

'To Improve the quality of life for those who live and work in the District'

**A Sport and Cultural Strategy for
Selby District**

2006-2011

Created	June 2006
1st Review	October 2006
2nd Review	October 2007
Next Review	October 2008

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FOREWORD

Within the boundaries of Selby District is a landscape of countryside, rivers, market towns and villages that combine to make it an attractive place to live, work and visit.

The historical and current traditions, successes, recent achievements in so many areas of the District and many exciting new developments are credit to the people who live, and/or work, in the District. This diversity of people has the understanding for a need to protect the environment, heritage and customs of the area, whilst having the vision and drive to push forward with new and innovative ideas.

Our long-term goal is to **'Improve the quality of life for those who live and work in th District'**, and the aim of the Sport and Cultural Strategy is to provide a document that can influence all those who have a role to play in improving quality of life within Selby District.

The Sport and Cultural Strategy has close ties with the District Councils Community plan, Crime and Disorder Strategy and other area Strategies such as the Health Improvement Plan.

The Sport and Cultural Strategy will lead to specific action plans for all elements of culture including the Arts, Sport, Leisure and Tourism.

A priority will be to ensure that the contents of The Sport and Cultural Strategy and our action plans remain all-inclusive, i.e. includes all forms of culture (where and whenever possible), and that these be accessible to all (where and whenever possible).

SCOPE

Below is an example of just some of the possible activities we include in this Sport and Cultural Strategy.

Scope	Activity
Arts	Visual Art, Open Competitions, Performance, Theatre, Dance, Music, Film, Talks, Workshops, Studios.
Children – up to 12	Youth Groups, Play Areas, Holiday Activities, Sports Coaching, Classes, Camps, Picnics, Trips, Walks, Fun Fair, Art and Craft Demonstrations.
Young people – 12 to 18	Play Areas, Skate Parks, Informal Activity, Youth Clubs, Outdoor Cinema, Music Venue, Environmental Activity, Riverside Cycle Tracks, Graffiti Wall, Milkshake Café-Bar, and Youth Hostel.
Older people	Range of cultural activities, Café Gallery, Excursions (shopping, musicals, art, nature), Book Depository, Lectures, tai chi in the park and Improved Transport Links.
IT	Photoshop Workshops, Film/Music Editing, Printing Facility, Group Projects, Cyber cafes, Information, Links, Projection Equipment,
Media	Local, regional and national television, press, magazines and radio, Selby Radio Station, Encouraging Film-Makers, Location Finders, Casting Agents, Modelling Scouts to the area.
Religious organisations	Provide services for older people and youth especially, Activities/ Exhibitions/Concerts/Gigs/Fashion, Festivals for all religions, Specialist Markets, Flags/Banners.
Environment	Landscape shaped activities, cycling walking. Issue of access, Public Art, Lighting/Landscaped Walkways, Tree Planting, Marina, Gardens, Landscaped Seating Areas, Recycling/Litter Bins, Pavement Cleaning.

INTRODUCTION AND CONTEXT

'To improve the quality of Life for those who live and work in the District' - A Sport and Cultural Strategy for Selby, was originally written as a response to the Government's requirement for each Local Authority to produce a Local Cultural Strategy. It follows a unique collaboration of a consortium of Local Authorities and National Park Authorities that has produced a North Yorkshire wide Cultural Framework. This consortium is made up of North Yorkshire County Council, the City of York, the seven District Councils of Craven, Harrogate, Ryedale, Hambleton, Selby, Scarborough and Richmondshire, the two National Park Authorities in North Yorkshire, The North York Moors and Yorkshire Dales National Parks. It also includes a range of agencies such as Health, Police and the Government agencies for Arts, Sport, and Museums etc.

These organisations recognised the need to address both local and countywide issues, and also the potential for improving the quality of life in the area by taking a sub regional approach.

The formation of the North Yorkshire Cultural Officers' Group (NYCOG), which is made up of the Chief Officers/Lead Officers in the cultural field from these organisations, was a response to the need to draw up a cultural framework. This would identify the County-wide priorities and provide a co-ordinated approach for the region that will influence regional and national policies.

