

Strategic Plan for Culture and Leisure in Rutland 2017-2020

1 Introduction

Rutland County Council, the upper tier authority for the County, has set out ambitious plans for the forthcoming 4 year planning period in its Corporate Plan. This Strategy builds on this plan to articulate how the Local Strategic Partnership will make a difference in the area of Culture and Leisure.

2 The Future Rutland¹

- Our population will grow with an increasing proportion of over 65's
- The market towns of Oakham and Uppingham will expand and remain vibrant
- There will be sustainable growth in our villages
- Our environment, culture and heritage will be protected in the context of sustainable growth
- Services and infrastructure will grow to support a growing population and ageing
- There will be economic growth creating new jobs and new businesses
- The way we deliver public services will be more targeted and will support those who need us the most
- We will safeguard the vulnerable
- We will be more proactive, intervene earlier with a focus on prevention where appropriate
- Rutland will remain as one of the most popular places to live in the Country with low crime rates, high life expectancy, high levels of academic achievement and attainment with an active and enriched community

¹ Rutland County Council Corporate Plan 2016-2020

3 Our Shared Vision for Culture and Leisure

Rutland is great place to live, learn, work, play and visit²

Where all can take part in sports, cultural and recreational activities;
Be inspired by our cultural and natural heritage;
And enjoy a better quality of life.

Through culture and leisure we will achieve improved social cohesion and wellbeing.

Our public, private and voluntary cultural infrastructure, from our libraries, galleries and sports venues, to our museums, historic assets, play areas and recreational spaces, will engage residents in rewarding and enriching activities.

Our services will provide access for all, with a special focus on young families, the increasing aging population, and new service populations. We will have particular regard to groups that encounter barriers to making the most of culture and leisure opportunities.

4 Strategic Objectives, Achievable Aims

Rutland County Council has approved the following high level priorities for the County:

1 Sustainable Growth

Delivering sustainable growth in our County supported by appropriate housing, employment, learning opportunities & supporting infrastructure (including other Public Services)

2 Safeguarding (Health and Wellbeing)

Safeguard the most vulnerable and support the health & well-being needs of our community

3 Reaching our Full Potential

Plan and support future population and economic growth in Rutland to allow our businesses, individuals, families and communities to reach their full potential

4 Sound Financial and Workforce Planning

Ensure that our medium term financial plan is in balance and is based on delivering the best possible value for the Rutland pound

² Rutland County Council's Vision 2016-2020

Beneath these priorities are the following specific objectives with particular relevance to culture and leisure:

- Support our communities to access cultural, recreational and volunteering opportunities
- Support the promotion of Rutland as a place to visit
- Ensure our Market Towns are vibrant and attractive to both residents and visitors
- Continuing to support the development of a vibrant Voluntary, Community and Faith sector
- Decreasing the impact of smoking, obesity and alcohol consumption on the health and well-being of our community
- Making best use of our assets

5 The Role of Culture and Leisure

The Action Plan in Section 6 sets out the steps we will take to achieve the Vision and meet the Priorities outlined above. This includes steps to help people get involved with volunteering and providing culture and leisure services; improved awareness of the variety of opportunities available; and publicising information to residents and visitors of activities and facilities large and small.

Culture and Leisure partners will continue to work to provide and coordinate cultural and sporting activity, including increased working with the voluntary sector. Where funds are available they will be used in a strategic way to enable the delivery of this Strategy. Activity will be coordinated with Rutland's Tourism sector to ensure maximum participation.

