

## **Active Minds, Active Bodies**

### **A Strategy for Arts, Libraries and Sports in East Renfrewshire**

#### **2006-2010**

This summary document sets out the main points from our strategies, for 3 key areas of the Council's services:

- ❑ **Arts** - More people, more art
- ❑ **Libraries & Information** - Connect-ER
- ❑ **Sports** - Sport for life

Taken together, they make up the main elements of a Cultural Strategy for East Renfrewshire. They are based on:

- ❑ discussions with partners
- ❑ consultation
- ❑ research and evidence from our services

We believe that these services matter because:

- ❑ They are part of what makes up the quality of life in East Renfrewshire
- ❑ They are enjoyable
- ❑ They contribute to the development of our residents and our communities
- ❑ They promote inter-action within families, within our communities, and between the different communities which make up East Renfrewshire
- ❑ They contribute to self-belief and self-confidence, to learning, and to the skills needed to get the most out of life
- ❑ They contribute to health and well-being

One of the main themes running through these strategies is the need to make sure these services play the fullest possible part in dealing with the concerns facing the Council and its partners. These services matter because of the direct benefits of participation, but they matter equally because of the contribution they can make to health, to inclusion, to learning, and to equalities.

A second key theme is partnership. This is not a strategy only for parts of the Council. To be successful, it needs to cut across the Council, involving many services: it needs to include our community planning partners, and it needs to include the many other agencies and organisations who are active in East Renfrewshire, including the voluntary sector. It also needs to include and involve our communities.

### **What are the issues that we need to tackle?**

- ❑ Lower than average participation: particularly in the arts, and to some extent also in sports
- ❑ Library membership sits among the highest in Scotland, but book issues are relatively low
- ❑ Involving children and young people
- ❑ Ensuring that all in our communities have access to services which meet their needs: making our services barrier free, whether the barriers are those of age, disability, gender, ethnicity or poverty
- ❑ Our facilities - maintenance, refurbishment and development, and access to them
- ❑ Marketing our services, and the benefits that they bring

### **What do we want to achieve?**

- ❑ A consistent and sustained increase in participation and uptake, drawn from all our communities
- ❑ Partnerships with Education, and with others who work with children and young people: to ensure an easy progression between school and community, and that all young people can take part and benefit
- ❑ Strong partnerships inside and outside of the Council
- ❑ A consistently high standard of facilities and provision
- ❑ A service relevant to, and used by, our target groups, which makes a contribution to social inclusion and regeneration
- ❑ A major contribution to community health, learning and development

### **How will we do this?**

For all services we will:

- ❑ Develop a marketing plan
- ❑ Achieve relevant quality standards
- ❑ Put in place an integrated ICT system, to improve access to bookings, increase efficiency, and support our marketing
- ❑ Consult to identify clearly the main barriers to access, and tackle these barriers

In the **arts**, we will:

- Develop Eastwood Theatre
- Extend the arts programmes, in the theatre and in other venues
- Extend the support provided to the arts community in East Renfrewshire
- Work with partners to develop our learning and outreach provision
- Provide opportunities for our minority communities to celebrate their cultures, and widen access to them

In **libraries and information**, we will:

- Develop the role of libraries as information and learning gateways in each community
- Extend the Council website to be a community portal for East Renfrewshire
- Building on the libraries gateway role, develop websites, inside the portal, with our communities in East Renfrewshire
- Extend our learning in libraries to engage with disadvantaged groups, and provide lifestyle learning modules
- Develop a learning portal
- Work with partners to promote reading and literacy
- Develop health information points, and a health portal

In **sport**, we will

- Develop sports facilities for school and community use at Eastwood and Williamwood High Schools
- Work with Education to develop and enrich the Active Schools programme, and to provide pathways between school and community participation
- Develop action plans for our key sports - football, rugby, swimming and athletics - to increase participation, and develop skills in these areas
- Develop the Action Zone gyms, including facilities for young people
- Encourage older people to remain active and healthy by providing opportunities for exercise, and fitness
- Support the local Sports Council in its activities and support the development of clubs in East Renfrewshire
- Raise participation levels among target groups including minority communities, people with disabilities and Young Women
- Develop coach education to raise skills and knowledge, and to increase employability
- Develop services which promote positive choices for young people

These are the main headlines for our future plans but please look at the individual documents which follow.