The strength of the Sport and Cultural Strategy will come from different sectors taking an integrated approach. It was felt that with a two tier Local Government, plus the influence of two National Parks working together, the co-ordinating of, for example, libraries and tourism would provide added value to

the quality of life in the County.

It is important to recognise the context of the Yorkshire Regional Cultural Strategy, but given the diverse nature of Yorkshire as a whole, compared to the more homogenous nature of North Yorkshire, it was felt that a sub-regional framework would provide a closer, more specific focus.

The development of the sub-regional framework has drawn upon the work undertaken in compiling the Yorkshire Cultural Strategy and therefore the two complement each other. It is intended that Selby's own Local Sport and Cultural Strategy will further this whilst being more sharply focused and specific to the District.

This Sport and Cultural Strategy is set out in 5 sections:

- ◆ **Case for Culture** – This defines culture and why cultural activities are so important to the life and well being of the District's residents, workers and visitors.
- ◆ **A Profile of Selby** – Outlining the distinctive and unique characteristics of the District and the issues affecting it.
- ◆ **Vision and Aims** – Sets out the vision, aims and policies that will address the issues, and shape the future growth and development of culture in Selby.
- ◆ **Action Plan** – Provides the approach to deliver the policies and aims with identified roles and responsibilities for all parties and a timescale to achieve these common goals.
- ◆ **Monitoring and Evaluation** – Provides an approach for the success of the Cultural Strategy to be evaluated and monitored.

The Sport and Cultural Strategy is a working document that will be a reference for the many partners and agencies delivering culture in the District.

Whilst the document is a significant step forward in its own right, it will ultimately need to be judged in five years time by the improvements it has achieved in the quality of life of the people in Selby District.

CASE FOR CULTURE

There are many examples and definitions of culture that focus on the social aspects relating to distinctive ways of life and groups of people. There are definitions relating to supposedly elite forms of culture and activities within the arts, for example, Fine- Art, Opera, and Ballet, and there are also definitions of popular culture related to television, the media, popular music and cinema.

The lack of clarity of the term, and the fact that it has become a term used by the Government, is not helpful as it can lead to a great deal of focus on the terminology and not the action.

For the purposes of this Sport and Cultural Strategy, culture is considered to be about people and who they are and how they communicate with others. It is how they express their cultural identity through what they eat, wear, say, believe, produce and do. Culture is influenced by the history of the District, our families, national and local traditions and the landscape around us. Culture makes us feel different to others and it can make us feel like we belong to a group or community who share our experiences. It helps us develop our identity and sense of place, celebrate our diversity and distinctiveness, understand and value our past and create the future for future generations and ourselves. It is something to be shared and celebrated as different cultures are recognised and combined, creating cultural diversity.

This Sport and Cultural Strategy uses, as a basis of its definition, the one adopted by the Yorkshire Cultural Consortium:

“Culture is about People. It is this that brings individuals, families and communities together to make up the region. It influences our lives and helps shape and define us as individuals and groups. It is also influenced by us, in that it is our participation in cultural activities and our creativity which allows culture to develop and be so diverse”.

Yorkshire Cultural Consortium – February 2001

Culture cannot be just about a list of activities and services. It is about the way people live their lives and the values that support it. Culture is about improving the quality of life for individuals and communities and, as such, has an important part to play in making the District a healthier, vibrant and successful place to live, work, and visit.

Residents say that services and facilities are important ingredients for:

- The quality of life
- The things for young people to do
- The things for older people to do.

This is the case, especially for leisure amenities, transport and education. People living right across the District hold this view, and these factors influence their choices about where to live, work, visit, and spend leisure time.

Culture is not an “add on” but is a fundamental part of the development process and as such must be included in the overall planning alongside areas such as, economic development, education and housing.

In its simplest form cultural activity is worth supporting because it is at the centre of people’s lives, promotes happiness and well-being, and is a fundamental part of society.

It is recognised that culture shapes and influences our built and natural environment and can also be used to promote investment in our area, attract visitors as well as sustaining the community and its interests. It can be used to help enhance, protect and understand our natural and built environment and inform and shape future generations.