6 Action Plan

Priority 1: Sustainable Growth

Focus	Partners	Actions	Timescale
Work with tourism partners to promote culture and leisure in Rutland to residents and visitors of all ages, and encourage investment	RCC Anglian Water Town Councils & Community Partnerships	Capitalise on key events and assets incl. British Bird Fair / Rutland County Show / Rutland Day / CiCLE Classic / Rutland Water / Oakham Castle / Rutland County Museum / Uppingham Fatstock Show / Oakham Festival	2017-2020
Participate in development of, and support outcomes of Neighbourhood Plans and Co-location of Services	RCC Town Councils & Community Partnerships	Support delivery of culture & leisure aspects of Neighbourhood Plans Support possible development of new community facility in Uppingham	2017-2020 2017-2020
Support Heritage Sites and Groups	RCC Town Councils & Community Partnerships Voluntary Sector	Scope potential Heritage Park Support new heritage attractions	2017 2017-2020
Upgrade County facilities for outdoor sports	RCC LSA Schools Town Councils & Community Partnerships Parish Councils	Support improvements to outdoor sports facilities throughout Rutland, including pitches, grounds, ranges and water-based activities	2017-2020
Improve County facilities for indoor sports	RCC LSA Schools Town Councils & Community Partnerships Parish Councils	Support improvements to indoor sports facilities throughout Rutland, including Uppingham Community College Sports Hall	2017-2020
Upgrade Town, Village and Community Halls for use by all age groups including youth provision	RCC Town Councils & Community Partnerships Parish Councils	Support upgrading equipment, facilities and adaptations Support development of community facilities in Uppingham	2017-2020 2017-2020

Improvements to Catmose Sports and Swimming Pool	RCC Catmose Sports	Support upgrading or relocation / replacement of Swimming Pool Improvements to the Auxiliary Sports Hall	2017-2020 2017-2018
Improvements to County Parks and Green Spaces (including Oakham & Uppingham)	RCC Town Councils & Community Partnerships Parish Councils Oakham In Bloom Uppingham In Bloom Voluntary Sector	Support improvements to signage and visitor facilities (including benches, lighting, toilets etc.) Improve infrastructure for events Improve disabled access Upgrade amenity green spaces to more formal recreation / garden / park areas Improve and increase cycle and walking trails	2017-2020 2017-2020 2017-2020 2017-2020

Priority 2: Safeguarding, Health & Wellbeing

Focus	Partners	Actions	Timescale
Ensure facilities are available and accessible to residents and visitors of all ages, disabilities and diversity groups	RCC Businesses Voluntary Sector Town Councils & Community Partnerships	Encourage access audits and diversity reviews Invest in site improvements identified by access audits and diversity reviews to enable access and use by all groups and individuals Encourage facilities to allow usage for extended hours including evenings and Sundays	2017-2020 2017-2020 2017-2020
Provide access to support for job seekers	RCC Adult Learning Voluntary Sector	Provide job seekers' facilities at Oakham Library Improve employment and research facilities in libraries	2017-2020 2017-2018
Support public gardening, allotments and horticulture	RCC Voluntary Sector Town Councils & Community Partnerships Oakham In Bloom Uppingham In Bloom	Support wellbeing projects such as Men In Sheds Support community environment works Support Allotment provision	2017-2020 2017-2020 2017-2020

Promote countryside, wildlife, woodland and landscape	RCC Voluntary Sector	Support Community Woods Support Natural History groups Support walking groups Promote walking routes and rights of way	2017-2020 2017-2020 2017-2020 2017-2020
Deliver sustained improvements in public health through activity programmes	RCC LSA Uppingham School Catmose Sports	Exercise Referral Commissioned Services Active Rutland	2017-2020 2017-2020 2017-2020
Ensure the conservation and promotion of Rutland	Voluntary Sector	Promote small sites such as Ladywell	2017-2020

Priority 3: Reaching Our Full Potential

Focus	Partners	Actions	Timescale
Promote opportunities for volunteering in culture sport and leisure	RCC Arts for Rutland Voluntary Sector	Provide volunteering opportunities Support volunteers	2017-2020 2017-2020
Ensure information about culture sport and leisure is available and promoted in all forms, including print, media coverage and via the Internet & Social Media	RCC Businesses Arts for Rutland Voluntary Sector Tourism Forum	Support Arts for Rutland website Encourage use of Discover Rutland publications and portal Active Rutland and LRS websites Maintain and promote community websites	2017-2020 2017-2020 2017-2020 2017-2020
Promote culture and leisure to tourists and residents of all ages	RCC Town Councils & Community Partnerships Voluntary Sector	Upgrade tourism signage for arts, culture, heritage, libraries, leisure and sports in the county	2017-2020
Visitor and tourist information provision	RCC Voluntary Sector Tourism Forum	Identify and support suitable sites for provision of visitor and tourist Information	2017-2020
Support & promote art events and venues throughout Rutland	Arts for Rutland RCC Open Studios	Annual Rutland Open and Youth Open Exhibitions; Oakham Festival; Music in Lyddington; Uppingham School programme; Oakham School programme	2017-2020