In summary, we believe that this family of strategies sets out a clear and strong direction for these services. It shows the potential they possess to contribute to the concerns and challenges of East Renfrewshire Council. It also shows the benefits they can deliver to the people and communities of East Renfrewshire.

We will publish an annual statement to our partners, stakeholders and residents, showing clearly our progress in achieving the goals and tasks of this strategy.

## **More people, more art**

### **The challenges**

The key challenge for the arts in East Renfrewshire is to get more people more engaged with arts, and do more to express and communicate the benefits that engagement can bring - to individuals and to communities.

We need to communicate also how the arts can play a supporting yet powerful role in delivering many of today's key agendas. **More people, more art** requires working together - within the Council, within the arts community itself. It means joining up the Council, the arts community, public agencies, community organisations and other partners to take forward the arts in East Renfrewshire.

The main driver, the main thrust for change, will come from the development of the theatre - the transformation of Eastwood Theatre into a vibrant arts centre - a focal point for the arts in East Renfrewshire, and for East Renfrewshire's communities. That will be the single most important action, but it will not be the only one.

The detail, targets and timescales can be read in the action plan that follows this full document but in essence;

### **In Eastwood Theatre we will**

- ◆ Redevelop the theatre closer to an arts centre model, making it a place with far more life and energy
- ◆ Improve facilities for local performing arts groups using the auditorium
- ◆ Provide display and workshop space for visual arts and hands-on experience of the arts
- ◆ Develop an education and outreach programme

### **In our programming we will**

- ◆ Extend the programme range of the theatre - not only in the performing arts, but in visual arts, film and video and literature
- ◆ Extend the programme of professional performing arts in the main auditorium
- ◆ Ensure a diverse range of arts activities, taking account of community needs
- ◆ Develop an exhibition and workshop programme
- ◆ Provide informal performances in the theatre café and foyers- and outside in the park
- ◆ Develop joint programmes with Education - with young people both as audience and/or participants
- ◆ Develop the arts role of libraries in the community

- ◆ Develop links with national companies to increase the level of their activity in East Renfrewshire
- ◆ Explore the possibilities for joint programming with our neighbours
- ◆ Extend the range of joint activity with partners in the East Renfrewshire arts community
- ◆ Develop a long-term events strategy

#### **To develop our audiences we will**

- ◆ Implement a marketing and audience development plan for the theatre, including education and outreach activity
- ◆ Incorporate arts activity within a broader marketing strategy for leisure services
- ◆ Appoint an Audience Development Officer and through that post, support East Renfrewshire's arts community in its marketing activities
- ◆ Develop and highlight the arts content in the community leisure portal
- ◆ Increase the ability to gather and use marketing information through an enhanced box office system

#### **To help regenerate our communities we will**

- ◆ Develop an outreach programme from the Theatre which targets our activities towards the areas identified within the Regeneration Outcome agreement
- ◆ Develop programmes in accessible community locations
- ◆ Develop strong partnerships with agencies working to promote inclusion
- ◆ Allocate staff resources to arts and regeneration
- ◆ Develop the role of the arts in promoting health and well-being
- ◆ Ensure that our services engage with, and do not present barriers to, people with disabilities
- ◆ Develop our links with East Renfrewshire's black and minority ethnic and other communities, and work with them to develop and promote their arts activities

#### **To support the arts community we will**

- ◆ Work with East Renfrewshire Arts Development Forum to enhance and strengthen its role
- ◆ Develop the role of the Theatre as a focal point for the arts in East Renfrewshire, a place where artists can meet and share ideas
- ◆ Increase opportunities for local artists to perform or exhibit their works.
- ◆ Create two new arts development posts
- ◆ Through the Audience Development Officer, support marketing activity by the local arts community

- ◆ Work with Voluntary Action and others to develop the skills of arts organisations in East Renfrewshire, including areas such as fundraising, finance, marketing, working with children and young people and committee skills

### **Partnership**

- ◆ Extend partnerships with the arts community of East Renfrewshire, with national companies and arts organisations, and with other local authorities
- ◆ Communicate the role and benefits of the arts to non-arts organisations, and develop links with them, to increase the instrumental role of the arts in East Renfrewshire
- ◆ Put in place an arts planning forum within the authority to achieve co-ordination of arts activity and best value within the arts
- ◆ Work to ensure that the role and potential of the arts is reflected within the Community Plan

## CONNECT-ER

### The challenges

The key challenge for libraries is the development of a unified and modernised approach to traditional and electronic information, to learning and communications, and to citizenship. It is to develop and promote libraries in order that they may play a powerful role in delivering many of today's key agendas.

