



Dorset Cultural Strategy 2009 – 2014

A living thriving Dorset where everyone has a part to play in creating a better quality of life

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1. Black Voices at Swanage (Artsreach). Photo: Kevin Clifford/ACE
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9. Skull 'fossil' made at a community workshop led by artist Darrell Wakelam

Image opposite: Inside Out 2008 presents Xarxa from Valencia to help launch the Cultural Olympiad. Photo: Roy Riley



Our vision and ambition is that Dorset leads the world in placing culture at the heart of quality of life.

Citizens Panel April 2009 Survey

78% agree that access to cultural activities helps to make Dorset a better place to live

77% agree that engagement in cultural activities contributes to an improved quality of life

We want to achieve:

- A thriving, competitive economy that delivers better quality employment for people in Dorset
- A sustainable infrastructure which provides improved access to cultural and leisure opportunities
- Safeguarding, understanding and enjoying Dorset's environment with planning for the future
- Improved well-being with increased opportunities for people to enjoy and achieve within safe and thriving communities

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Foreword

We are delighted to see the publication of this first cultural strategy for the Dorset Strategic Partnership.

It was written after lots of discussion, listening and research, recognising the unique strengths of the county. It is ambitious for Dorset, values Dorset's local distinctiveness in land and seascapes, our traditions and history and seeks to build on our international links and world status.

We are proud that Dorset is home for the Tank Museum, the National Sailing Academy and that the World Heritage Site known as the Jurassic Coast is England's first and only natural World Heritage Site and is the first internationally to have an Arts Strategy. We are proud that Dorset Art Weeks is the biggest open studios event in England, and that the Bournemouth Symphony Orchestra is acknowledged as an orchestra of national and international repute.

We are proud that the Dorset Music Service stages musical performances with children and young people at the Royal Albert Hall and that in 2008 some 1200 children and their families went to London to celebrate Dorset Rocks! We are proud that in 2008 over 7,000 children read 33,000 books in the annual summer holiday reading scheme run by the Dorset Library Service. We are proud that adults and children with disabilities, and older people in care centres, enjoy and achieve through cultural activity with initiatives such as Sporting Chance and Dance Generations reaching almost 600 people in 2008.

We are proud of all these achievements and all the activity in Dorset in village halls, libraries, museums, leisure centres and at outdoor events. The vision of the Dorset Strategic Partnership is "A living thriving Dorset where everyone has a part to play in creating a better quality of life". This strategy shows how Dorset's cultural strengths, and the opportunities we have, can make an even greater contribution to our quality of life.

The approach set out here recognises the need to work collectively locally, regionally, nationally and internationally. To be successful this must be a shared effort across communities, the voluntary sector, business, local government, and cultural organisations.

We want to build on what we have and are proud of in Dorset. This Cultural Strategy for Dorset signals a way forward to create a better quality of life, to develop and celebrate excellence in our cultural activities while preserving and cherishing our special landscape, traditions and history.

Simon Raynes
Chair, Dorset Strategic Partnership

David Jenkins
Secretary, Dorset Strategic Partnership

Roderick Knight
Chair, Culture Theme Group
of the Dorset Strategic Partnership

Vision

Our vision and ambition is that Dorset leads the world in placing culture at the heart of quality of life.

1. Introduction

This is the cultural strategy for the Dorset Strategic Partnership (DSP). This introduction considers questions about what we mean by culture and why we need a cultural strategy.

What is the context?

The vision for the DSP is set out in Shaping our Future: The Community Strategy for Dorset 2007-2016 which focuses on the county-wide strategic challenges facing Dorset. This shared vision for Dorset is **"A living thriving Dorset where everyone has a part to play in creating a better quality of life"**.

"I have loved Dorset from the moment that I arrived. For me the attachment was formed because culture is integrated into every aspect of life here. Around every corner there are surprises, natural beauty and man made adventures.

It seems to me that the natural beauty here inspires and excites us to respond and create, to perform and to express our own individuality, showing us what is possible and making us appreciative of what man can do. I am always looking for exceptional quality and I have found it in so many activities and people in Dorset. I feel privileged to live here."

Sibyl King, Fine Family Foundation May 2009

Case study: Artsreach

Artsreach brings quality arts events to people in their own villages. We reduce the social isolation of living in rural Dorset with the experience of high quality, innovative creative performances.

We ensure we're open to all: financially through a subsidised ticket scheme; physically by using venues with disability access; socially by offering events and performances to appeal to all generations and backgrounds.

Rural touring is vital in some villages where there's no longer a village pub, school or shop. Volunteer members select and publicise their own event which promotes a sense of community. Audiences feel comfortable in their own village hall surroundings, and don't have to travel great distances to access quality art. Our events also support the economic sustainability of the village amenity through a percentage of box office income and many villages generate more income through their bar, refreshments and raffle. Artsreach events are a focal point within the community.

Outcome: A sustainable infrastructure which provides improved access to cultural and leisure opportunities.

Priority area: access



Subitango at Powerstock Hut. Photo: Mark Passmore

"Artsreach is a superb idea and invaluable to small communities".
"Just keep going – thank you".

Audience members

All principal local authorities (district, county and unitary) have the same duty to produce a community strategy. Parish and town councils are also encouraged to produce their own local parish and town plan. This process is called community planning. The different levels of community planning work together with issues from parish and town plans feeding the local community plans and the Community Strategy for Dorset. Appendix 1 illustrates community planning in Dorset.

The Community Strategy for Dorset highlights contributions and roles for the Local Area Agreement (LAA) and the planning system. The LAA is an agreement between local partners and central government that sets out priorities for a local area and an action plan to make improvements and take forward delivery of some parts of the Community Strategy. Local Development Frameworks (LDFs) within a district or borough will take forward the land use planning parts of Dorset's Community Strategy as well as the local community plans.

Case study: Dorset Design and Heritage Forum: Wide Open Space – developing creative places in Dorset

Wide Open Space is an initiative from the Dorset Design and Heritage Forum, which aims to develop a programme of strategic public art projects that places the county at the forefront of a new rural cultural agenda.

Public art strengthens people's sense of place and commitment to their community. It can encapsulate the history of a parish and create a shared pride and sense of its future. Public art is not an artform, it's a principle. It can be as diverse as landscape design, street furniture, sculpture trail, lighting schemes or the internal features of a public building.

There's an increasing understanding that art in rural environments has an integral role to play in the design of spaces and their relationship to the community. The initiative seeks to establish four exemplar projects across Dorset, showing:

- Sustainability and design quality in public spaces
- Engagement with affordable housing schemes
- Models of good practice combining traditional materials and innovative design
- Collaborative design processes in protected landscapes

The first project links with the recently adopted Rural Roads Protocol. The protocol advocates a new approach to highway design and management with the "fundamental principle being the recognition and understanding of local distinctiveness and context". The artist Michael Pinsky has been appointed to work with planners and engineers on a whole road corridor scheme. It is hoped the project will be a significant opportunity to influence the future development of rural highways in Dorset and nationally.

Outcome: Safeguarding, understanding and enjoying Dorset's environment with planning for the future .

**Priority area:
Community and land use planning.**

"It's still relatively unusual for landscape architects, engineers and parishes to work in a joined up way and the collaboration of an artist/crafts person will cement this partnership approach. There are real opportunities for sustainable design and for learning/education benefits for all involved."

Tony Harris, landscape architect

Lost O. Artist: Michael Pinsky





The 2012 Cultural Olympiad provides an important context for the Cultural Strategy. The Cultural Olympiad is a nationwide celebration of culture taking place over the four years leading up to and including the Olympic and Paralympic Games in 2012. Dorset will be hosting the sailing which is the only complete event of the 2012 Games to be held outside London. This gives Dorset a unique opportunity to achieve a national and international profile for Weymouth and Portland, the Jurassic Coast and Dorset.

"Celebration and carnival development are central to Cultural Olympiad planning in Weymouth & Portland, and for the national 2012 organisation. As part of the 2012 legacy, we're working on securing funding to create community based carnival clubs which will be sustainable post 2012".

**Alan Rogers Weymouth & Portland Partnership
Arts Development Officer**

Case study: Cultural Olympiad Weymouth & Portland: Moving Tides Children's Procession, part of the Spirit of The Sea Maritime Festival July 2008

Hundreds of people watched the event, about twenty-five people were completely exhausted at the end, and one artist was in tears. It was unforgettable!

Weymouth College offered carnival skills workshops in dance, drumming, costume, construction techniques, flag making and batik to Year 6 children in the Chesil Schools Partnership. Kinetika, a London carnival company with international experience, trained the staff and led some specialist workshops with the children. Young people from secondary schools were also involved and additional support was given by two local artists.

The Moving Tides procession included over two hundred children and young people, seventy Spanish students, over twenty volunteers, thirteen college staff and volunteers, ten locally based artists and three large puppets.

Outcome: A sustainable infrastructure which provides improved access to cultural and leisure opportunities.

Priority area: 2012 Legacy

The drafting of this Cultural Strategy was led by the DSP Culture Theme Group (CTG) and shaped by listening to ideas, concerns and aspirations from colleagues and organisations in the cultural arena and others. The aim was for this Cultural Strategy to recognise and respond to the priorities of people in Dorset and for it to be a Cultural Strategy for the DSP. It recognises and adheres to the principles to promote equality, diversity and sustainability which are set out in the Community Strategy for Dorset. Its successful implementation depends on effective partnership working with all the partners of the DSP and others.

What do we mean by culture?

