, audio-visual, online and other materials;
- free access to internet/e-mail at all static service points;
- access to PC, copying, scanning and fax facilities;
- access to learning resources promoting lifelong learning;
- a local studies service which preserves and exploits material illustrating the life of Renfrewshire past and present;
- genealogy and family history services;
- promotion of arts activity, including work with and support for local organisations, arts groups, local history societies, readers' groups and others;
- support for local writers and creative writing groups; and
- an information service, including access to virtual facilities including a 24/7 online library catalogue.

Renfrewshire Libraries works closely with a range of partners to offer access to relevant services. Renfrew Library has a Macmillan Cancer information and

support service, this will be further developed to other communities, extending access to services and broadening its scope.

'Bookbug' is part of a National project operating for pre-school children throughout Renfrewshire. The project supports the priorities of the National and local outcomes contained within the single outcome agreement.

Renfrewshire 'Bookbug' is a best practice example, in terms of partnership working, sustainability and reaching vulnerable families.

'Living well @ the Library' is an initiative where the library service works with the Renfrewshire Community Health Partnership, Social Work and others to deliver improved access to health information.

Schools

In terms of culture and the expressive arts, the inspiration and power of the arts play a vital role in enabling children and young people to enhance their creative talent and develop their artistic skills.

Schools work closely with the education development service, cultural services teams, including cultural co-ordinators the 'Step-up' programme and other partners, to ensure day-to-day learning includes art and design, dance, drama and music. A wide range of cultural projects are offered to young people in local schools and in the community. Through their involvement in the expressive arts, children and young people express themselves in innovative, motivating ways.

A cultural network is being developed within Renfrewshire schools by the arts and museum team, to actively support curriculum for excellence

The implementation of the cultural strategy will ensure that children and young people are actively involved in culture in its broadest sense, including participation in community events, contributing to Curriculum for Excellence.

Economic Development

The hosting of cultural events plays an important role to play in the cultural and economic development of Renfrewshire. Cultural events are a key component in creating a wealthier and fairer Renfrewshire, one of our Community Plan strategic objectives for achieving sustainable economic growth. The Council supports a range of events which underpin this objective which contribute towards specific initiatives such as the regeneration of town centres.

The role of the events manager, within the economic development division of planning and transport, includes developing existing events, creating new events, working with other departments regarding events/projects, producing an events calendar, establishing links with appropriate agencies, giving advice and assistance to local event organisers, and developing working relationships with national event organisations.

Action Plan

Strategic objective 1 - We want to make Renfrewshire more prosperous by developing a cultural and creative infrastructure for Renfrewshire

Action 1 - We will develop a strategic partnership approach (developing a strategic group of key partners and a cultural network) to ensure culture is integrated into regeneration and economic strategies.

	Activity	How	Impact	Outcome
1.1. We will contribute to Townscape Heritage Initiative, Community Infrastructure and Town Centre Regeneration programmes.	Work with the council's planning and transport team to support regeneration strategies.	Develop access to heritage information and heritage related events/ activities to support Heritage Lottery and other external bids.	Increased number of people participating in heritage related events, throughout the year and increased understanding of heritage to economic regeneration.	Increased participation in heritage related events, greater access to heritage sites through development of a shared marketing strategy. <i>Strategic implementation group to establish baseline targets for April 2011.</i>
1.2. We will market the art, architecture and cultural heritage of Renfrewshire, particularly Paisley, to potential visitors, in order to retain existing jobs and create new ones.	Develop a coherent marketing programme, branding and promoting Renfrewshire's cultural offering, supported by integrated information and booking systems.	Establish cultural partnerships to steer cultural developments, including partnerships with the private sector.	The profile of cultural events is raised within and outwith Renfrewshire, attracting participation from elsewhere.	Establishment of an audit of cultural activities/events and development of a joint annual programme of cultural activities/events, developed by cultural strategy implementation group. <i>Joint marketing to be established 2010/11.</i> <i>Joint programme to be established April 2011.</i>

Strategic objective 1 - We want to make Renfrewshire more prosperous by developing a cultural and creative infrastructure for Renfrewshire

Action 2. –we will contribute to the creation of vibrant towns and communities.

	Activity	How	Impact	Outcome
2.1 We will work with not for profit, charitable and voluntary arts and cultural sector.	Develop closer links with the voluntary sector. Explore volunteering opportunities within the cultural sector.	Development and support for joint cultural projects.	People in Renfrewshire have access to a wide range of cultural services, delivered by all sectors.	Greater efficiency of working, with increased range and quality of cultural activities, through joint working. <i>Strategic implementation group to establish audit of cultural activities in 2010/11.</i>
2.2 We will help to build the widest access routes to involvement and participation in arts, creative and cultural activities through prioritisation of targeted groups, where uptake of cultural services is poor.	Review key strategic cultural venues through ongoing asset management and review in line with community needs.	Work with external funding agencies to maximise opportunities for capital projects.	Improve cultural venues in Renfrewshire ensures relevant cultural services are available for all.	Increased effectiveness of key cultural venues in delivering relevant services and opportunities for local people and visitors. <i>Review of customer satisfaction survey for council cultural venues to be implemented for 2010/11.</i>
2.3 We will support and develop cultural events, such as festivals and gala days, in local communities.	Develop quality cultural events and festivals. Explore local partnership working and develop new partnerships with other local authorities.	Develop proposals for cultural events and festivals, in partnership with Planning and Transport, working with partners from the private sector, exploring external sponsorship.	An ongoing programme of cultural events and festivals in Renfrewshire, is key to supporting local regeneration.	Development of joint cultural events/festivals, supported by cultural strategy implementation group. Increased tourism resulting from marketing of joint cultural events and festivals. <i>Joint cultural event/ festival to be established for 2011/2012.</i>

Strategic objective 2 - We want to enhance the quality of life for individuals and Renfrewshire communities by developing a thriving cultural sector.