Cultural provision is central to maintaining and enhancing the quality of life in our communities as taking part in cultural activities contributes to our health and provides social opportunities, reduces isolation, crime and contributes to active communities.

It is also recognised that culture can play a key role in tackling some of the challenges facing society, such as anti-social behaviour, social exclusion, isolation, etc. Culture can help toward better social inclusion, community safety and healthy lifestyles.

Through the development of cultural initiatives there is an opportunity for promoting a sense of place and promotion of civic pride as well as community improvement. Therefore recognising and understanding what people’s cultural needs and aspirations are helps us to understand what they want out of life and what the various agencies should be providing.

The Sport and Cultural Strategy is led by Selby District Council, in partnership with a range of agencies and therefore it focuses on how these agencies can strategically intervene to develop cultural activities in both the public and private sectors.

It is recognised that these agencies are not the only providers of cultural activities as there are a range of different mechanisms across the District involving commercial operators, voluntary and private sectors, partnerships between various bodies. All of these are extremely important and need to be recognised as part of the cultural framework of the District and need to be part of the work that emerges from the local Sport and Cultural Strategies.

However, it must be acknowledged that Local Authorities have a major influence on cultural provision, both through direct and indirect means, and as such, are ideally placed to lead the development and implementation of the Sport and Cultural Action Plan.

With culture having such an important part to play, and with so many local authorities, organisations and individuals involved in the development and delivery of such activities, it is essential that their efforts and resources are co-ordinated and focused towards a common vision.

Residents should not have to worry about which tiers of local government provide which facilities. It is the delivery that matters, and it is up to local government to encourage and support that. Residents want their priorities to be heard by the public bodies and for action to follow.

The Sport and Cultural Strategy is aimed at achieving this and ensuring that the best value is obtained and there is a continued provision of resources for cultural activities.

A PROFILE OF SELBY

The District of Selby has a population of 77,200 and 33,600 households. It contains more than 60 Parishes, and covers an area of about 60,000 hectares. Key industrial and visitor cities, including York, Leeds, Harrogate, and Hull, surround the District. The Selby District has been affected by the introduction, and then closure of its' coal mines. It has also weathered the loss of the shipyards and now looks toward key new developments including retail parks on the bypass.

The Market Town of Selby, with its Abbey, lies in the heart of the District. Selby is traditionally said to be the birthplace of Henry I, the youngest son of William the Conqueror. The town itself retains much of its old character. As well as the brewery town of Tadcaster, there are many picturesque and historic villages in the District, including Sherburn-In-Elmet; characteristically a town. The District is distinctly rural and there are still many productive farms with modern, as well as historic, farm buildings within the countryside. Sherburn-In-Elmet is the main western centre in the District and was once a capital of the ancient kingdom of Elmet. The town of Tadcaster boasts three breweries and many fine historic buildings.

The District offers a wide variety of things to see and do from traditional crafts, weekly markets and historic buildings to outdoor walks and cycling through its peaceful and picturesque villages.

With the loss of the ship- yards and other industry, tourism is seen as being significant in maintaining the economy. Whilst agriculture and food manufacturing is a major activity, the District's excellent communications also make it attractive to light industry.

Issues for Selby

With such a diverse range of geography, history and cultural background there are a whole series of issues that face Selby. Some of these issues are common to all areas of the District but others are specific to particular areas.

Whilst it is acknowledged that there are also wider issues affecting Yorkshire as a whole, the following issues were seen as being most relevant in influencing the cultural life of the District.

Sparsely Populated

The geographical size, location, industrial bypassing and sparse population in Selby has led to its rural isolation. This issue influences a number of barriers preventing increased enjoyment of cultural activity in the District. Barriers include physical access, increased cost, poor awareness and quality of facilities. This is partly being addressed by Yorkshire Forward's new extended rural remit (DEFRA PSA4), specifically to improve rural transport, access to services and rural productivity for the rural population of York and North Yorkshire, in line with the principles of Modernising Rural Delivery. Objectives include:

- Provide and improve the quality and quantity of essential services to York and North Yorkshire's isolated and disadvantaged communities.
- Provide and improve transport infrastructure where this facilitates rural regeneration and improves access to services.
- Provide and improve access to local service centres and interchange points through the enhancement or provision of non-car-based transport.

