

MINUTES of the **CULTURE THEME BOARD** held at the University of Derby, Devonshire Campus, Buxton, on 21 July 2010.

PRESENT

Councillor Andrew Lewer (In the Chair)

Brian Ashley, Museums, Libraries and Archives Council, Stuart Batchelor, South Derbyshire District Council, Pauline Beswick, Peak District National Park Authority, Dave Brooks, Derbyshire Dales District Council, Mike Hayden, Chesterfield Borough Council, Councillor Jim Hewlett, South Derbyshire District Council, David Joy, Derbyshire Sport, Councillor Barry Lewis, DCC, Steve Pintus, Derbyshire County PCT, Councillor Chris Short, Amber Valley Borough Council, Councillor Geoff Stevens, Derbyshire Dales District Council, Councillor Emily Thrane, East Midlands Arts Council and Lorna Wallace, 3D.

In attendance: Jaci Brumwell, DCC, Cultural and Community Services, Sally Curley, High Peak Borough Council, Wesley Downes, DCC, Chief Executives Office, Robert Gent, DCC, Cultural and Community Services, Allison Thomas DCC, Environmental Services, Ros Westwood, DCC Museums and Ann Wright, DCC, Arts.

Apologies for absence were submitted on behalf of Mark Alflat, South Derbyshire District Council, Richard Campen, Peak District National Park Authority, Carla Capstick, DCC, Children and Younger Adults, David James, Peak District and Derbyshire, Martin Molloy, DCC, Cultural and Community Services, Jan Overfield-Shaw, DCC, Arts, Councillor Ann Syrett, Bolsover District Council, Julian Townsend, Amber Valley Borough Council, and Councillor Jean Wharmby, High Peak Borough Council.

25/10 **MINUTES** The minutes of the meeting of the Culture Theme Board held on 25 May 2010 were received.

26/10 **MATTERS ARISING** (a) 2012 Torch relay (minute 21/10 refers) Members were informed that news of the bid was now expected at the end of 2010 with full details early in the new year.

(b) Derby and Derbyshire City of Culture 2017 (minute 22/10 refers) Members were informed that the Minister of Arts had recently announced that Derry would be the City of Culture for 2013.

Derby City Council had now allocated funding in order to employ the services of a design company to develop an identity/brand for the bid, and Helen Osler had written to partners requesting nominations for the Stakeholder Group.

It was also noted that the University of Derby was to carry out research on audience and demographics.

27/10 **PARTNERS IN LITERACY** Sarah Burkinshaw, Director, Read on Right Away (ROWA) attended the meeting and gave a presentation to Members on Partners in Literacy.

Members were informed that the Partners in Literacy Project was a national pilot led by the National Literacy Trust and trialled in 9 Local Authorities between 2009 and 2011. In Derbyshire the pilot was led by Read on Right Away (ROWA) and a multi agency Advisory Group chaired by Martin Molloy, Strategic Director Cultural and Community Services who was the pilot's 'Champion'. The aim of the pilot was to test the premise that the Authority could tackle under achievement in disadvantaged children by raising awareness of the importance of reading culture, or literacy need in families and elevating this as a strategic approach within local area agreement partnerships. Whilst it was known that skills and enthusiasm for communication and reading began in the home and that home and culture influenced attainment, it was now critical to engage parental interest in reading with their children.

Details were given of how Derbyshire had developed a strategic partnership approach supporting literacy, which had meant working with family support agencies across the partnership to find ways to share the literacy offer and create a shared sustainable strategic vision for supporting families' reading. Following intensive research into parents' attitudes and ideas about language in the home, a detailed report of the outcomes was prepared and could be accessed through the ROWA website.

In conclusion, these could be summarised into three categories being access, shape and purpose.

Access – to work with parents and professionals to find what was on offer locally and what parents wanted to access.

Shape – to work with parents and professionals to redefine literacy support so that it was not just about going on a course or reading a book, it was about fitting into people's lives and inspiring them to be the agents of change.

Purpose – to support professionals to help parents understand the role they play in children's learning and through understanding what is required of them.

Sarah gave details of a number of pilots that would be taking place in year 2, including volunteer parent buddies in Bolsover; a literacy café in South Derbyshire and using nurseries and childminders to inform parents.

By the end of 2010, it was hoped that the pilot would be in a position to outline approaches to support a family reading culture, especially with those families whose children were at risk of being caught in the achievement gap. These new partnership approaches would be linked to existing, or remodelled, support systems. Recommendations would be made to the Derbyshire

Partnership Forum for a more effective cross sector approach to supporting literacy. It was hoped to bring a further report to the Culture Theme Board in early 2011 to outline a proposal for the cross sector approaches to supporting literacy in Derbyshire.

Members of the board raised a number of issues and ideas for further partnership working that would enhance and improve the pilot, in order to help it achieve its aims, which were noted and taken on board.

The Chair thanked Sarah for a most interesting and informative presentation.

28/10 OUTCOMES FROM CULTURAL SERVICES – FEEDBACK FROM PARTNERS Following the request made at the previous meeting for members of the board to provide examples of projects from organisations that had delivered outcomes, Robert Gent summarised some of the outcomes that had been received.

There had been a good response from partners with good examples received under the headings of reducing crime and the fear of crime; tackling antisocial behaviour; helping children and young people to enjoy and achieve; increasing independent living and improved quality of life; promoting health and well being and reducing health inequalities; increasing participation in arts, sports, cultural and leisure opportunities; and support of a thriving local economy and sustainable communities.

