

## **Appendix Nine: Shared Priorities**

### **South East England Development Agency**

The South East England Development Agency (SEEDA) recognises that Culture has a significant role to play in the future prosperity of the South East. Consequently it works closely with key partners: Arts Council England, South East; Sport England, South East; Culture South East and Museums, Libraries and Archives Council, South East to support and encourage cultural activity in the region.

### **Arts Council England, South East**

Arts Council England's shared priorities with local authorities, captured in *Local government and the arts – a vision for partnership*, are:

- The Creative Economy – reflected in the Leisure Strategy in our acknowledgement of the link between raising aspirations and economic activity
- Healthy communities – reflected in the Leisure Strategy by Priority One
- Vital neighbourhoods – reflected in the Leisure Strategy by Priority Two
- Engaging young people – reflected in the Leisure Strategy by Priority Three

The Leisure Strategy particularly links to Healthy Communities through Priority One and to Engaging Young People through Priority Three.

The West Kent Arts Partnership, in which Tunbridge Wells Borough Council plays a leading role, operates through Terms of Agreement based on these shared priorities and makes links to each of the authority's own priorities. There is considerable overlap between the various partners' priorities. All projects that are agreed and delivered are in line with each Council's priorities.

More recently the Arts Council has identified in *Our Agenda* a slightly revised version of these priorities

- Taking part in the arts; reflected in the various actions in the Leisure Strategy Action plan related to arts activity
- Children and young people reflected in the Leisure Strategy by Priority Three
- The creative economy reflected in the Leisure Strategy by the acknowledgement of the link between raising aspirations and economic activity.
- Vibrant communities – reflected in the Leisure Strategy by Priority Two
- Internationalism and Celebrating diversity – reflected in the Leisure Strategy Action plans related to the Mela and broadening the Assembly Hall Theatre programme

### **Sport England, South East**

Sport England, both nationally and regionally, is working towards seven outcomes described in: *The Framework for Sport in England* and *Mission: Possible, the South East Plan for Sport 2004 - 2008*.

Outcome 1: Increasing participation in sport and active recreation is supported and reflected by Priority One of the Leisure Strategy.

Outcome 2: Improving levels of performance concentrates on the evolving role of national and regional governing bodies and an events strategy. The Leisure Strategy recognises the importance of working with the governing bodies for sport and this is reflected in the actions relating to obtaining Club Mark in particular. The Strategy also recognises the importance of events and the opportunities they offer, from the Kent Youth Games, through to the Tour de France and ultimately the Olympics themselves in 2012.

Outcome 3: Widening access is supported and reflected in all four priorities but in particular Priority Four. This priority addresses the needs of older people, one of the groups specifically identified in Outcome 3.

Outcome 4: Improving health and well-being supported and reflected in Priority One of the Leisure Strategy.

Outcome 5: Creating stronger and safer communities supported and reflected in Priority Two of the Leisure Strategy.

Outcome 6: Improving Education: supported and reflected in part by Priority Three of the Leisure Strategy.

Outcome 7: Benefiting the Economy – the link between leisure initiatives and the economy is acknowledged in the strategy, particularly in relation to the Tour de France.

## **Kent County Council**

### **Towards 2010**

The County Council's promises for the period 2006 to 2010 has seven key areas. The Borough Council's strategy contributes to these in the following ways:

- Increased prosperity for Kent through business growth and job creation – linked and acknowledged in the Leisure Strategy through leisure's role in building personal confidence and effectiveness and maximising the economic benefits of key events such as the Tour de France
- Transformation in education – the Leisure Strategy, particularly under Priority Three, will work with our partners in education to encourage children and young people to be involved in leisure activity (known to increase educational attainment)
- Reduced congestion – the Leisure Strategy, under Priority One, champions the role of cycling in reducing congestion
- Improved health and quality of life – reflected and supported in Priority One and Priority Two
- Quality homes in a well-managed environment – described in the Leisure Strategy in terms of how we advise on the environments that surround new developments to maximise their potential benefits
- A safer Kent – reflected and supported in Priority Two
- Continued improvements in services while keeping council tax down – the Leisure Strategy proposes many improvements but also identifies savings to help resource these improvements

## **Kent County Council: Local Area Agreement**

District Councils are key partners in delivering on two key outcomes of the Kent Local Area Agreement:

Block One, Children and Young People; Outcome 7: To improve participation and engagement by all children and young people in youth, cultural and community activities – addressed in the Leisure Strategy by Priority One, Two and Three

Block Two, Safer and Stronger Communities; Outcome 13: To increase the capacity of local communities so that people are empowered to participate in local decision making and delivery of services addressed in the Leisure Strategy by Priority One and Priority Two

## **Kent Local Strategic Partnership: Kent Community Plan, Vision for Kent**

The Vision for Kent has eight themes:

- Economic Success: Opportunities for All – addressed in the Leisure Strategy in terms of the services' role in delivering the emerging Economic Development Strategy and maximising the economic benefits of events such as the Tour de France
- Learning for everyone – addressed in Leisure Strategy in terms of the ongoing opportunities for learning offered by the service, in particular the role of the museum
- Improved health, care and well-being – addressed in the Leisure Strategy by Priority One
- Environmental Excellence – addressed in the Leisure Strategy in terms of environmental based activities such as Museum events; promotion of sustainable transport options such as walking and cycling; maintenance of parks and open spaces and involvement in the open spaces surrounding new building developments
- Safer and Stronger Communities – addressed in the Leisure Strategy by Priority Two.
- Enjoying life – at the heart of the Leisure Strategy
- Keeping Kent moving – addressed in the Leisure Strategy by the promotion of cycling and walking
- High quality homes – addressed in the Leisure Strategy in terms of the Services' involvement in managing the open spaces around new housing developments and ensuring adequate leisure facilities are provided.

## **Museums, Libraries and Archives Council**

MLA South East and the Museums, Libraries and Archives Council (MLA) share a long-term vision for the sector, 'Investing in Knowledge'. This places the sector at the

heart of wider regional economic, social, cultural and learning development strategies by:

- underpinning learning and empowering people to develop new skills
- building stronger communities with a sense of place and inspiring people's creativity
- stimulating economic growth through sustainable development and regeneration through support for the Knowledge Economy and tourism
- creating easy access to collections and information by networking knowledge using the latest information technology

The four strategic aims:

- To increase and sustain participation
- To put museums, libraries and archives at the heart of national, regional and local life
- To establish a world class and sustainable sector
- To lead sector strategy and policy development

The Leisure Strategy supports and reflects this vision and the four strategic aims through "The Project" identified as a key part of the action plan to address Priority One.

### **Culture South East**

Culture South East champions the value of culture in the region. The Borough Council believes that it has a role to play in this – both advocating and demonstrating by example the power of culture to benefit communities in particular.

- Sustainable Communities

The Council uses leisure services as a tool in encouraging the sustainability of communities.

- Learning and skills

The Council recognises that developing learning and skills to increase the capacity of the community, and particularly the number of skilled volunteers is important to meeting its own priorities.

- Modernisation and development of sustainable business structures

This will be addressed by the emerging Economic Development Strategy. The Borough is currently economically strong, with high employment and high average salaries. The danger is that this prosperity is not sustainable and the Council must not allow itself or its partners to be complacent. As the economic development strategy emerges the council will take into account the role of culture in the future economy of the borough.