Accessibility

This relates not only to physical but also intellectual access. This is primarily concerned with the limited transport infrastructure, long distances, financial cost of getting to facilities and limited awareness of cultural activities and resources.

Distinctiveness

Selby has a strong and distinct cultural identity that should be celebrated but equally there is a need to promote cultural growth and greater diversity whilst preserving local distinctiveness and heritage.

Partnership

There is a recognised need for greater collaborative work between all bodies to raise awareness of and increase access to cultural opportunities. This is particularly important in the sharing of resources (both rural and urban) and should not be confined to administrative boundaries.

Pockets of Deprivation

Selby has pockets of deprivation that are often masked by low population and proximity to relatively wealthy communities. This makes it difficult to attract priority funding for regeneration and development initiatives. However, Selby is working with Sport England, Yorkshire Arts and the Coalfield Regeneration Trust to increase external funding.

Quality

Facilities, largely due to the rural nature of the District, tend to be of a lower quality or standard than in larger urban areas. There is a clear need to raise both the quantity and the quality of cultural provision in the District.

Sustainability

This relates to the need to retain the District's current cultural identity whilst encouraging cultural growth that is economically sustainable in largely rural environments.

Research

It is recognised that there is a need to undertake more detailed work into what people want with regard to cultural provision and then to match resources to those needs.

Under-represented Groups

There are a number of groups who are not actively engaged in cultural activity and it is important that greater opportunities are created and maintained to involve and support them.

Profile

There is a need to raise the profile of culture within the District, to increase participation, encourage visitors and attract funding.

Whilst it is recognised that many of these issues are influenced by wider national and regional policies and agendas and they cannot all be tackled in isolation, it is important that the Sport and Cultural Strategy sets out clear policies, aims and targets to address them.

By linking the aims of the Sport and Cultural Strategy to these

issues we can clearly set a vision for the District for the next 10 years that will focus the work of all those involved in the delivery and development of cultural issues.

It will also seek to influence other areas of work that culture impacts upon including health, regeneration, crime, education, transport and the economy.

AIMS AND VISION

Whilst there are many issues facing the provision of cultural opportunities and activities in Selby, there must be one vision for all Partners involved in the future of culture in the District.

The Sport and Cultural Strategy sets out this vision to be as follows:

By 2016 the District of Selby will be an area of high quality, accessible cultural activity. Everyone will be aware of their cultural opportunities and the diverse cultural provision available to the District and will be inspired to participate at all levels, leading to individual and community enrichment.

This is a vision that focuses on retaining and creating opportunities for people to experience and participate in sport and cultural activities regardless of geographical location, education, background, physical abilities or income, and that it reflects the diversity of population within the Selby District. It also focuses on maximising resources to ensure greater cultural provision within the area, but recognises that much needs to be done to support the agencies working towards this vision.

This vision is supported by a series of broad aims:

- ◆ Increasing awareness of cultural provision and activity and promoting the notion that cultural activity and participation is enjoyable and available.
- ◆ Removing the physical and psychological barriers to increased participation in cultural activity.

- ◆ Providing cultural services, activities and venues of the highest quality and opportunities for those at all levels of ability.
- ◆ Strengthening the contribution of the cultural sector in Selby District and encouraging sustainable economic growth in line with the wider regional agenda.
- ◆ Maximising internal and external investment into the cultural sector and providing a more effective and equitable distribution of resources.
- ◆ Promoting a District that recognises its cultural diversity and excels in the harmony between preserving traditional culture and developing new and exciting opportunities for cultural growth.
- ◆ Identification and agreement of common goals.
- ◆ Increased co-operation and sharing of information and resources between partners to avoid conflict.
- ◆ Developing and promoting the District, both within the United Kingdom and internationally, as a diverse and quality tourist and business destination.