	ODFAS Rutland Music Voluntary Sector		
Increase public access to art	RCC Arts for Rutland	Support the commissioning and delivery Public Art works	2018-2020
Provide spaces and resources for education, leisure and learning activities for residents and visitors of all ages	RCC Voluntary Sector	Support WEA; Adult Learning; Local and Family History groups and events Deliver heritage education programme for schools	2017-2020
Deliver exhibition and events programme that increases access to Rutland's heritage for all	RCC RLHRS FRCMOC Voluntary Sector	Living History Events Family History Events Special Exhibitions; Village Visits	2017-2020 2017-2020
Deliver Commemorative Exhibitions and Events to mark the centenary of the First World War	RCC Voluntary Sector Schools	Exhibitions; Website; Events	2017-2019
Deliver literature promotions for residents and visitors of all ages	RCC Schools	World Book Day Summer Reading Challenge Author Events	2017-2020
Restoration of Oakham Castle	RCC FRCMOC OIB RLHRS	Support programme of activities	2017-2020
Support the objectives of the Local Sports Alliance	RCC LSA	Deliver LSA Action Plan	2017-2020
Support and promote independent sports and physical activity	RCC LSA	Promote and direct participants to activities from archery to walking	2017-2020

Priority 4: Sound Financial and Workforce Planning

Focus	Partners	Actions	Timescale
Support the provision of facilities for sports and leisure events and venues for residents and visitors of all ages	RCC LSA SLL Schools	Participate in commissioning and tendering of services Identify and bid for funding to improve leisure activities	2017-2020 2017-2020
Support & promote provision of exhibition spaces and advocate for additional resource	Voluntary Sector RCC	Rutland Open Studios Victoria Hall Gallery Uppingham and Oakham Galleries	2017-2020 2017-2020
Support voluntary arts groups including drama groups, fine art groups, music groups etc.	Arts for Rutland RCC	Grants Scheme; Advice and Support	2017-2020
Invest in Arts Infrastructure	RCC Arts for Rutland	Support development of cultural infrastructure by partners Scope options for dedicated arts / performance space Seek funding to realise agreed options	2017-2020 2017-2018 2018-2020
Improvements to Rutland County Museum for residents and visitors of all ages	RCC FRCMOC	Scope and bid for funds to re-orientate Museum Upgrade audio-visual infrastructure Upgrade gallery and display infrastructure Improve visitor facilities	2017-2018 2018-2020 2018-2020 2018-2020
Improvements to Libraries for residents and visitors of all ages	RCC	Improve young people's spaces in libraries Investigate options for improved library services in Uppingham and Ryhall Install additional self-service facilities to extend use of all library sites Improve parking and refreshment facilities at all sites	2017-2020 2017-2018 2017-2019 2017-2020
Improve and safeguard the physical infrastructure of the County's heritage assets	RCC RLHRS FRCMOC Voluntary Sector	Acquisition by Friends of heritage items for conservation and display by RCC Identify new income streams to support heritage	2017-2020 2017-2020
Award grants to individuals to support their artistic growth	Arts for Rutland RCC	Grants Scheme	2017-2020

7 Key Risks

Delivering the actions set out in this plan is an achievable goal; however there are a number of key risks that should be noted:

Volunteer Capacity

Delivery of this Strategy is reliant on high levels of volunteer engagement. Failure to retain and grow the volunteer resource in the County would have serious implications for the ability of organisations to deliver.

Professional Support and Coordination

Complex projects and sensitive services rely on appropriate professional support and co-ordination, such as access to legal advice, financial expertise and specialists in culture, heritage and sport. Without access to such support many aspects of the Strategy will not be achievable.