It is to create vision of libraries as gateways, or access points to learning, information, culture and government. It sees libraries linking into networks of information, learning and resources in our communities.

It is a vision of libraries' skills, staff and resources being used to enable access for all of the community, all of the time. It is a blending of traditional approaches to support with information and communications technology  
It is a vision of CONNECTING East Renfrewshire. It is libraries acting in support of the fundamental concerns of the Council and its partners in Community Planning

Libraries are viewed as a key institution within local authority services because they:

- ◆ Are used by a wide cross-section of the population
- ◆ Provide a key information point and local archive
- ◆ Are a safe environment
- ◆ Are neutral territory
- ◆ Contribute to the social and economic well being of the community
- ◆ Have an ambience that successfully crosses the boundaries between learning and leisure, casual use and dedicated study

The detail, targets and timescales can be read in the action plan that follows this full document but in essence;

### In all libraries we will

- ◆ Provide a service without barriers - through selecting relevant resources, through providing adaptive technologies, through tackling physical barriers and through consulting with communities
- ◆ Ensure there is a community library at the hub of every community open hours which meet the needs of the community
- ◆ Review our book collections and purchasing policies to ensure community needs are met
- ◆ Develop management plans for our buildings in order to provide attractive, safe and welcoming libraries.

- ◆ Develop marketing plans. These will include further training for our staff so that they can assist residents to get the most from the services
- ◆ Develop contact points/ rooms in libraries to make it easy for everyone to have direct, personal access to information, experts and advice about all services and opportunities
- ◆ Obtain Chartermark, as an assurance of the quality of service available
- ◆ Extend the range of arts and cultural activities available

### **Access**

- ◆ Provide a virtual library service which is available 24/7 online. This will include the ability to access your library account, renew and request books and use a wide range of information resources
- ◆ It will also include access to an extended range of information resources
- ◆ Develop the library pages and facilities on the Council's website
- ◆ Provide PCs dedicated to connecting our citizens to the best information and knowledge
- ◆ Make accessing information easy through the creation of a context management system

### **Learning**

- ◆ Renew and extend the learning technology available in libraries
- ◆ Develop a learning portal - a website providing information on learning opportunities and resources for East Renfrewshire
- ◆ Support communities and residents in developing web content
- ◆ Provide ECDL and other learning opportunities through Individual Learning Accounts
- ◆ Provide e-citizen and lifestyle based courses
- ◆ Provide classes and learning opportunities which will extend and build on basic ICT skills
- ◆ Maintain our quality accreditation to ensure that we provide learning opportunities to a high standard
- ◆ Target support and resources for the development of reading and literacy skills
- ◆ Promote digital inclusion through providing ICT learning to the more excluded within our communities, in partnership with other agencies

### **Information**

- ◆ Develop the Council website as a portal, an information gateway, for East Renfrewshire
- ◆ Provide community minisites relating to community plan areas

- ◆ Extend the range of information clinics and surgeries available through libraries
- ◆ Extend the range of health information available in libraries, and offer this in other locations
- ◆ Pull health information together into a health portal
- ◆ Build on the success of ERIAF - East Renfrewshire Information and Advice Forum - in sharing resources, good practice and networks among providers in East Renfrewshire, to provide access for all residents
- ◆ Provide on-line access to our heritage resources

## **Marketing**

- ◆ Develop a range of service information material
- ◆ Develop a "how to get the most from your library" programme
- ◆ Increase range and quality of information on our web pages

**CONNECT-ER** offers a route to the future, to the knowledge society and our success will be reflected through the attainment of our action plan tasks and targets but overall it is an investment in the future well being of East Renfrewshire

We believe this strategy builds on the excellent work already in place and opens a new chapter in the life of libraries in East Renfrewshire.