Action 3 –we will foster diversity in our population.

	Activity	How	Impact	Outcome	
3.1	We will ensure a diversity of participation in arts, creative and cultural activities, removing barriers to participation for reasons of age, disability, gender, race, religion and belief, sexual orientation.	Ensure greater awareness of equality and diversity issues amongst those participating in cultural activities.	Will ensure cultural activities comply with Renfrewshire Corporate Equalities Framework.	Creative and cultural activities in Renfrewshire are inclusive, by removing barriers to participation.	Improved monitoring of uptake of uptake of cultural activities by previously underrepresented groups. <i>2010/11 Target – work in partnership with Disability Resource Centre and Gaelic groups.</i>
3.2	We will ensure cultural services are accessible to residents in local communities, to increase local participation in the planning and delivery of services.	Support the development of stronger links with individuals and targeted community groups.	Develop consultation planning – focus groups, surveys, consultation events etc.	People in Renfrewshire, from all sections of the community, have improved access to cultural services and have a sense of ownership through participation in planning and delivery.	Improved community ownership of cultural facilities and increased local participation in planning, delivery and engagement in cultural services. <i>New Renfrew community museum will be developed as a best practice example by 2011.</i>

Strategic objective 2 - We want to enhance the quality of life for individuals and Renfrewshire communities by developing a thriving cultural sector.

Action 4 –we will continue to develop cultural opportunities for children and young people

	Activity	How	Impact	Outcome
4.1 We will work to develop an interest and enthusiasm in cultural activity at an early age through culture and arts programmes in a wide range of educational settings	Deliver an outreach programme for cultural activities at an early age.	Development of programmes such as Bookstart Rhymetime, which engage with young people and their families in cultural activities at an early age.	Young people and their families use cultural activities as a way of participating in family learning.	Young people develop and interest and enthusiasm for arts and culture at an early stage. <i>2010/11 Target - Develop partnership working to increase hours of participation in cultural activity by young people.</i>
4.2 We will work with schools and other partners to engage young people in expressive arts and cultural activities which help to shape their sense of personal, social and cultural identity to contribute to Curriculum for Excellence	Work with schools and a range of partners, to ensure culture and expressive arts, support teachers in planning challenging, inspirational and enjoyable learning activities.	Developing cultural resources to develop progress which will support Curriculum for Excellence.	Through involvement in the expressive arts, all children and young people can express themselves in innovative, motivating ways, and experience enjoyment and enrichment in their lives.	By engaging in experiences with the expressive arts, children and young people, will recognise the value, variety and vitality of culture, locally, nationally and globally. <i>2010/11 Target - Develop a cultural network within Renfrewshire schools.</i>

Strategic objective 3 - We want to celebrate and develop our local culture in Renfrewshire.

Action 5 –we will foster a coordinated approach to cultural activity.

	Activity	How	Impact	Outcome
5.1	We will work closely with the cultural sector, including volunteer supported activity in Renfrewshire to engage more communities and individuals in cultural activity.	Work with partners to facilitate the growth and sustainability of a voluntary cultural sector.	Delivery of voluntary arts training opportunities. Raise the profile of volunteers in the cultural sector through a volunteer recognition event.	Community engagement in Renfrewshire is effective and delivers relevant cultural services and volunteering opportunities in cultural activities. <i>Baseline to be established for 2010/11.</i>
5.2	We will take a coordinated strategic approach to cultural activities in Renfrewshire, ensuring greater networking and partnership working, to achieve added value in service delivery.	Work with partners to develop joint deliver of cultural programmes for Renfrewshire communities.	Establishment of a cultural strategy implementation group and cultural network in late 2010.	Renfrewshire has a co-ordinated approach to the delivery of cultural services and events, with efficient working practices shared between partners. Greater cooperation and coordination of cultural events in Renfrewshire, resulting in more effective use of resources and increased participation. <i>2010/11 Target - Develop partnership working to increase hours of participation in cultural activity by adults.</i>

Strategic objective 3 - We want to celebrate and develop our local culture in Renfrewshire.

Action 6 – We will improve access to information on Renfrewshire cultural activities.

	Activity	How	Impact	Outcome
6.1 We will ensure better information about Renfrewshire’s culture at local level for local people.	Work with individuals, partners and community groups to improve communication opportunities.	Development of communication strategy.	Communication and promotion of cultural activities in Renfrewshire is effective at a local level.	Increased local awareness of cultural events in Renfrewshire, through shared marketing and promotion, leading to increased participation.
6.2 We will ensure better information about Renfrewshire’s culture at national level, to attract wider audiences and enhance opportunities for cultural experiences.	Work with partners to support and share audience development for cultural events and activities.	Development of specific cultural marketing campaigns.	Communication and promotion of cultural activities in Renfrewshire is effective at a national level.	Increased international, national and regional awareness of cultural events in Renfrewshire, through shared marketing and promotion, leading to increased participation.