Core Funding

Many volunteer organisations generate revenue through their activities, however loss of key funding streams will significantly reduce the impact of major projects and services.

Appendix 1: Rutland Profile

There is a vigorous sporting, culture and leisure infrastructure in Rutland, supported by the County Council and a wide range of public, private and voluntary bodies.

The **Rutland Local Sports Alliance** acts as a co-ordinating body for sporting activity.

Arts for Rutland acts as a co-ordinating body for arts activity.

The **Rutland Local History and Record Society** is the umbrella organisation for heritage organisations in the county.

Events

Rutland benefits from a wide variety of cultural, sporting and recreational activities and facilities, many delivered by local voluntary clubs and societies. Some are of international reputation, including the Rutland Open Air theatre operated by Stamford Shakespeare Company, the Rutland to Melton CiCLE Classic event, and the Rutland Water Annual Bird Fair. During the period of the previous Cultural Strategy, there have been many successful developments including Town Partnership promotional events in both market towns; “Mobilisation”, the WWI Commemoration Day at Kendrew Barracks; and the continuing development of Oakham Festival.

Facilities

Rutland County Council and Rutland Together aim to support local organisations and encourage the development of high quality, multi-purpose facilities which benefit the whole community, and provide a special focus on our young people and the tourism sector. We will continue to build on our strong relations with businesses and organisations in Rutland including Anglian Water, Oakham School, the Military Bases at Kendrew Barracks and St George’s Barracks, and many others large and small including Parish and Town Councils, and their Partnerships. Facilities at the new Rutland Showground, Catmose Sports, and Uppingham School Sports Centre continue to develop improved services for the whole community. The Sport England funded Active Rutland Hub at the Oakham Enterprise Park has created a new home for judo and athletics in the County. The restored Oakham Castle is an important heritage attraction for the County, which together with Rutland County Museum provides venues for numerous heritage and arts based activities, including a revived cinema and performance arts programme. Rutland’s Libraries continue to expand their range of services through partnership working with their communities and organisations, to provide lifelong access to literature, literacy and information.

Environment

We also benefit from a beautiful environment which includes both natural and man-made areas of special interest. Many residents undertake voluntary work in preserving and enhancing areas previously neglected in the County. Involvement in such projects enhances residents’ lives and gives them a sense of ownership of their community. The achievements of Oakham in Bloom and Uppingham in Bloom (in winning multiple gold and silver awards nationally and in the East Midlands region) have demonstrated the strength of community engagement in enhancing our environment and safeguarding biodiversity, truly showing that Rutland is a County of Horticultural Excellence. Investment in footpaths, cycle tracks and sustainable transport continues to improve our County.

Economic Development and Tourism

Sustaining and growing the local economy is essential to the future of Rutland. As part of the Greater Cambridgeshire & Peterborough LEP, economic development and tourism are key areas of work. Through improving access to our cultural heritage, and ensuring high quality facilities are available, we will make our county more attractive to tourists, businesses and working families. Culture and Leisure attractions strengthen the tourism sector, improving the viability of businesses in the local area, and local businesses work closely with our Destination Management Organisation, Discover Rutland, in the promotion of the county.

Appendix 2: Wellbeing Impacts of Culture and Sport

In April 2014, the Department for Culture, Media & Sport published a report on quantifying the impact of Culture and Sport in the UK:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/304899/Quantifying_and_valuing_the_wellbeing_impacts_of_sport_and_culture.pdf

The paper includes the following observations:

Arts engagement

Arts engagement was found to be associated with higher wellbeing. This is valued at £1,084 per person per year, or £90 per person per month.

Library engagement

A significant association was also found between frequent library use and reported wellbeing. Using libraries frequently was valued at £1,359 per person per year for library users, or £113 per person per month.

Sport participation

Sport participation was also found to be associated with higher wellbeing. This increase is valued at £1,127 per person per year, or £94 per person per month.

The potential value of Culture and Sport to the population of Rutland from just these three categories is around £11 million per annum.