The Cultural Strategy is based on the following principles:

- It adopts the widely established two part understanding of culture as having a material or activity dimension (e.g. the performing and visual arts, play, sports, libraries and museums, landscape, the built environment, and heritage) and a value dimension (e.g. shared memories, experience and identity)
- It promotes excellence and aspiration as a key facet while respecting that the celebration or practice of cultural activity at any level is valuable

- It recognises that while cultural activity has an instrumental value (i.e. it may be an instrument or means of solving a problem or achieving a target) it also has value for its own sake

There is no official government definition of 'culture'. However, the Department for Culture, Media and Sport's (DCMS) Guidance on Integrating Cultural and Community Strategies¹ refers to "the widely established two-part definition or understanding of culture" as follows:

Material dimension

Culture is seen as having a material dimension encompassing the following types of activities - an illustrative, rather than exhaustive, listing. It includes:

- the performing and visual arts, craft and fashion
- media, film, television, video and language
- museums, artefacts, archives and design
- libraries, literature, writing and publishing
- the built heritage, architecture, landscape and archaeology
- sports events, facilities and development
- parks, open spaces, wildlife habitats, water environment and countryside recreation
- children's play, playgrounds and play activities
- tourism, festival and attractions
- informal leisure pursuits

¹.Leading the Good Life: Guidance on Integrating Cultural and Community Strategies. DCMS 2004

Value dimension

Culture also has a value dimension and is about:

- relationships - between individuals and groups
- shared memories, experience and identity
- diverse cultural, faith and historic backgrounds
- social standards, values and norms
- what we consider valuable to pass on to future generations.

Why do we need a Cultural Strategy?

The purpose of the Cultural Strategy is to:

- Maximise the contribution of culture to the quality of life in Dorset
- Raise ambition and achievement of quality and excellence in the cultural activity taking place in Dorset

This twofold purpose requires local, regional and national organisations and bodies to agree shared aims and priorities; and to collaborate and work in partnership to achieve them. In some areas collaboration will be needed internationally.

The Cultural Strategy provides the framework for this collaboration. Achieving these purposes will enable our vision and ambition that Dorset leads the world in placing culture at the heart of quality of life.

Who is the strategy for?

The strategy is for everyone interested in Dorset. Cultural organisations will have a particular interest but the strategy will be of relevance to the DSP, local community partnerships, the county, district, town and parish councils and to regional agencies and external funders.

It sets out a framework of strategic aims and actions. These will be implemented using a model of collaborative partnerships. These may be formed as task and finish groups or may be long term working groups, partnership forums, or agencies.

What geographical area are we looking at?

Although this strategy is primarily developed for the DSP - which covers the local administrative area served by Dorset County Council (DCC) - it recognises that local people and visitors make use of services and facilities which are convenient or appealing to them. Similarly organisations work across administrative boundaries.

The partnership approach of this strategy recognises the value of alignment with our neighbours. Dorset, Bournemouth and Poole have particularly close relations in terms of community, travel to work, shopping and use of services.

Our regional cultural partners offer a valuable advisory and support role and this strategy recognises our position in the South West region and is informed by the regional cultural strategy².

This introduction has set out the background for the development of the strategy. The next chapter will show the breadth of culture in Dorset and its potential for the future.

² A Better Place to Be: culture and the south west of England. Culture South West 2008

2. Dorset's Culture and its Potential

"I always think of Dorset as a county of contrasts - undulating hills and valleys, sandy beaches and dramatic cliffs, seascapes and landscapes, quiet rural communities, dynamic accessible towns.

Dorset has such a timeless quality that I often wonder if it has changed at all since Thomas Hardy wrote about it over a hundred years ago. There is no greater inspiration for an author than the mystery of who or what lies just out of sight on the other side of a gently sloping ridge."

Minette Walters May 2009

2.1 What culture means for Dorset and why this is important

Case study: Jurassic Life

Jurassic Life is a unique project to return to Dorset some of the exciting fossils that were found on our World Heritage coast. Financed by the Heritage Lottery Fund, it will support the acquisition of exceptional fossil specimens to be displayed in museums from Sidmouth to Swanage. The second phase of the project will see the purchase and display of truly exceptional, large fossils for several key sites.

A series of remarkable fossils is also being sought for the Lyme Regis Museum, home of

the first great fossil hunter Mary Anning; and for Dorset County Museum's new Jurassic Coast Gallery. These fossils will tell the story of the ichthyosaurs and pliosaurus, large marine predators that lived in the warm Jurassic seas of Dorset.

Outcome: Safeguarding, understanding and enjoying Dorset's environment with planning for the future

Priority area: Jurassic Coast World Heritage Site



Fossilised Dapidium from the Jurassic period over 145 million years old.
Photo: Martin Rigby

"This has been a great opportunity to benefit from excellent support of experts in the field breathing new light into our collection and increasing our body of knowledge. The fact that these are specimens from our local area puts Bridport firmly on the Fossil Map!"

Alice Martin, Curator Bridport Museum

Dorset enjoys sites and places of national and international stature which attract many visitors as well as local people. These include the Jurassic Coast World Heritage Site (WHS) and the Weymouth and Portland National Sailing Academy. The Bournemouth Symphony Orchestra (BSO), the Tank Museum and the Bridport Prize enjoy international renown. Dorset has a celebrated literary heritage, particularly Thomas Hardy whose work is an expression of the agricultural history and rural nature of the county.

The environment is particularly valued because of the range of features accessible within a small geographical area. These include 11% of the United Kingdom's rare lowland heath, which is rated as internationally important because of its wildlife, and 55% of the county is a designated Area of Outstanding Natural Beauty (AONB). Brownsea Island is home to rare red squirrels as well as being the birthplace of scouting and guiding. We have a rich historic environment which is an important factor in Dorset's unique character and distinctiveness. It includes our built heritage of historic buildings (some holding important art or archive collections), attractive market towns and villages, over thirty historic parks and gardens, over nine thousand listed buildings and some 5% of England's scheduled monuments such as Maiden Castle, which is among the largest and most complex of Iron Age hill forts in Europe.

Case study: Universal Value

Our aspiration is to coordinate and support an ambitious programme of internationally important work, which is rooted in the community:

- To create opportunities for artists to produce new works inspired by the Jurassic Coast
- To enable the development of arts projects, which can enhance the interpretation of the Coast

Our first project is an annual commissioning strand called Universal Value which explores the meaning of the term 'Outstanding Universal Value' - the quality for which all world heritage sites are inscribed by UNESCO³. The commission for 2008/09 was awarded to choreographer Charlie Morrissey for 'Deep Time'. The work builds over three performances during the year, and relates to and reflects upon the WHS as a backdrop, stage and cinema screen, drawing our attention to the global significance of the site, exploring its geology, natural history and environment through a relationship with local communities.

Outcome: Safeguarding, understanding and enjoying Dorset's environment with planning for the future

Priority area: Jurassic Coast World Heritage Site



Universal Value at West Bay, a PVA Medialab commission in partnership with the JC Arts Programme. Photo: Pete Millson

“The purpose of the arts programme is to explore the Jurassic Coast through artistic activity, using the arts to connect with local people and visitors across the length and breadth of the Jurassic Coast. ”

Daisy Sutcliffe, Jurassic Coast Arts Coordinator

³. United Nations Educational, Scientific and Cultural Organisation

Dorset's coast and countryside inspire a cultural response. The biennial Dorset Art Weeks is England's largest open studios event. The Lyme Regis Fossil Festival is fast developing as a leading international festival. A long term programme of outdoor events provides extraordinary spectacle in an extraordinary landscape. The 2008 Spirit of the Sea Festival in Weymouth attracted an estimated 35,000 additional visitors. Dorset County Hospital is a national exemplar for its investment in art on its campus. The National Disability Arts Collection and Archive is being developed at Holton Lee, setting an international precedent in the management of disability arts collections. There is a wide programme of festivals, many of them community led and some with a long and proud history such as the Tolpuddle Festival, Wimborne Folk and Swanage Jazz festivals. Local food and drink products, as well as those of designers and makers contribute to the distinctive character of the county. The cultural experience in Dorset blends enjoyment, learning, the countryside and environment.

The use of the Dorset Ridgeway as a route dates from prehistoric times and there are guided walks or self-guided trails along its path, as well as across Dorset's downlands and heathlands. The South West Coast Path was originally used by patrolling coastguards and provides a long distance route from the west to the shores of Poole Harbour. Active enjoyment

of our cultural landscape through walking and cycling supports healthy lifestyles, and promotes access and understanding of the need to conserve and maintain our environment. Further opportunities for active outdoor leisure include sailing, surfing, windsurfing, shooting, climbing, coasteering and mountain biking.

Case study: The Tank Museum

The tank is a British invention developed in the fields where the Tank Museum now stands, housing the broadest and finest collection of tanks in the world. The museum tells the story of tank crews and the events of a turbulent century which became the catalyst for the development of the tank.

The Tank Museum safeguards a unique part of Dorset's cultural capital, and as a collection of international importance it has a global reach that attracts over 130,000 visitors a year. It's a key visitor attraction in the county – with spin off benefits for the local economy that help develop and sustain tourism both in and out of the main season.

Outcome: A thriving, competitive economy that delivers better quality employment for people in Dorset

Priority area: tourism



A tank in action in the museum's purpose built arena. Photo: Tank Museum

"The Tank Museum is one of the most popular attractions in Purbeck and indeed Dorset – and feedback from visitors following its revamp shows it's become even more popular, especially for families"

Loraine Morris, Tourism Officer Purbeck

From a visitor perspective, analysis⁴ shows that culture differentiates Dorset from neighbouring counties, and is seen as a comparative strength. Our coast and countryside are seen as very attractive and this strength is equalled by other areas. Dorset offers a stronger proposition for geology, historical and heritage attractions and literary tours. However, our offer for tourists in terms of culture is relatively under developed.

Cultural activity brings the world to every corner of Dorset - from theatres to community halls and from the streets to the hill-sides. It offers local people the chance to explore and express the distinctiveness and diversity of the county. Culture offers a range of opportunities for volunteering to support our heritage and landscape and to enable cultural activity. Culture has great potential to bring communities together and plays an essential role in improving places and lives. Taking children to the local pantomime, playing for the village football team, finding out about your family history – these are some of the things that make life richer.

Case study: Cultural Olympiad: Inside Out

The extraordinary landscape of Dorset is a setting for extraordinary spectacle with a programme which began in 2007 with the largest festival of free outdoor performance ever seen in the South West. Inside Out attracted an audience of over 30,000 people over ten days of performance. The event was seen as a curtain raiser for the Cultural Olympiad in Dorset and raised the bar by attracting international quality performance to the county.

