

Cultural Strategy 2005 – 2008 Action Plan

Objective	Action	Targets	Lead
Promote the local distinctiveness of the borough (Community Strategy theme: Environment)	Produce local planning policies and initiatives which seek to protect, conserve, enhance and develop the local urban & rural landscape ensuring synergy with the liveability Programme	<ol style="list-style-type: none"> 1. Public Realm Design Framework produced June 2005 2. Open Spaces plan produced by July 05 3. Supplementary Planning Guidance (SPG) open spaces approved by March 08 4. Develop public art policy by March 06 5. Adopt the Percentage for Art police by September 2005 6. Provide listed buildings grants subject to priorities - ongoing 7. Enforce planning control on listed buildings and conservation areas - ongoing 8. Improve the image and vibrancy of town centres – ongoing 9. Adopt a playing pitch strategy by June 2007 	Planning Policy and Urban Design Manager Arts Development Head of Planning and Development Retail Support
	Integrate the efforts of partners with responsibility for the development of heritage, countryside and coastline	<ol style="list-style-type: none"> 1. English Nature and HBC review the management plan on Hayling Island's Sites of Special Scientific Interest (SSSI) by March 08 2. Maximise the use of Staunton Country Park by continuing the development of outdoor performances for 2006/07 3. DCMS listed buildings register available on line by March 08 4. Work with English Heritage to develop a historic register by March 08 	Public Spaces Development Manager Arts Development Planning Policy and Urban Design Manager
	Promote new developments which enhance the local landscape character and ecology	<ol style="list-style-type: none"> 1. 60% of new housing each year takes place on brownfield sites 2. Continue to hold biennial Havant Borough Council Design Awards 	Head of Planning and Development

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	Develop a better public understanding of the life and history of communities in the Borough	1. Work with local artists, arts organisations, history groups and museums to promote local culture and to reflect local history and heritage - ongoing	Arts Development
Enhance our cultural economy and tourism (Community Strategy theme: Economy)	Increase collaborative ventures taking place in the Havant Borough	1. Ongoing support for cultural initiatives, including: <ul style="list-style-type: none"> • Leigh Park Craft Initiative • Music Fusion • International Sailing Events • Havant International Cycling Grand Prix • Havant Borough Arts Festival • Emsworth Food Festival • Local carnivals 2. Support Havant Arts Active - ongoing 3. Act as the Council's representative on the County Council's Arts Officer group – ongoing 4. Provide annual programme of events in Waterlooville and Havant town centres.	Arts and Sport Development
	Enhance tourism activity in the borough	1. Produce tourism plan in co-operation with Tourism South-East by March 2006 2. Review current tourism services by September 2005 3. Undertake feasibility study regarding providing a visitor centre on Hayling Island by 2005 4. Review leisure tourism promotion material by October 2005 5. Support Emsworth Arts Trail and support artists on Hayling Island – ongoing 6. Support and promote key arts and sports events in the Borough – ongoing	Tourism Officer Retail Support Tourism Officer Community Initiatives

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<p>Improve accessibility to facilities and information</p> <p>(Community Strategy theme: Social Inclusion)</p>	<p>Enable and encourage those who wish to participate in cultural activity</p>	<ol style="list-style-type: none"> 1. Run one summer and one autumn Celebration of Youth event per annum 2. Increase access to sporting activities across the borough from April 2005 3. Undertake feasibility study into implementing a citizen's card to enable access to community, culture and other facilities by April 2006 4. Run 10 "SNAP" events per annum 5. Continue the programme of art outreach work by the Leigh Park Craft Initiatives Craft Outreach Worker 6. Support the Community Associations in delivering cultural activities appropriate to community needs – ongoing 7. All cultural or leisure facilities owned by HBC comply with the DDA by March 2006 8. Create a Community Development Plan in consultation with Community Boards by March 2006 9. Support the review of leisure facilities in the Borough by March 2008 10. Develop Cultural Section on HBC website by Sept 2006 11. Link cultural activities with other services to ensure an integrated approach to tackling barriers to participation - ongoing 	<p>Young People's Development Sports Development</p> <p>Community Safety</p> <p>Arts Development</p> <p>Community & Health Development</p> <p>Community Initiatives Mngr</p>
	<p>Maintain a range of performance indicators to measure effectiveness of delivery</p>	<ol style="list-style-type: none"> 1. Report annually on a range of national and local PI targets: <ul style="list-style-type: none"> • 90% of residents satisfied with the cultural and recreational services provided by HBC • 60% of residents whose level of concern of fear of crime issues has decreased • 90% of residents satisfied with the provision of parks 	<p>Community Initiatives Mngr</p>

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		and open spaces in the borough <ul style="list-style-type: none"> • 25% increase in attendance at HBC events 2. Develop performance indicators to meet the requirements of the CPA by March 2007	
Maximise opportunities for enhancing cultural facilities	Enhance cultural facilities provision.	1. Liaise with Area Investment Framework Cultural Group to enhance cultural facilities provision - ongoing 2. Develop Public Art Policy by March 2006 3. Havant Cultural Group to advise on ways to enhance cultural provision through joint ventures by March 2006	Community Initiatives Mgr Arts Development
	Develop, renew and enable partners to produce good quality publicity material	1. Work with Havant Arts Active to maximise the marketing of the Arts Festival 2. Annual review of promotional material for: <ul style="list-style-type: none"> • Sports Guide • Countryside and Open Spaces • Cycle Routes & Riding Trails • Community Centres • Museums • Tourist venues • Other distinctive aspects of the area 	Arts and Sport Development Tourism Officer
	Provide web site information for all cultural services	1. Develop on-line bookings system by March 2008	Community Initiatives Mgr
	Maximise learning opportunities through cultural provision	1. Implement play section of Open Spaces Plan by March 2006 2. Provide annual crime reduction theatre productions for targeted schools and year groups 3. Assist in the development of dual-use facilities on school and other County Council sites - ongoing 4. At least 1000 young people engaged by the Community Sports Development Coaches per annum 5. Sports Development Officers provided in the 2 deprived	Open Spaces Development Community Safety Sports Development

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		areas of the Borough 6. Introduce one additional Youth Café by March 2008 7. Introduce sports programme for older people by March 2006 8. Begin to work with Skills Active to improve skills development linked to leisure industry – September 2005	
	Work with the LEA and PCT to support the Healthy Schools initiative	1. 37 Schools validated as Healthy Schools by March 2008 2. 20 Free school meals (FSM) schools participating in the Healthy Schools scheme by March 2008.	Primary Care Trust