

# **Cultural NDPB's Contribution to the LAAs**

## **Arts Council England**

Arts Council England believes that, as they develop, Local Area Agreements (LAA) will provide a real opportunity to respond to local needs and form strong partnerships in order to deliver what is best for our communities.

We also believe fundamentally that the arts has the power to transform people's lives and provide opportunity, inclusivity, economic development and learning for all and therefore is well placed to be a valuable tool for delivery of LAA outcomes across all of the service blocks.

We are currently working closely with the Government Office for the South East (GOSE) and other cultural agencies, to ensure that culture contributes as much as it can to all LAAs. We want the LAAs to incorporate the groundbreaking work that is already happening within communities. This will create safer, stronger environments, where people and places can make a positive contribution, both economically and socially.

LAAs offer a positive opportunity to progress some of the work which we have already started through our Partnership Agreements with local authorities.

The publication [Local Government and the Arts; A Vision for Partnership](#) details four priorities which were agreed by Arts Council England and local government in 2003. These priorities are closely in line with the four LAA themes and there are a number of programmes of work which have been developed during the last two years as part of the pilot phase of these Agreements. Much of this work can usefully inform and contribute to the delivery of LAA outcomes and already benefits from Arts Council England and Local Authority investment.

The vision that Arts Council England and local authorities shared in 2003 clearly articulated how the arts would play a significant part in helping achieve local government aims and objectives and this document provides relevant examples of good practice that should be considered in the development of LAA strategies.

The shared priorities

<b>Vision for Partnership</b>	<b>Local Area Agreements</b>
Vital Neighbourhoods	Safer and Stronger Communities
Engaging Young People	Children and Young People
Healthy Communities	Healthier Communities and Older People
The Creative Economy	Economic Development and Enterprise

## **Arts contribution to the outcomes and delivery of the four block leads**

### **Safer and Stronger Communities**

The arts can offer a range of activities and opportunities which can improve the environment both physically and socially. This can contribute effectively to the reduction of crime and the fear of crime.

Examples of arts contribution to the Safer and Stronger Communities Block;

- Provision of workshops or performances which provide diversionary and educative activities and provide opportunities to channel creative energy and enable self expression.
- Enhancement of the built environment through installation of art in public places
- Involvement of artists to encourage community involvement in regeneration or enhancement of public spaces in order to manifest local distinctiveness and create a sense of place
- The involvement of an artist in town and neighbourhood planning to work alongside architects and developers to introduce creative design solutions and spaces which relate meaningfully to their heritage and surrounding environments
- Increase access and encourage volunteering to build audiences and encourage participation in artistic activity

### **Children and Young People**

The arts offer a safe environment to learn new skills and develop social interaction. They are also a valuable means of encouraging creative problem solving and providing a varied learning environment. We are currently developing a Strategy for Children, Young People, the Arts and Creative Learning to support the delivery of the Every Child Matters agenda.

Examples of arts contribution to the Children and Young People Block;

- Involvement of professional artists to provide quality learning experiences that offer children opportunities for excellence and enjoyment.
- Arts in both formal and informal education as a vehicle creating a vibrant curriculum
- Artistic activities as tools for building social skills and self confidence and to encourage team working and skills development
- Creative Partnerships provides young people in England with the opportunity to develop creativity in learning and take part in cultural activities <http://www.creative-partnerships.org>
- [Artsmark](#) is a national award scheme operated by Arts Council England in which an Artsmark is awarded to schools who show a commitment to a full range of arts - music, dance, drama and art and design.

- The [Young People's Arts Award](#), is a scheme which is designed to recognise young people's development through the arts. The first award of its kind, it aims to encourage young people grow as artists and arts leaders by setting their own starting points and challenges. It is run as an accredited qualification by Arts Council England in partnership with Trinity College London.

### **Healthy Communities and Older People**

The role of arts in delivering health objectives in healthcare settings and in the wider community is widely recognised. The arts are particularly well placed to deliver on the focus on the health and well being of communities and the emphasis from government on prevention rather than cure. Arts Council England is currently working nationally to raise the profile and develop this area of work.

Examples of arts contribution to the Healthy Communities and Older People Block;

- Participatory projects to encourage engagement between communities and to develop community links
- Activities such as dance, choral singing as a means of improving physical health and wellbeing.
- Use of artistic processes to deliver or reinforce messages about healthy lifestyle and health risks
- participatory activities for patients which provide a contribution to the healing process

### **Economic Development and Enterprise**

As well as the creative industries being a legitimate form of employment, they can also encourage economic development, regeneration and tourism. It is widely recognized that an active arts venue or vibrant cultural quarter can enhance the environment and improve the quality of life.

Examples of arts contribution to the Economic Development and Enterprise Block;

- Jobs and economic development through direct employment in arts venues and services and support for the development of new and existing arts activities
- Support for artists and creative industries to develop their creative practice and their business skills, in particular through our [Creative Industries Business Advisory Service](#) (CIBAS).
- Support for the provision of artist workspace and opportunities for display and sale of work
- The involvement of artists in regeneration, enhancing the quality of life through environmental improvements
- [Art at the Centre](#) initiative supporting sustainable approaches to urban renewal.

- [Art Plus](#) award scheme led jointly with SEEDA to fund ideas for innovative public art projects with the aims of celebrating and encouraging good practice in public art commissioning in the south east and emphasising the place of art and artists in creating a quality environment.