The Iron Age hill fort at Hambledon Hill became a performance space for 700 people who witnessed the haunting journey involving atmospheric dance, music and fire, only enhanced by the mist and rain. The performance was based on extensive local research and included local school pupils who had participated in a variety of skills workshops and local musicians performing specially commissioned music by Karen Wimhurst.

"It was a once in a lifetime experience"

Audience member

⁴Dorset visitor perceptions research. Arkenford June 2008





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The Cultural Olympiad outdoor events programme includes skills development for artists and cultural organisations across Dorset to build local knowledge and resources as part of the 2012 Legacy.

Outcome: A sustainable infrastructure which provides improved access to cultural and leisure opportunities.

Priority area: 2012 Legacy

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"Archaeological site interpretation may never be the same again."

**Yvette Staelens Bournemouth University
Archaeology Dept writing in Time & Mind
archaeology magazine**

“My story started at SailLaser, at the Weymouth and Portland National Sailing Academy. An afternoon’s sailing was arranged as a school trip through the Chesil Trust’s ‘try sailing for a fiver’ scheme. I’d never done sailing before but I was lucky enough to receive the Dorset Evening Echo achievement award for the most promising child of the afternoon.

The Chesil Trust offered to pay for me to complete my RYA⁵ stage 1 and 2 qualifications. I thoroughly enjoyed my course so very much that I wanted some other local child to experience the fun that I had had. So I decided to do a sponsored walk to raise money for the Chesil Trust. A sailing newspaper covered the story and it was from this that a kind gentleman from Lymington offered to pay for my RYA level 3 and 4 courses.

My hopes for the future are ones that definitely involve sailing. My skills are developing all the time and I would like to take part at a competitive level. My ultimate aim would be to compete in the Olympics, maybe 2016, only time will tell if I have the ability to reach my goal. However, I am mindful that none of this would have been possible without the facilities available at the Weymouth and Portland National Sailing Academy, the Chesil Trust and SailLaser.”

Adam Greaves, age 12, May 2009

⁵ Royal Yachting Association.

⁶ The sub regional area of the South West comprises Bournemouth, Dorset and Poole

⁷ People, Places and Spaces. A cultural Infrastructure Development Strategy for the South West of England. Culture South West, September 2008

⁸ Active People Survey 2008 http://www.sportengland.org/index/get_resources/research/active_people.htm

⁹ Local Amenities Barometer. Local Futures Group

Hosting the sailing for the 2012 Olympic and Paralympic Games gives Dorset a unique opportunity and international profile. Initiatives to maximise the Olympic legacy and raise the bar for cultural provision in Weymouth & Portland and wider Dorset are recognised as regional and sub regional⁶ priorities in the cultural infrastructure development strategy for the South West⁷. It is important that events and activities during the period of the Cultural Olympiad should be both high profile and entertaining in the short-term, and should be sustainable in the long term. The development of cultural facilities and events and the skills, expertise and confidence to sustain them are important in establishing a lasting legacy from 2012.

2.2 Participation and audiences

The breadth of opportunities places cultural activity in a key role supporting many of the challenges facing Dorset.

On a national basis there are comparatively high levels of engagement in cultural activity in Dorset. Research commissioned by the DCMS⁸ shows above average engagement and participation in cultural and sporting activity in Dorset. However the cultural provision based on a standard list of cultural factors indicates a need for further development of cultural amenities in Dorset⁹.

Case study: Making Memories III: Ships and Sea Monsters

Over one packed weekend, a group of looked after children spent a Friday night sleepover in Poole Museum with storytelling; went on a 'voyage' to Brownsea Island with a treasure hunt; and, with their carers, created their own 3D artwork of ships and sea monsters. A celebration was held on the Sunday afternoon.

This creative project used historic maps and diaries and was managed and delivered by the Dorset History Centre, Poole Museum and Dorset Primary Care Trust. It gave children and carers the opportunity to work closely together and develop their relationship in a group setting through the exploration of museum and archive resources. This led to greater self esteem and a sense of pride in their creative achievements.

Outcome: Improved well being with increased opportunities for people to enjoy and achieve within safe and thriving communities

Priority area: positive activities and learning

"[I enjoyed] all of it, meeting other people, having services provided ... someone bothered ... apprehensive but really enjoyed it".

Foster carer

"Making friends" "I felt special to be chosen for this weekend"

Children who are looked after by the local authority

Making pirate hats for the voyage to Brownsea.
Photo: Dorset History Centre



Additional information was drawn from the postcodes of Dorset residents linked to specific cultural events or organisations¹⁰. This small scale study suggests that cultural participation in Dorset is proportionally greater amongst the affluent population, whilst people in more deprived circumstances tend to be under represented.

Satisfaction and access to cultural activity has been analysed by equality groups¹¹ and geographical area from the Citizens Panel April 2009 Survey¹². In general younger age groups have lower levels of satisfaction; women have greater levels of interest, but also perceive more barriers to access. Overall 77% of people surveyed agree that access to cultural activities helps to make Dorset a better place to live and that engagement in cultural activities contributes to an improved quality of life

Increasing understanding of audiences, levels of participation and satisfaction provides evidence to inform future actions¹³. This evidence is combined with a statistical survey of Dorset's communities and population (Appendix 2) to ensure that future actions increase access to cultural activity. This cultural strategy is for everyone in Dorset; however we recognise that specific action is needed to achieve equality of access across all our communities.

Case study: A Sporting Chance

A Sporting Chance is a once a year day of sports and cultural activities for people aged 16+ with learning disabilities. Almost 400 people take part in activities which include arts and craft, music and dance, kite - flying, skittles, boccia, gymnastics, trampoline, aerobics, archery and more. It's hosted by Cranborne Chase Sporting Chance Association with the direct involvement of Dorset County Council, Active Dorset Sports Partnership, and Dorset HealthCare NHS Foundation Trust.

The idea of the day is to give an experience the participants wouldn't normally have and encourage them to continue to take part in an activity throughout the rest of the year.

Outcome: Improved well being with increased opportunities for people to enjoy and achieve within safe and thriving communities

Priority area: Health and well being



Photo: Stuart Cave

"The most fun day I have ever had."

"The trampoline and archery were brilliant, can't wait to come again." "We wish we could have Sporting Chance every week."

Participants

"People often come some distance to take part and both service-users and their carers have found the event to be huge fun and very motivating."

Linda Rieder, Dorset HealthCare NHS Foundation Trust

¹⁰ Full report at www.dorsetforyou.com/culturalstrategy

¹¹ The equality groups are: race/ethnicity; disability; religion and/or belief; sexual orientation; age; gender

¹² Full report at www.dorsetforyou.com/culturalstrategy

¹³ More information about the cultural evidence base is at www.dorsetforyou.com/culturalstrategy

2.3 The role of the voluntary and community sector

Voluntary and community organisations, local public bodies and private companies all provide cultural activities in Dorset. Activity within the voluntary and community sector - now often called the 'third sector' - is particularly diverse, ranging from small, informal community groups, to professional regularly funded organisations, to large national charities. The National Survey of Third Sector Organisations¹⁴ shows that culture and leisure is the top area of activity for the third sector in Dorset. This mirrors a local survey which found that almost 31% of the sector gave culture and recreation as their main activity¹⁵.

¹⁴ National Survey of Third Sector Organisations. Office of the Third Sector 2009

¹⁵ The Value of the Voluntary Sector in Dorset 2007, Dorset Community Action

Case study: South Dorset Ridgeway Heritage Project

The chalk ridge between Weymouth and Dorchester provides remarkable evidence of past lives with the number of ancient monuments along it, including Neolithic and Bronze Age barrows and Iron Age hill forts.

The Heritage Project is recognition of its unique importance and its success relies on the participation of local people exploring the cultural heritage by volunteering for projects and attending events.

So far Bournemouth University has worked with volunteers doing archaeological surveys of Bronze Age round barrow sites; a series of circular walks has been published to encourage people to get out and about on the Ridgeway; local artists have created an exciting contemporary art exhibition; and there's an oral history project and local history research

Outcome: Safeguarding, understanding and enjoying Dorset's environment with planning for the future

Priority areas:
Sustainability; volunteering



Artists and volunteers at a sketching walk on the Ridgeway.
Photo: Dorset AONB

"I've enjoyed recording the stories of some of the older people, getting to know them and their way of life over the years".

Jennifer Howes Volunteer Oral History Recorder

The volunteer effort of local people makes possible the array of cultural activity on offer in Dorset. Residents come together to manage community and church halls, make parish maps, put on a community play, musical concerts, run reading groups, film societies, plant a community orchard, commission new art work, run sports clubs, youth arts clubs, maintain rural crafts and local festivals. This effort both supports and expresses the sense of place and identity which is distinctive about Dorset.

Faith organisations play a key role in support of this distinctiveness. They offer an important means to understand and share the value dimension of culture, especially as it relates to faith and historic backgrounds, values and norms. Congregations contribute to community life through cultural activity and churches and other faith buildings often provide a venue, with their fabric and architecture forming a valuable legacy for future generations.

Cultural organisations and venues run by paid staff also rely on volunteers. Arts centres and agencies, museums, sports leagues, learning providers, all would be unsustainable without their loyal volunteer force. Teams of volunteer promoters manage Artsreach and Moviola performances in village halls. Thirteen accredited museums in Dorset are entirely managed by volunteers; volunteers work alongside adult learning tutors to help individuals with literacy, numeracy and language courses; a network of volunteers liaises over the care of historic monuments and buildings; and spectacular outdoor performance from internationally acclaimed artists needs trained volunteers in support.

In relation to the arts, an audit¹⁶ of voluntary arts activity in Dorset in 2004 showed 380 voluntary arts organisations with 24,000 voluntary artists and craftspeople. This activity had a clear financial impact with annual turnover of £2.6 million offering £1.3 million annual support to the local economy.

