



Staffordshire Arts & Museum Service Arts Policy & Executive Summary

2008

ARTS POLICY AND STRATEGY EXECUTIVE SUMMARY 2008

Staffordshire Arts and Museum Service and its partners, who are responsible for arts provision in the county, recognise the importance that the arts can play in enhancing the quality of life for people. It aims to improve access to the arts for everyone to enjoy and participate in.

The arts policy and strategy provides a framework for the County Council to assist in achieving the Council's overall mission and corporate objectives.

Through all of these there is a clear focus on:

- children and young people
- healthier communities and older people
- safer and stronger communities
- economic development and enterprise
- sustainable development
- corporate improvement

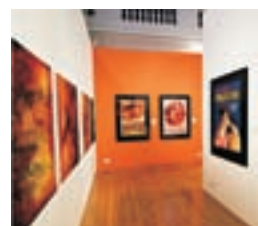
The policy is expected to provide guiding principles for some years to come, while the strategy sets the framework for main areas of action during the next three years 2008-2011.

The County Council's **aspiration** is that:

- The value of arts and culture will be recognised right across the work of the County Council, both through the arts service and through many other services
- The importance of arts and culture as a key driver of the quality of life will be recognised and represented in corporate strategies.

The **policy** of the County Council is to develop and support opportunities for everybody in Staffordshire:

- To be able to take part in and experience a wide range of quality arts activity, and
- To be able to share in the social, educational and economic benefits which the arts provide.



Strategic objectives

The strategic objectives are grouped around five themes, with clear objectives and a focus on outcomes:

Theme	Objective	Outcomes
<p>Access to quality arts provision</p>	<p>To ensure that high quality facilities and provision are available, providing opportunities for people to take part in and experience the arts, through:</p> <ul style="list-style-type: none"> - managing the Shire Hall Gallery, as the leading visual arts venue in Staffordshire - supporting the New Vic Theatre, as Staffordshire's producing theatre supporting touring initiatives which take visual and performing arts to community venues around the county - assisting the development of improved venues and facilities 	<p>Quality facilities and provision</p> <p>Increased opportunities to experience high quality arts</p>
<p>Formal and informal learning</p>	<p>To provide and support formal and informal learning opportunities in, and through, the arts, through:</p> <ul style="list-style-type: none"> – working with schools and the School Improvement Division – working with the new integrated youth service and working towards a county-wide policy for youth arts – working with plans for the Cultural Olympiad – developing a county-wide youth dance project – supporting adult learning - supporting family learning 	<p>Quality learning opportunities</p> <p>Raised aspirations, especially for children and young people</p>

Theme	Objective	Outcomes
Inclusiveness	<p>To promote the role of the arts in making a healthy and more caring, fairer and safer society, through:</p> <ul style="list-style-type: none"> - encouraging arts opportunities in healthcare settings - encouraging arts opportunities for older people - encouraging arts opportunities for adults with disabilities - encouraging arts opportunities for vulnerable children - raising awareness and understanding of cultural diversity through the arts 	<p>Equal opportunities to take part in the arts</p> <p>'Closing the gap' leading to increased participation</p>
Economy, regeneration and the environment	<p>To promote the role of the arts in contributing to economic and social regeneration, the environment and sense of place, through:</p> <ul style="list-style-type: none"> - being more proactive in promoting the creative economy including the creative industries - developing the contribution the arts make to tourism - encouraging the use of public art in capital programmes and regeneration schemes. 	<p>Arts contribute to regeneration</p> <p>Economic benefits for Staffordshire</p>
Leadership and partnerships	<p>To provide leadership for the arts in Staffordshire, and to develop partnerships which promote creative practice and which make best use of resources, through:</p> <ul style="list-style-type: none"> - developing the strategic framework and providing leadership - advocating on behalf of the arts in Staffordshire - promoting the value of culture providing information and advice services. 	<p>Better co-ordination</p> <p>Increased focus in use of resources</p>