## **SPORT FOR LIFE**

### **The challenge**

We believe that sport matters, and that it should matter to everyone in our communities. It promotes health boosts self-confidence and a sense of achievement. It promotes positive lifestyles, and can provide alternatives to behaviour harmful to individuals and communities. Among many other benefits it promotes social contact and inclusion. It is, or it should be, also enjoyable, exciting, interesting, and fun.

Much of our focus is on young people. There are important issues about the health and well being of our children and young people, which sport can help to address. If we can assist young people in developing relevant skills, attitudes and habits at an early age then our citizens and communities of the future will be better for it. We will work closely with Education, and other partners.

The strategy also focuses on improving and developing sporting skills, to put in place pathways and frameworks which allow people participating in sport to progress, and go as far as they are able, to realise their potential.

The detail, targets and timescales can be read in the action plan that follows this document but in essence;

### **In sports development, we will**

- ◆ Work with Education to support the Active Schools programme, and to provide pathways between school and community participation
- ◆ Develop action plans for our key sports - football, rugby, swimming and athletics - to increase participation, and develop skills in these areas
- ◆ Seek to have a dedicated Athletics Development Officer in post by 2006
- ◆ Develop the Action Zone gyms, including facilities for young people
- ◆ Support the local Sports Council in its activities and support the development of clubs in East Renfrewshire
- ◆ Raise participation levels among target groups including minority communities, people with disabilities and young women
- ◆ Extend coach education to improve knowledge skills and increase employability

### **In our sports facilities we will**

- ◆ Develop the community use of sports facilities at Eastwood and Williamwood High Schools
- ◆ Develop a co-ordinated Council strategy for the development of sports facilities
- ◆ We will provide an athletics track at Williamwood High School
- ◆ We will review the operation and provision of our Action Zone gyms, to maximise their benefits to the community
- ◆ Ensure that all our residents are aware of the facilities and opportunities available by developing a marketing plan for sports activities and facilities
- ◆ We will ensure that all our sports centres, and sports development activities, achieve QUEST accreditation, or a comparable quality standard

#### **In grass roots and voluntary sector sport we will**

- ◆ Involve the voluntary sector in the development of our target sports plans
- ◆ Develop a web based East Renfrewshire sports directory by July 2006.
- ◆ Work with the Sports Council in developing their action plans
- ◆ Develop a leadership programme enabling senior school pupils to obtain coaching qualifications
- ◆ Develop and enhance links between out of school programmes and local clubs
- ◆ Work with clubs to develop their membership levels
- ◆ Improve and support the club and volunteer network within East Renfrewshire Council

#### **With our talented sportspeople we will**

- ◆ In partnership with Education, launch a secondary school curricular-based talented performers programme
- ◆ Develop a programme to encourage local elite performers to visit schools so that they can act as role models for young people and inspire a future generation of world-class athletes
- ◆ Develop sports development programmes in partnership with private sector sports facilities within East Renfrewshire

#### **To improve health in East Renfrewshire residents we will**

- ◆ Promote the health benefits of sport and physical activity, by developing programmes which will introduce residents to healthy activity, and support them in developing their fitness
- ◆ Develop our exercise referral programme
- ◆ Encourage older people to remain active and healthy by providing opportunities for exercise, and fitness, both within our leisure centres and in the wider community, including healthy walks and jogging clubs

- ◆ Review the operation and structure of our leisure card scheme to identify how it can best promote active participation.
- ◆ Review our swimming lesson programme, to maximise opportunities for learning,.
- ◆ Create partnerships within the Council, and with other agencies, including Community Health and Care Partnerships to develop sports and fitness activities for all of our community.
- ◆ Carry out a consultation exercise in order to better establish need within the community
- ◆ Develop a programme of taster activities to assist residents in finding activities suitable for them..

**To improve inclusion we will**

- ◆ Develop services, which promote positive choices for children and young people, both during and after school.
- ◆ Develop programmes for use of sports facilities by ethnic minorities. Develop our links with minority communities, and involve them in the planning of our sports facilities and services
- ◆ Target sports development in regeneration areas, and increase the links between participation and club development.
- ◆ Develop opportunities for girls and women to take part in football, and other target sports,