The Volunteer Centre Dorset¹⁷ records nearly 7,000 volunteers that support nearly 300 cultural organisations. The breadth of support and opportunity is increased by activity connected to the 2012 Cultural Olympiad in Dorset. Associated training for volunteers raises skills and can lead to a formal qualification.

In general culture provides a wide range of opportunities for volunteering which underpins the sustainability of our environment, heritage, learning, sports and arts organisations. For the volunteers it offers enjoyable achievement, healthy mental and physical exercise, social interaction, new skills, increased confidence and raised self esteem. Cultural participation at every level supports personal and community well-being, can prevent isolation and loneliness, and can help people into paid work.

¹⁶ Valuing the Voluntary Arts: the state of the sector. Voluntary Arts England 2004

¹⁷ A full report on cultural volunteering is available at www.dorsetforyou.com/culturalstrategy

2.4 The local economy, skills and learning

"I was first 'infected' by the spirit of this county when I studied at Hooke Park College, part of John Makepeace's Parnham Trust.

Since then I have set up my own furniture making workshops and design studio here, and now, somehow, I feel as embedded in the fabric of Dorset as the layers of coastal rocks. Those dramatic coastlines and rolling landscapes have given me, like so many others, the creative space to think, but the real key and spirit of the place for me is in its people: I've found a thriving intelligent artistic community to engage with and stimulate my work. I've found a vibrant creative economy to support my practice, and I've found open doors with open minds behind them at every level.

I love the fact that beyond the tranquil beauty, Dorset has a thinly veiled frenetic energy, like a freshly uncovered ants' nest!"

Simon Thomas Pirie May 2009

Case study: Creative Dorset

Creative Dorset exists to develop, support and promote the creative industries in Dorset. We encourage creative businesses to grow and develop, to work with other local businesses and to maximise opportunities that create employment and wealth.

In the past two years Creative Dorset has added value to the local economy by offering over 600 businesses practical advice and training as well as providing sector support and new networking opportunities for many of Dorset's creative organisations and individuals.

It has opened up new marketing opportunities for businesses in Dorset and beyond and raised the profile of Dorset based products locally, regionally and nationally.

Outcome: A thriving, competitive economy that delivers better quality employment for people in Dorset

Priority area: creative industries



"Creative Dorset has provided me with the opportunity to meet people who wouldn't otherwise have crossed my path. I gained a great deal of inspiration and encouragement from the session with the Torchwood screen writer Chris Chibnall in Beaminster, and his view that Dorset is a great place with great space in which to create; as well as more specific advice about my projects."

Annette Shaw, writer, Bridport,

The cultural sector provides employment ¹⁸, with over 5% of Dorset's working population directly employed in leisure and tourism and over 3% in the creative industries ¹⁹. Research indicates that the creative industries sector is growing faster in the South West region than in other parts of Britain. Although a downturn in economic fortunes will, inevitably, slow this growth it is essential that support for the sector is maintained. This will allow Dorset to take advantage of the stimulus to the economy that the sector provides and which will be further supported by the increased profile for Dorset from the 2012 Games.

Dorset has a wealth of creative talent working across the private sector with architects, artists, craftspeople, designers, directors, musicians, writers and others underpinning a range of businesses providing jobs and supporting innovation. The creative sector has the potential to play a more central role in the economy of the county, with the development of clear routes into creative careers from our schools and colleges. The importance of the creative industries was recognised in Dorset's first LAA and is highlighted in the Multi Area Agreement (MAA) as a focus for business growth in the sub-region.

Supporting the success and the breadth and quality of our creative businesses will support the image and identity of Dorset as a vibrant place to live and do business, and will benefit our tourism offer. It is important to understand and address the infrastructure needs of the sector such as future demands for broadband speed and communication links, or employment land to enable business expansion. In addition the creative industries often consist of small to medium sized organisations with low environmental impact and an attractive appeal for a younger workforce – two issues which are important for Dorset.

The arts, media and tourism related higher education opportunities in Bournemouth, Poole, and Weymouth, provide real benefits for related businesses in Dorset as well as significant prospects to support economic growth and progression routes to develop the creative sector. The Media School at Bournemouth University is the United Kingdom's only Centre for Excellence in Media Practice and hosts the National Centre for Computer Animation; while the Arts University College at Bournemouth has a national reputation for its range of industry-relevant creative degrees.

¹⁸ Annual Business Inquiry 2007 Office for National Statistics

¹⁹ A broad definition of the creative industries is those goods and services in the creative sector: advertising, architecture, art and antiques, crafts, design, designer fashion, film and video, interactive leisure software, television and radio, performing arts, music and software and computer services which feature original creativity and generate intellectual property with a potential for wealth and job creation.





In a wider context culture provides opportunities for both formal and informal learning for individuals, groups and between the generations. Collaborative work between informal learning providers already takes place through the Personal and Community Development Learning Partnership (PCDL)²⁰.

“The summer holiday is traditionally a period when pupils’ reading ability and enthusiasm dips the Summer Reading Challenge, is essential to sustain the learning that takes place during term time.”

Headteacher, Bridport Primary School, Dorset.

“Discussion with a librarian encourages children to recap the story in their own words and this enables open discussion and memory retention skills”.

Parent of Lewis.

“Sea Smart” - safety at sea story session in partnership with the RNLI as part of The Reading Mission programme

²⁰ The PCDL Partnership comprises public sector services, voluntary, community and other organisations that have an interest in adult learning. Its purpose is to plan, monitor, review and promote the role of informal learning in achieving a range of community and national priorities.

Case study: Summer Reading Challenge

The Summer Reading Challenge is nationwide and over 7000 children take part in Dorset libraries each year. Children are challenged to read six books over the holidays and if they do, are awarded a certificate and a medal. It’s a perfect example of public libraries, schools, community organisations, parents and carers working together.

There are shared family activities such as quizzes or craft making and these help children to keep enjoying reading and maintain or even improve their reading ability. The scheme attracts children from all backgrounds offering events that are free and open for all. It includes volunteering opportunities for teenagers - some of which lead to a qualification.

Outcome: Improved well being with increased opportunities for people to enjoy and achieve within safe and thriving communities

Priority area: positive activities and learning

The huge variety of informal adult learning activities can be an important stepping stone to further learning and skills development ²¹. Culture is also a key component of accredited or qualification based learning through adult learning providers.

The growth of the biennial Dorset Art Weeks has been shown to contribute significantly to Dorset's economy²², and is a good example of successful private and public sector partnership which benefits individual artist businesses as well as adding to the range of activities for visitors in the county. Private sector cultural attractions and events are major elements of tourism in the county. The need for private, voluntary and public sector collaboration is recognised by Destination Dorset ²³, if we are to maximise the economic benefits of cultural tourism – both major attractions and hidden gems – as a key priority. Links with local food and drink products offer great potential to strengthen the whole experience offer for residents and visitors.

It is important to note the vital contribution that local print and broadcast media make to the local identity of Dorset, and to recognise the concern that Dorset is properly covered through local radio and television.

Access to cultural activity supports the economy by underpinning individual and community well-being. Creative activity plays an important role in raising skills, confidence and self esteem of all members of the community. This role will be enhanced through new opportunities arising from the 2012 Cultural Olympiad in Dorset.

Culture attracts business relocation because quality of life is a strong motivational factor for inward investment. Providing cultural activities that are relevant and accessible to the full range of different communities within Dorset is a priority.

Case study: Bournemouth Symphony Orchestra

The BSO brings to Dorset the best that classical music offers in a wide range of venues. It presents concerts by its brass and wind ensembles, as well as by Kokoro, its new music ensemble, in rural villages and towns, often in partnership with Artsreach. These concerts tackle rural isolation by taking professional musicians and classical performances to local community halls.

Key to the orchestra's vision for the area is an unprecedented wealth of international repertoire, which features a season of international soloists on a weekly basis. The appointment of Kirill Karabits as Principal Conductor is an opportunity to enhance the reputation of the orchestra as an international flagship organisation for both the county and the region.

Outcome: Improved well being with increased opportunities for people to enjoy and achieve within safe and thriving communities

Priority area: Access

²¹ The Learning Revolution. Department for Innovation, Universities and Skills March 2009

²² Dorset Art Weeks 2008 Impact Study. Bournemouth University Market Research Group

²³ Destination Dorset (Destination Management Partnership) Business Plan 2008

“To have music of this quality performed in my village hall is unforgettable, especially as I can no longer travel to venues further afield.”

“How lucky we are in Dorset to have world class artistes and conductors playing in the county. It is one of the bonuses of living here. Kirill Karabits will establish himself as an acclaimed artist on the world stage from Dorset – how wonderful!”

Audience members



Kokoro, BSO's new music ensemble. Photo: Chris Zuidyk

2.5 Dorset's community and population

While Dorset has some concentrations of population in urban areas in the south, its predominant rural character with dispersed populations, market towns and long travel times is a challenge to providing convenient local access to some cultural opportunities. In several places there are real vulnerabilities and concerns about whether current provision can be maintained.

Dorset has a diverse population with a range of general needs and some special needs. A brief statistical sketch at Appendix 2 indicates the size of some groups who need to be considered in any truly inclusive community response.

Case study: Dance Generations

Dance artists led workshops where carers, staff and teachers learned to run movement sessions in their settings. Then all the participants created their own personal choreographies and improvisations to make a film showcasing the creative potential of all bodies. Working creatively through dance encourages each participant to explore their own individual movement, so that disabilities are no bar to complete physical expression. The experience also enhances mental well-being and personal confidence.

The film forms part of the research report to increase understanding of dance and health among health care professionals, centre managers, head teachers, and dance practitioners across Dorset.

Outcome: Improved well being with increased opportunities for people to enjoy and achieve within safe and thriving communities

Priority area: Transforming social care



“I was a bit nervous when they were doing the filming, but relieved at the end. It was fun, and I would DEFINITELY do it again”

Participants

Dorset also faces an increasingly imbalanced age structure with nearly 30% above the national average in the 60-plus age group, and well below the national average in the 20-29 age group. This demographic projection is recognised in the Community Strategy as a strategic challenge for the county.