A number of excellent projects with very clear outcomes were identified and outlined to members. Details were also given of some very good projects that were being undertaken but the outcomes were not being captured in the manner required in order to show what difference it had made to peoples' lives.

Members were informed of the culture and sports outcomes framework which was detailed in the report submitted which showed three layers of outcomes with seven themes common to local area agreements. It was noted that there was no specific theme for culture.

In terms of what happened next, it was explained that the Derbyshire Partnership Forum Annual Report would be available in Autumn 2010 and some of the examples given would be used in that report. Some of the case studies would also be detailed on the DCC website. It was also agreed that a future Culture Theme Board session would take place on evaluating outcomes, which it was felt would benefit all Members. Work was also being undertaken with Sheffield University and MLA on identifying the intrinsic benefits of culture.

One of the lessons had been that outcomes and the methodology for evaluating them needed to be identified at the start of any project or initiative.

The Chairman thanked partners for their contribution in supplying examples of projects which had captured outcomes, and Robert for his update on the current situation.

29/10 NATIONAL INDICATORS AND SECONDARY INDICATORS: QUARTER 4 REPORTS

NI 7 – Lorna Wallace,3D gave a presentation to Members on progress in relation to National Indicator 7.

In relation to the baseline research being carried out by BMG Research in order to gain an accurate picture of third sector activity within Derbyshire, it was noted that the raw data had now been received although the full report was still awaited. Discussions had taken place, and it had been agreed by the action group that in the interim period until the final report was produced, additional research would be undertaken locally in order to build a local picture. Once all research had been received this could be analysed to find out where the gaps existed and look to make progress towards filling these gaps.

The Voice Project had worked with local front line groups to develop case studies illustrating contribution to LAA priorities. To help build mutual understanding between public and voluntary sectors, the Voice project was putting together a briefing pack which would be distributed to partners in the voluntary and public sector.

Progress was now being made on recruiting an IT specialist in order to centralise all data on local community and voluntary organisations, which would be accessible by all partners and which it was hoped would avoid duplication. It was envisaged that this would be available by the end of March 2011.

It was noted that the inaugural meeting of the Funders Forum had taken place on 6 July in Ripley with an excellent attendance. A number of issues were under discussion including the consistency of funding; the quality of application not meeting the criteria set by funders; and the perceived trend towards funding only being made available for registered charities.

In relation to capturing outcomes from evaluations, it was proving to be very difficult in the voluntary sector to establish this type of information, although efforts were being made to educate people.

Discussions was currently being undertaken by the forum about the need to establish whether funding was available for new projects or whether funding should be provided to sustain good quality services that already existed.

It was noted that the NI7 recall event was due to take place on 2 November 2010.

NI 8 – David Joy, Derbyshire Sport, gave Members a progress report in relation to National Indicator 8, which referred to the number of over 16's in the population who were carrying out moderate intensity sporting activity up to three times a week. The Board had already approved a basket of 25 sub-indicators and agreement had been reached across local authorities in Derbyshire to create a system that collected data at local authority level; this is then fed through into the Corvu system to provide an overall picture across the county.

There were now three broad headings of quality, participation, and volunteering data. It was noted that partners hadn't reported during this quarter and that the next report to the board would be of far greater significance and give a much clearer picture. Members of the board had been provided with a list of secondary indicators with base line and target data included which would support the Derbyshire LAA selected key indicators. There was still concern over inequalities of participation particularly amongst females and disabled people and work would be undertaken to improve these areas. The framework now in place allowed performance to be challenged at a local level in order to achieve the required outcomes.

NI 9 – Jaci Brumwell gave Members a progress report in relation to National Indicator 9, which referred to the use of public libraries.

The fourth quarter figures showed that good progress was being made. The register of library membership was holding steady and although new registrations had declined in the last year, active borrowers were showing an increase in line with the establishment of Gold Card as the principal means of registering the 60+ age group as library Members. Visits and issues had increased despite a number of temporary library closures. On-line take up had dramatically increased in the past 12 months and on-line resources were seen as a very important measure of remote access, as well as enabling efficiency savings. Usage of public access computers had declined in libraries, although this may be down to more people having access to computers at home and the availability of wi-fi in libraries, which meant that more people were using their own laptops. The Book Start Scheme, which was delivered in three stages, had achieved a 100% success in the delivery of Stage 2 and Stage 3 packs, although the delivery of Stage 1 packs was slightly down, but this was in part due to a restructuring of the Health Visitor Service in one district.

A new indicator had now been introduced in relation to the number of attendances at events for adults, organised or supported by libraries during the last year, although at the moment no data was available. In relation to the satisfaction with the library service, users had given an 80% satisfaction rate with non-users giving a 40% satisfaction rate.

30/10 **SINGLE IMPROVEMENT TOOL – UPDATE** Members were informed that a service accreditation consultancy was being undertaken by Brian King. A draft improvement tool workshop had taken place at the end of May which had started off the process with each district now having a set timescale.

The Cultural Improvement Partnership for the East Midlands had recently run two training days although attendance had been somewhat disappointing. The training had been excellent and had focused on giving participants the skills to conduct peer challenge. There was encouragement for all Authorities to go forward with the self assessment route.

31/10 **DATE AND VENUE OF NEXT MEETING** The next meeting of the Board would take place on Wednesday 29 September 2010, commencing at 10am at Shipley Country Park.

The Chairman informed Members that he intended to continue with meetings of the board on their current pattern, until spring 2011, at which point many of the national indicators came to an end. In the meantime it would be helpful to reflect upon the most appropriate form of partnership to ensure continued joint commitment to broad cultural priorities prior to an agenda item to discuss it in a more formal manner in late 2010 or early 2011.