2.6 The business case

The case for investment in culture is compelling in hard-headed accounting terms and will contribute to a range of LAA and MAA targets as well as work to meet the DSP's strategic challenges for the county. In Dorset's LAA 2008-2011 there are two specific indicators which directly relate to culture. These are National Indicator (NI) 8 concerned with increasing participation in sport and NI 11 concerned with increasing engagement with the arts. These are two of the thirty five indicators against which the performance of the DSP will be judged as part of the Comprehensive Area Assessment (CAA) of quality of life in Dorset.

In addition to the specific cultural targets, culture will support LAA targets to reduce obesity in primary school age children; to increase young people's participation in positive activities; to increase participation in regular volunteering; to increase the percentage of people who feel that they belong to their neighbourhood and can influence decisions there; the environment for a thriving third sector; and contributes to many others.

The Cultural Olympiad and development of the cultural and creative industries will particularly support LAA economic targets to increase the working age population qualified to at least level 4; to increase median earnings; and to raise the percentage of businesses showing employment growth. The creative and digital sector offers particular opportunities within the 'Business Growth' and 'Skills' themes of the MAA²⁴.

Appendix 3 gives a more detailed description of the business case.

Provision of cultural facilities within public sector budgets will be a challenge over the next ten years and will require partners and communities to look at different ways of providing for the needs of a community. Further collaboration and partnership working across the public, third and private sectors will be essential.

This chapter has shown the current picture of culture in Dorset and its potential. The next chapter looks at how we can fully realise that potential.

²⁴ Envisioning the Green Knowledge Economy. A report prepared for the Bournemouth Dorset and Poole MAA Partnership. Mark Hepworth March 2009

3. The Strategy

“I think Dorset has a valiant and valuable cultural life but there is always room for more. More funding and more events - in financially hard times, investment in cultural uplift is never wasted.”

Harriet Walter May 2009

This chapter provides the context by summarising key parts of the Community Strategy. It also sets out the framework for collaboration and the outcomes to be achieved.

Dorset Community Strategy

The Community Strategy for Dorset, 2007-2016 sets out Dorset’s strategic challenges as:

- Affordable, sustainable and appropriate housing
- Developing Dorset’s Economy
- Improved access to services, employment and leisure
- Safeguarding Dorset’s environment now and for the future
- Dorset’s demographic challenge
- Delivering a legacy from the 2012 Games
- Thriving communities

The last challenge, for thriving communities, includes building safe, strong and inclusive communities, improving health and well-being and the role of culture in supporting strong communities and helping to address the other strategic challenges.

The Community Strategy also sets out Dorset’s 12 for 2012 Legacy ambitions. The Cultural Olympiad is an opportunity to achieve a sustainable legacy for culture in Dorset particularly through development of festivals, events, carnival and public art.

Dorset Cultural Strategy

This strategy includes already agreed priorities and integrates new priorities identified during consultation ²⁵.

It shows the connection between culture and the Community Strategy themes. The approach involves:

- Showing community needs and clarifying what we want to develop
- Using structures from national programmes where appropriate
- Drawing on local, regional, national and international resources to develop as appropriate in order to achieve sustainability, promote excellence and aspiration
- Linking with other plans and strategies to provide a joined-up strategic policy context and to achieve action through the most appropriate approach or organisation.

²⁵ Details of the consultation are available at www.dorsetforyou.com/culturalstrategy

Implementation model

The success of culture in Dorset relies on the ambition and energy of individuals and organisations pursuing their visions with passion.

This strategy seeks to highlight areas where it makes sense to direct that passion towards working collaboratively for the benefit of all our community.

The Dorset Cultural Strategy is a five year partnership plan. It recognises that the detailed action plans will be held and implemented by partners in a range of different partnership frameworks. This follows the existing DSP CTG implementation model of developing collaborative partnerships. These may be formed as task and finish groups or may be long term working groups, partnership forums, or agencies.

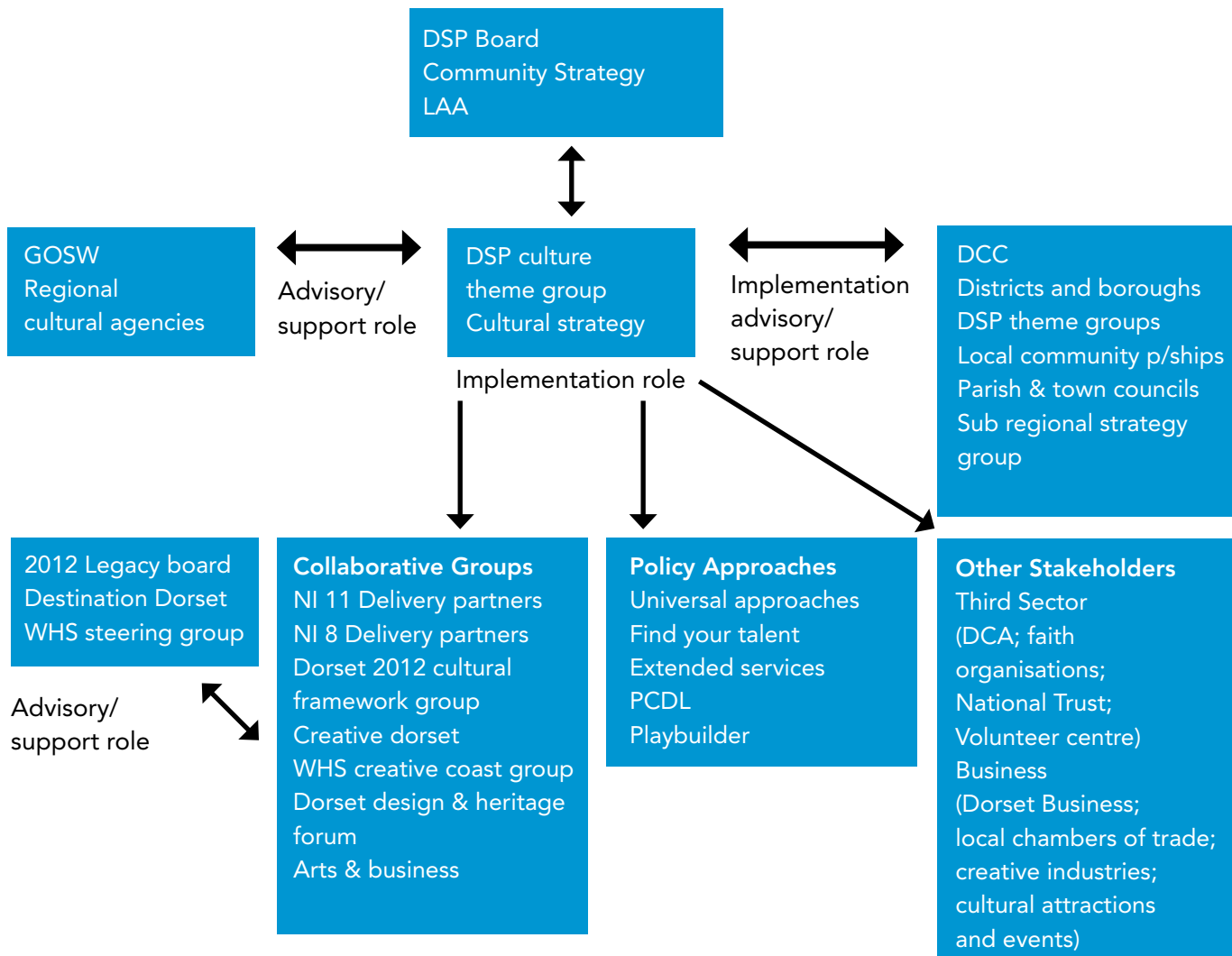
The work of these frameworks will aim to increase access for all communities in Dorset. Where evidence shows that there is a gap in access to culture, specific action will be taken to narrow that gap. This will be achieved by collaborative policy approaches with a focus on groups identified as being most in need of improved access²⁶. These policy approaches include providing five hours of culture per week to all children and young people (Find your Talent); and the policy to ensure that everyone can make positive, creative and informed choices for their quality of life, personal fulfilment, health and well being (Universal Approaches)²⁷.

The frameworks will include shared work with other organisations and partnerships such as Arts & Business; Creative Dorset; Destination Dorset; Dorset 2012 Cultural Framework Group; Dorset Design and Heritage Forum; WHS JC Creative Coast Group, and others. The LAA NI 8 and NI 11 delivery plans are important collaborative frameworks which will take forward a number of the strategic aims and actions recognising that specific action is needed to achieve equality of access across all our communities.

²⁶ This will include analysis of evidence in relation to the equality groups: Race/ethnicity, disability, religion and/or belief, sexual orientation, age, gender, rural; or geographically by means of the index of multiple deprivation.

²⁷ This forms part of the work on Transforming Social Care in Dorset

Figure 1.
Key links and relationships between organisations involved in the Dorset Cultural Strategy collaborative framework (see Appendix 4 for details of organisations)



The groups or organisations leading on each area of work will be represented on the DSP CTG in order to report and share issues, actions and achievements. Highlights of work which falls within the scope of the LAA will be formally reported to the DSP. The Sustainability and Equality Impact Assessments²⁸ of this strategy include recommendations and agreed actions. These will be included in the detailed work plans of the relevant groups and organisations, and the CTG will monitor and review their implementation.

Implementation process

The Dorset Cultural Strategy sets out the ambition to develop culture in Dorset to meet community needs and priorities. The drive for continuous improvement to achieve cultural excellence is a key aspiration. Cultural activity at all levels and across a range of experience will contribute to achieving the following outcomes:

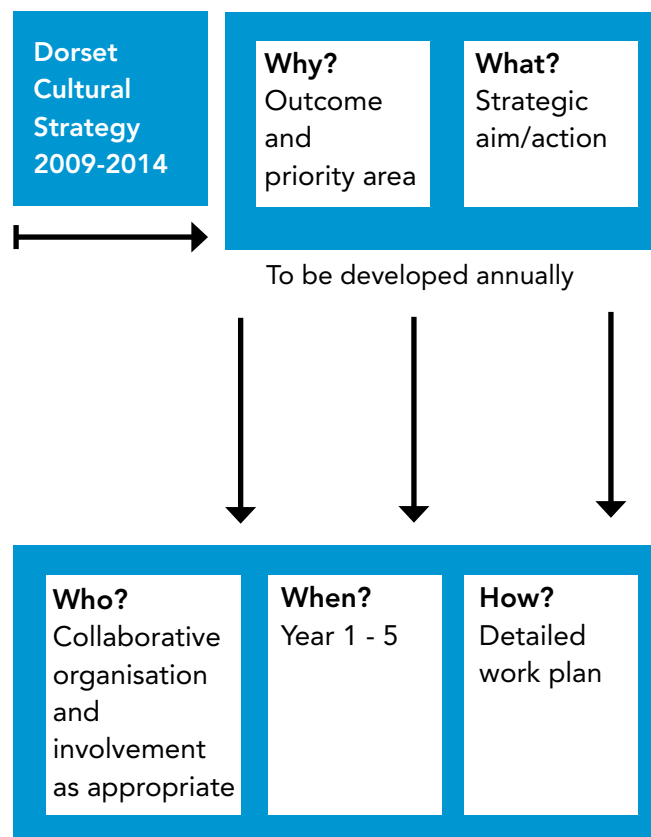
- A thriving, competitive economy that delivers better quality employment for people in Dorset

²⁸ Details available on www.dorsetforyou.com/culturalstrategy

- A sustainable infrastructure which provides improved access to cultural and leisure opportunities
- Safeguarding, understanding and enjoying Dorset's environment with planning for the future
- Improved well-being with increased opportunities for people to enjoy and achieve within safe and thriving communities

The following table of strategic aims and actions sets out the collaborative framework for progress towards these outcomes. During consultation to develop the strategy a number of priority areas were identified ²⁹, and these are applied across the outcomes. The strategic aims and actions show the areas of work for which detailed plans will be developed through the CTG collaborative framework model. Each strategic aim and action will have an associated detailed work plan to be carried out by the nominated organisation. Figure 2 illustrates the implementation process taking the strategic actions from the Cultural Strategy into detailed work plans.

Figure 2 Implementation process



The overarching programme for this work will be held in an outline five year implementation plan available on Dorset for You ³⁰ with links to the detailed delivery plans held by partners. The implementation plan and its associated detailed work plans will be reviewed annually.

The twofold purpose of the Dorset Cultural Strategy is to:

- Maximise the contribution of culture to the quality of life in Dorset
- Raise ambition and achievement of quality and excellence in the cultural activity taking place in Dorset

Achieving the full potential of the cultural contribution for Dorset and building on our unrivalled strengths, assets and opportunities will require shared ambition, passion and hard work. This framework of partnership will enable us to achieve our vision and ambition that Dorset leads the world in placing culture at the heart of quality of life.

²⁹ Access; communications; community and land use planning; creative industries; health and well being; JCWHS; local heritage, distinctiveness and diversity; local procurement and commissioning; positive activities and learning; skillsdevelopment; sustainability; tourism; transforming social care; volunteering; 2012 legacy

³⁰ www.dorsetforyou.com/culturalstrategy

Our vision and ambition is that Dorset leads the world in placing culture at the heart of quality of life.

Table of Strategic Aims and Actions

This table sets out the strategic aims and actions under the four outcomes.

The table shows how the outcomes relate to the DSP Challenges and notes to which priority area they relate.

Outcomes	DSP Challenges	Priority Areas	Strategic Aims and Actions
A thriving, competitive economy that delivers better quality employment for people in Dorset	Developing Dorset's Economy	Creative Industries	Increase skills levels and Gross Value Added to the economy by development of the creative industries through the MAA and an enhanced partnership of the commercial and creative economy sector through the Cultural Olympiad, Creative Dorset and the NI 11 Delivery Plan.
		Skills Development	Skills development, with focus on achievement, career opportunities and progression routes for young people working with DSP Children and Young People's Partnership to deliver five hours of culture a week and for higher level skills through the MAA.
		Tourism	Develop the cultural offer for visitors through the Cultural Olympiad and work with Destination Dorset.
		Local Procurement and Commissioning	Increase the opportunities for Dorset's creative and cultural businesses and providers to supply services to the public sector through the Dorset Economy Partnership and Creative Dorset and with engagement from all theme groups of the DSP.

Outcomes	DSP Challenges	Priority Areas	Strategic Aims and Actions
A sustainable infrastructure which provides improved access to cultural and leisure opportunities	Improved access to services, employment and leisure	Communications	Develop an overall approach to communications and engagement with stakeholders to achieve the vision and ambition that Dorset leads the world in placing culture at the heart of quality of life. This will be done by developing a communications plan to support delivery of the Cultural Strategy.
		Access	Enable access to culture through affordable transport by working with DSP Accessibility Theme Group.
		Access	Enable access to culture by working to achieve equitable provision of community venues across the county through work with the DSP Accessibility Theme Group.
		Access	Support the local cultural offer in rural areas and rural community venues so that they can be a centre for local cultural events through the NI 8 and NI 11 Delivery Plans and by extending collaboration across the wider cultural sector through the Culture Theme Group.
		Access	Deliver a research and information programme providing enhanced data to cultural organisations which will enable improved and more targeted marketing with a range of partners and organisations through the NI 8 and NI 11 Delivery Plans and by extending collaboration across the wider cultural sector through the Culture Theme Group.
		Volunteering	Support cultural volunteering through work with the DSP Thriving Communities Theme Group.

Table of Strategic Aims and Actions

This table sets out the strategic aims and actions under the four outcomes.

The table shows how the outcomes relate to the DSP Challenges and notes to which priority area they relate.

Outcomes	DSP Challenges	Priority Areas	Strategic Aims and Actions
A sustainable infrastructure which provides improved access to cultural and leisure opportunities	Improved access to services, employment and leisure	2012 Legacy	Achieve a cultural legacy from the 2012 games by working through the Dorset 2012 Legacy Board and the Dorset 2012 Cultural Framework Group; the Active Dorset Sports Partnership and the Dorset Physical Activity Alliance.
		Skills Development	Develop and increase the skills of cultural providers through the Cultural Olympiad and NI 8 and NI 11 Delivery Plans and by extending collaboration across the wider cultural sector through the Culture Theme Group.
		Sustainability	Use research evidence to inform a framework for professional and leadership development in the cultural sector through the Cultural Olympiad and NI 8 and NI 11 Delivery Plans and by extending collaboration across the wider cultural sector through the Culture Theme Group.
		Sustainability	Extend the collaborative good practice from the N 18 and N1 11 Delivery Plans across the wider cultural section through the Culture Theme Group.
		Sustainability	Develop business sector support for culture through work with Arts & Business.

Outcomes	DSP Challenges	Priority Areas	Strategic Aims and Actions
Safeguarding, understanding and enjoying Dorset's environment with planning for the future	Safeguarding Dorset's environment now and for the future	Community and Land Use Planning	Maximise community benefit from culture through engagement with every new Local Community Partnership Plan, Parish or Town Plan and other appropriate public consultations.
		Community and Land Use Planning	Maximise community benefit from culture with clear plans in Local Development Frameworks which also attract Section 106 developer contributions.
		Community and Land Use Planning	Ensure that building and land use planning and design reflect the importance of quality of design, heritage and the role of artists in the enhancement of the environment through the work of the Dorset Design and Heritage Forum.
		Sustainability	Framework and action plan to implement and monitor the recommendations of the Sustainability Impact Assessment through the Culture Theme Group
		Sustainability	Facilitate consideration of the role of culture in contributing to local priorities through communication and delivery of agreed action with Local Community Partnerships and cultural providers.
		Jurassic Coast World Heritage Site	Delivery of a cultural programme to help people experience and understand the Jurassic Coast WHS through the Jurassic Coast Arts Strategy and WHS Creative Coast Group.

Table of Strategic Aims and Actions

This table sets out the strategic aims and actions under the four outcomes.

The table shows how the outcomes relate to the DSP Challenges and notes to which priority area they relate.

Outcomes	DSP Challenges	Priority Areas	Strategic Aims and Actions
Improved well-being with increased opportunities for people to enjoy and achieve within safe and thriving communities	Thriving Communities	Access	Use evidence in relation to the equality groups to inform collaborative action across the broad spectrum of cultural provision to increase levels of engagement and participation in culture.
		Access	Improve opportunities for disadvantaged and vulnerable people to engage in culture, physical activity and sport through working with a range of partners and organisations to deliver the NI 11 Delivery Plan and the Dorset Sports and Physical Activity Strategy; and by extending collaboration across the wider cultural sector through the Culture Theme Group.
		Access	Increase participation in informal adult learning through the PCDL and the Learning Revolution.
		Health and well-being	Improve health and well-being by increasing engagement with culture through work with the DSP Health and Well-being Theme Group.

Outcomes	DSP Challenges	Priority Areas	Strategic Aims and Actions
Improved well-being with increased opportunities for people to enjoy and achieve within safe and thriving communities		Tourism Pride in local heritage, distinctiveness and diversity.	Promote an annual programme of cultural festivals, celebratory events, and learning opportunities in Dorset which reflects cultural distinctiveness and diversity with a range of partners and organisations through the Cultural Olympiad, NI 8 and NI 11 Delivery Plans and MAA.
	Dorset's demographic challenge	Transforming social care	Work through the Universal Approaches project to achieve the vision that by working together everyone can make positive, creative and informed choices for their quality of life, personal fulfilment, health and well being.
	An ageing population		
	Children and young people	Positive activities and learning for children and young people	Work with children and young people through links with the Children and Young People's Partnership, drawing on the five hours of culture a week offer, Extended Services and consultation in a way which integrates ideas from other Dorset Strategic Partnership Theme Groups.
		Positive activities and learning for children and young people	Work with colleagues in Children's Services to develop the cultural offer in the school curriculum.
		Positive activities and learning for children and young people	Develop the opportunities and spaces for children to play and enjoy physical activities through work with the Dorset Play Forum building on the Playbuilder project.

Additional information

This printed version of the Dorset Cultural Strategy is supported by fuller information on Dorset for You³¹. This area of the website will be updated with news, changes and other appropriate information and will include:

- five year implementation plan with links to detailed partner plans
- supporting statistical evidence and links
- Equality Impact Assessment
- Sustainability Impact Assessment
- Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis
- priorities that emerged during development of the draft
- consultation report
- bibliography

A brief summary document is also available for download.

Thanks and acknowledgements

We would like to acknowledge and thank the many individuals, groups and organisations who have contributed their time, energy and ideas to this strategy. Our particular thanks go to the members of the Dorset Strategic Partnership Groups and to all those who attended our consultation meetings and seminars. We are grateful to everyone who responded to the consultation on the draft document.

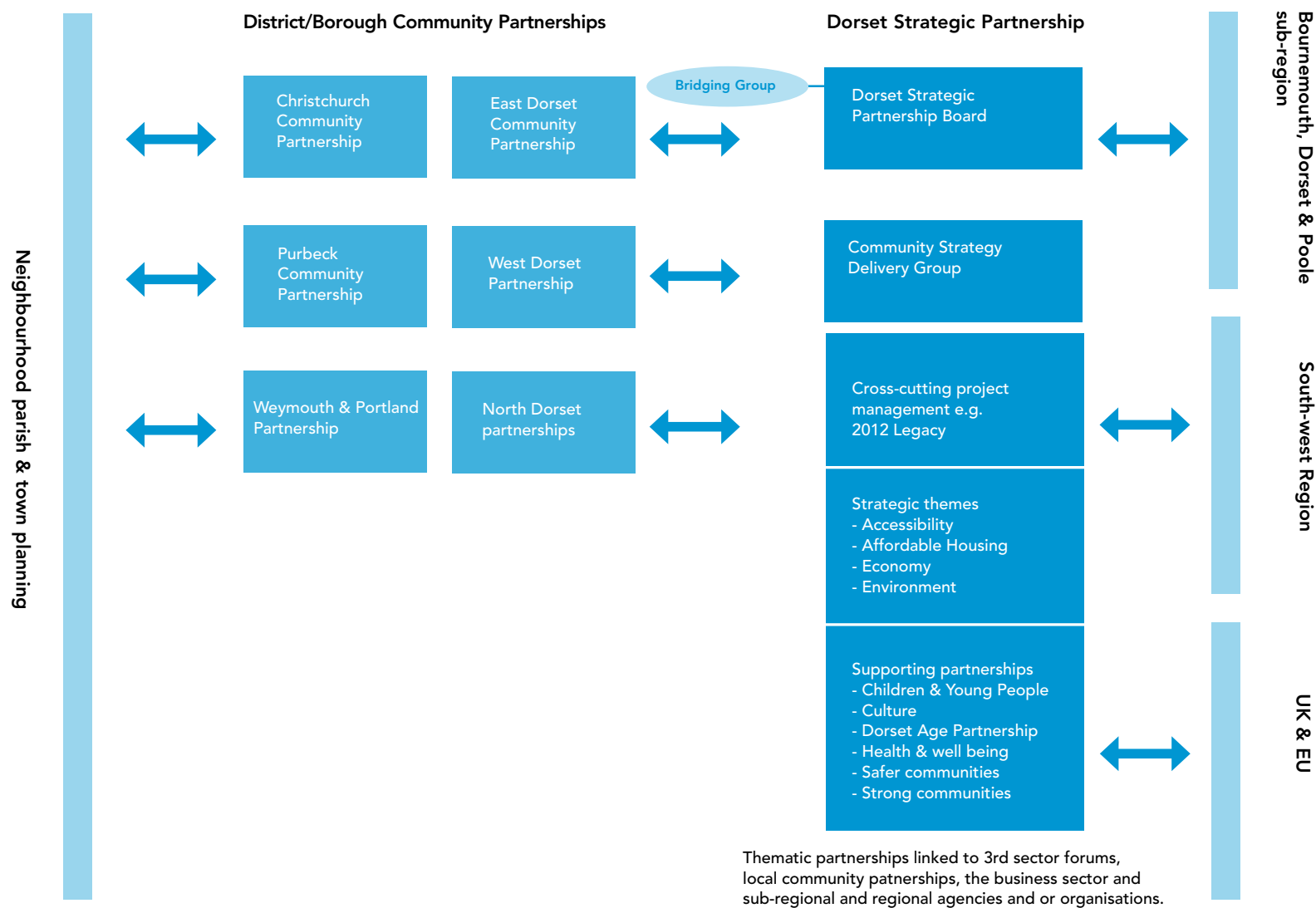
Special thanks to members of the Culture Theme Group. Thanks to all the partners who contributed to the printing costs and in particular to the South West Lifelong Learning Network for their generous contribution.

Glossary of abbreviations

AONB	Area of Outstanding Natural Beauty
BSO	Bournemouth Symphony Orchestra
BME	Black or minority ethnic
CAA	Comprehensive Area Assessment
CYPP	Children and Young Peoples Partnership
DCA	Dorset Community Action
DCC	Dorset County Council
DCMS	Department for Culture Media and Sport
DCSF	Department for Children Schools and Families
DIUS	Department for Innovation, Universities and Skills
DSP	Dorset Strategic Partnership
DSPCTG	DSP Culture Theme Group
GOSW	Government Office of the South West
LAA	Local Area Agreement
LDF	Local Development Framework
MAA	Multi Area Agreement
NHS	National Health Service
NI	National Indicator
PCDL	Personal and Community Development Learning Partnership
PCT	Primary Care Trust
RDA	Regional Development Agency
WHSJC	World Heritage Site Jurassic Coast

³¹ www.dorsetforyou.com/culturalstrategy

Community planning in Dorset structure diagram



APPENDIX 2

Statistical sketch of Dorset's communities and population 2009

Dorset ³² is an average sized county in terms of area but is among the smallest counties in England in terms of population, with a total population of 403,000. The relatively sparse population and rural character of Dorset has particular implications for an effective response to service needs of Dorset's communities.

The 2007 Index of Deprivation figures show a slight increase in deprivation across Dorset. However the county as a whole remains relatively free from deprivation. But there are small pockets where deprivation is measured as being amongst the 20% most deprived in England, particularly in parts of Weymouth, Portland and Christchurch. Within the categories of deprivation Dorset ranks highly in the 'barriers to housing and services' deprivation. This category is a measure of the ease with which residents have access to core services such as retail facilities, health services, and affordable housing. In this category 30% of the county's super output areas ³³ are regarded as being amongst the 20% most deprived. It is those without easy access to private transport

(e.g. older people, those on low incomes, and young adults) for whom this aspect of deprivation is most significant.

Dorset has three prisons and one Young Offenders Institution with a total potential capacity of just over two thousand people.

The current and projected demographic breakdown of Dorset's population and the high proportion of older people is a key consideration. The proportion of the local population aged over 60 is 30% greater than the national average. Looking forward, the latest projections suggest that the number of people aged 65 and over in Dorset will grow from 101,700 to 131,700 by 2020. Nationally there are 104 females for every 100 males, but in Dorset the figure is higher at 106.

Dementia affects one person in twenty over the age of 65 and one person in five over the age of 80. In the next ten years the number of people in Dorset aged over 65 will increase by 15% and the number of people aged over 80 will increase

by 27%. There are over 270 places in residential homes for adults with learning disabilities. There are over 600 places in residential or sheltered homes for adults with mental health needs. As a consequence of the county's older population, rates of claiming Attendance Allowance (which only those over 65 can claim) are higher than nationally. However when measured jointly with the Disability Living Allowance (to which the under 65s are entitled), the level of the population claiming both allowances is lower than nationally.

The County Council and partners have a priority of transforming social care but at the other end of the age spectrum improving life chances for children and young people is equally important. There are approximately 54,000 children and young people attending schools in Dorset. Dorset has over 250 children looked after (by the local authority), 600 children with disabilities, and over 200 children with severe learning difficulties in the county.

³² The local administrative area served by Dorset County Council

³³ A super output area is an area that contains an average population of 3,000 people.

The most recent estimates (2006) give Dorset's Black or Minority Ethnic (BME) ³⁴ population as 5.9% which is an 85% increase since 2001 and compares with an increase of 23% in England over the same period. The composition of the BME groups has changed with the proportion of White Other and White Irish falling. The most notable increase has been in the proportion of Chinese and Other group from 11.6% to 14.6% of total BME population.

The 2001 census gives information on religious affiliation with 78% of respondents in Dorset giving their religion as Christian, which is higher than nationally (71%). Less than 1% of Dorset residents expressed affiliation to a non-Christian religion (nationally the figure was 5.7%). Of these Buddhists formed the largest proportion, followed by Muslims and Jews.

In Dorset 58% of all people aged over 16 responding to the 2001 census were married (compared with 51% nationally). The census recorded 0.13% of Dorset respondents that said that they lived as same sex couples (nationally 0.19%).

Conclusions

Dorset has ...

- a greater proportions of older people and smaller proportions of children and working age residents than the national average
- a higher ratio of women to men than is seen nationally, partly as a consequence of the county's age structure
- a far lower proportion of residents from minority ethnic groups than for England as a whole
- a largely Christian population, only 1% of residents state that they follow a non Christian religion, chief amongst this group are Buddhists
- levels of disability amongst the under 65s that are lower than the national average, but amongst the older population this relationship is reversed
- less than the national and regional averages of residents classing themselves as being in a same sex relationship and a greater proportion of people who are married than is seen nationally.

³⁴ BME is defined as the population for all ethnic groups with the exception of White British

APPENDIX 3

The business case

Culture underpins individual and community well-being. The DCMS Public Service Agreement (PSA) 21: Build more cohesive, empowered and active communities states:

“Active communities are associated with people being able to make the most of their talents and to enjoy the talents of others. The cultural and sporting sectors play a key role in creating active communities, in which people are able to improve their well-being. Research shows that people taking part in cultural activities were 20 per cent more likely to know ‘many people’ in their neighbourhood, and 60 per cent more likely to believe that ‘many of their neighbours can be trusted’. A survey in 2001 found that sport and exercise are the single greatest contribution to social participation”

This makes clear that taking part in cultural activity will support our targets to increase adult participation in sport and engagement in the arts; to increase young people’s participation in positive activities; to increase the percentage of people who feel that they belong to their

neighbourhood and can influence decisions there; to increase participation in regular volunteering; and the environment for a thriving third sector.

The role of informal adult learning in individual and community well being is set out in the DIUS White Paper The Learning Revolution ³⁵:

“Such activity contributes to the health and well-being of communities by building the confidence and resilience of the individuals involved. The social relationships that develop as a result of this informal learning can provide networks of support and solidarity. For the low-skilled and under-confident, informal learning can be an important stepping stone to further learning and a more skilled future.”

The justification for investment in encouraging greater engagement in sport and physical activity is set out in the Chief Medical Officer’s report ³⁶ which summarises the health benefits of sports and physical activity and comes to a conclusion in the following terms:

“The extensive evidence reviewed in this report reinforces the view that physical inactivity is undoubtedly one of the major contributory factors to the current epidemics of chronic disease. The encouragement of active lifestyles must be an important element of any future public health strategy.”

This supports our health and well-being targets to increase adult participation in sport; and to reduce obesity in primary school age children in year 6.

The cultural and creative industries make a major contribution to the national economy and have grown twice as fast as the rest of the economy in recent years. The government strategy paper, Creative Britain: New Talents for the New Economy ³⁷ states:

“The creative industries must move from the margins to the mainstream of economic and policy thinking as we look to create the jobs of the future at the foundation of our strategy are two key proposals: more opportunity for

³⁵ The Learning Revolution. Department for Innovation, Universities and Skills March 2009

³⁶ “At least five a week: evidence on the impact of physical activity and its relationship to Health” report of the government’s Chief Medical Officer 2004.

³⁷ Creative Britain: New Talents for the New Economy DCMS and Department for Business Enterprise and Regulatory Reform February 2008

young people to develop creative talents at school; and more structured pathways into creative careers.”

Looking to the future the DCMS Secretary of State ³⁸ stated:

“Britain’s creative industries are an incredible success story but current global economic challenges mean we can’t take future growth for granted. In the face of growing international competition, Government support for key sectors becomes increasingly important.”

This will support our LAA economic targets to increase the working age population qualified to at least level 4; to increase median earnings; and to raise the percentage of businesses showing employment growth.

In addition the report prepared for the Bournemouth, Dorset and Poole economic partnership to identify opportunities to strengthen the MAA states ³⁹ :

“The Sub-Region is perceived to lack ‘clusters’, particularly in technology-based sectors. It appears to lack effective strategic partnerships which formal cluster identities tend to engender, and which have become a prerequisite for successfully taking advantage of government and Regional Development Agency (RDA) funding (e.g. for incubators).”

The recommended solutions include:

“Develop long-term growth programmes for key clusters:

- Creative & Digital – software, marketing and advertising, fashion and industrial design, media and entertainment

The MAA Partnership should promote the development of cluster-based economic and business linkages, particularly in their formative stages and in cases where cross-cluster cooperation is desirable – for example, in the case of the Olympics and the ‘green economy’ agendas.

There are specific rallying points for the clusters:

- Creative and digital: establish a design forum (local industry association) and develop a creative industries ‘quarter’ or incubators and ‘hubs’ for growth, visibility and ‘buzz’; fully exploit ‘digital economy’ business opportunities, and the broadband infrastructure”

This will support the MAA Business Growth aim to improve the productivity of the sub-regional economy through stimulating high value enterprise and innovation, focusing on key sectors and stimulating employment land development.

³⁸ DCMS statement 20 November 2008: http://www.culture.gov.uk/reference_library/media_releases/5611.aspx

³⁹ Envisioning the Green Knowledge Economy. Professor Mark Hepworth March 2009

APPENDIX 4

Table of Key Organisations or partnerships involved in the Dorset Cultural Strategy collaborative framework

Organisation/Sector	Key role in relation to Dorset Cultural Strategy
Dorset Strategic Partnership	Leads on delivery of the Community Strategy and the LAA and partner in the MAA
DSP Culture Theme Group	Lead partnership for the collaborative framework with reporting responsibility to DSP Board.
Dorset County Council	Member of the DSP with responsibility to deliver and accountable body for the LAA. Hosts management of CTG and provides cultural services
Christchurch Borough Council East Dorset District Council North Dorset District Council Purbeck District Council West Dorset District Council Weymouth & Portland Borough Council	District and Borough Local Authorities are members of the DSP with responsibility to deliver the Local Area Agreement and providers of cultural services.
Local community partnerships	Members of the DSP and delivery partners
Government Office South West	Representatives of central government at regional level
Arts Council England Audiences South West English Heritage Museums Libraries and Archives Council Natural England Public Art South West Sport England South West Screen	Regional cultural agencies with responsibility to support delivery of LAA; key funding partners; advisory and support role and source of expertise with links to national guidance and resources.

Organisation/Sector	Key role in relation to Dorset Cultural Strategy
Accessibility Affordable Housing Children and Young People Partnership Dorset Age Partnership Dorset Economy Partnership Environment Health & Well being Safer Thriving	DSP Theme Groups - delivery partners.
NI 11 Delivery Partners include: Activate AONB Archives Artsreach Bridport Arts Centre BSO Creative Dorset Dorset Arts Advisory Group depARTure arts in education Dorchester Arts Centre Dorset Adult Learning Dorset Visual Arts Historic Environment Libraries Museums	A wide range of cultural, particularly arts, organisations in Dorset, local authorities, and community partnerships, with support from Arts Council England and Audiences South West.

Table of Key Organisations or partnerships involved in the Dorset Cultural Strategy collaborative framework

Organisation/Sector	Key role in relation to Dorset Cultural Strategy
PVA Medialab Sherborne House Arts Walford Mill Crafts	A wide range of cultural, particularly arts, organisations in Dorset, local authorities, and community partnerships, with support from Arts Council England and Audiences South West.
NI 8 Delivery Partners include: Active Dorset Dorset NHS PCT Dorset Physical Activity Alliance Local authorities	A wide range of sports organisations and services in Dorset with support from Sport England.
Dorset 2012 Legacy Board	Responsible for delivering Dorset 12 for 2012 legacy outcomes.
Dorset 2012 Cultural Framework Group	Includes local, sub regional and regional partners with responsibility for achieving a 2012 cultural legacy.
Destination Dorset	The Destination Management Partnership for Dorset.
WHS Steering Group	Responsible for management of Dorset and East Devon World Heritage Site.
WHS Creative Coast Group	A partnership which, as a working group of the WHS, steers delivery of the Jurassic Coast Arts Strategy.
Multi Area Agreement Partnership	Delivery of Multi Area Agreement by Bournemouth Borough, Dorset County, and Poole Borough Councils and other partners.
Creative Dorset	The creative industries development agency for Dorset

Organisation/Sector	Key role in relation to Dorset Cultural Strategy
Dorset Design and Heritage Forum	A partnership that champions art and imagination for Dorset's built environment.
Arts & Business	Fosters partnerships between business and the arts.
Policy Approach	Key role in relation to Dorset Cultural Strategy
Universal Approaches	The Transforming Social Care agenda will revolutionise the way people in Dorset are looked after and put choice and control at the heart of services. The Universal Approaches project is one part of the work being done on Transforming Social Care in Dorset.
Find Your Talent	A partnership approach to develop five hours of culture per week for children and young people in and outside school.
Extended Services	A programme to develop a wide range of activities before and after school such as breakfast clubs, study support, and youth activities.
Personal and Community Development Learning Partnership	A partnership of public sector services, voluntary and community organisations that have an interest in informal and non vocational adult learning. Its purpose is to co-ordinate and promote informal learning to contribute to the achievement of a range of community priorities.
DCSF Playbuilder Programme with: Dorset Play Forum Local authorities	A national programme which in Dorset aims to transform local areas into innovative and adventurous play spaces, with support from Play England.
Other stakeholders	Key role in relation to Dorset Cultural Strategy
Third Sector	Includes Dorset Community Action; faith organisations; National Trust; Volunteer Centre Dorset.
Business	Includes Dorset Business; local chambers of trade; creative industries; cultural attractions and events.



Our vision and ambition is that Dorset leads the world in placing culture at the heart of quality of life.

Back cover images:

Contemporary Basket, artist Fiona Hingston. Photo: Artsreach 'Art of Craft'

'Reading Voyage' Summer Reading Challenge, author Kelly McKain at Shaftesbury Library. Photo: DCC

Faith House Gallery at Holton Lee, winner of the Guardian's Best British Building 2002. Photo: Holton Lee



"I moved to Dorset thirty years ago, to the County where I had happy memories of boyhood holidays. For many years I had felt the pull of Dorset, but initially I had not intended to stay for more than a few years: my career as an architect and town planner beckoned elsewhere. Fortunately, Dorset soon held me, and I can think of nowhere else that I would rather be. It is a part of England that has all that I want in life (and as it turns out I did not have to leave to have a fulfilling and enjoyable career) Apart from the obvious attributes of some of Britain's finest coast and countryside, it is the less obvious that is the true strength of Dorset, and the Cultural Strategy epitomises this.

Dorset has a rich heritage in music, the visual arts and crafts and literature, and these blend together to give a quality of life that is outstandingly good. How many places can combine such physical beauty with the ability to enjoy music of international standing or to find open artists' studios hidden in beautiful countryside that you may never have seen before? For me, only Dorset can do this, and it is a far-sighted local authority that puts culture so high on its agenda.

It is the sight, the sound, the air and above all, the culture of Dorset which means that wherever I travel in the world I always look forward to coming home to Dorset."

Terence O'Rourke May 2009