The Sport and Cultural Strategy has identified 6 key priorities that reflect the main cultural issues facing the District. The Plan then outlines a policy statement to address these priorities and in the later sections sets out an agreed Action Plan to tackle the identified issues.

The 6 priorities, in no particular order, are:

- ◆ Providing Equality of Opportunity
- ◆ Building on Strengths
- ◆ Developing Partnerships
- ◆ Developing Individuals and Communities
- ◆ Revising the Profile of Culture
- ◆ Maximising Investment

Providing Equality of Opportunity

This relates to three key areas:

- ◆ Quality
- ◆ Access for All
- ◆ Promotion and Awareness

It is concerned with providing opportunity for people of all ages, social and financial status, ethnic group, background, geographic location and ability to be able to participate in the cultural activity of their choice. People should have access to the highest quality cultural venues and performances and they should be offered the opportunity and be inspired to become involved.

It will require the image of cultural activity to be addressed; changing it from something that someone else does to something that everyone wants to, and can, do. The barriers to participation and perception among under-represented groups will also need to be tackled, providing a quality of cultural provision and experience that exceeds expectation and is broadly appealing, and that provides the necessary skills, equipment and expertise for people to develop their own interests and talents.

Another aspect of this work is to determine community needs for cultural activities in the District, as this is a key element in providing equality of opportunity.

Building on strengths

Selby has a wealth of cultural strengths. The area must build upon these, preserving, sustaining and enhancing existing assets, and it must manage them effectively for the benefit of present and future generations. Investment in culture must go far beyond the financial if it is to ensure that cultural activity and identity is to be enjoyed by future generations.

Selby District's strengths are what make it special and distinctive. They include:

- Its location within the outstanding natural environment of the Vale of York
- Its built heritage, including a wealth of scheduled monuments and historic churches, in particular Selby Abbey, which is listed as one of the world's top one hundred endangered buildings
- The region's picturesque market towns and historic villages.

The people of Selby are also one of its greatest assets. With the mixture of humour and plain-speaking comes a warm and friendly welcome. There is also a sense of independence and a strong self-help ethos, giving rise to a keen volunteering spirit that means many communities are keen to help themselves in the first instance. This is all expressed in the diverse but high-quality appearance of many villages in the District.

These strengths provide Selby with its distinctive character. This character should be preserved and a delicate balance sought between conservation and development, in terms of both the physical and the wider cultural plans of the area. While diversity should be encouraged, the region should aim to preserve and promote the elements of culture and heritage that are specific to the character of Selby.

Developing Partnerships

Partnerships will be a crucial priority in order for the cultural sector to maximise the use of its resources and to influence decision-makers outside the sector. Working together and sharing information and experience will lead to greater efficiency and help increase awareness, access and availability. Partnerships can lead to a more effective co-ordinated cultural promotion that can maximise resources and benefits.

Partnerships should not only be between agencies and bodies within the cultural sector, such as museums, sports arenas, historic archives or the built heritage but should also be with those working outside the immediate cultural sector, such as within education, health and the police. This will bring together a valuable mix of skills, awareness, understanding and insight from within and outside the sector. Partnerships between the voluntary and professional, and the public and private sectors should be encouraged to help realise new opportunities, share resources, nurture creativity, increase awareness and reach those who have been previously excluded.

There are already many effective partnerships and the approach will be to build on these and to instigate new partnerships in areas of need, taking care to avoid duplication.

Developing Individuals and Communities

Although cultural activity is first and foremost undertaken for enjoyment, its benefits are much more far-reaching. It not only maintains and enhances our quality of life at an individual and community level, but also contributes to our physical and mental health, and can play a key role in tackling some of the challenges facing society, such as social exclusion, racism and community safety.

Through the development of cultural initiatives there is an opportunity for both promoting a sense of purpose and of civic pride, as well as community empowerment.

It is important that there is continuity in opportunities for development in order to ensure cultural growth at a personal and sub-regional level. People should be able to develop their cultural skills, whether at work or play, at whatever level and have the opportunity to reach higher levels of attainment. It should be a priority to ensure the continuity in personal and community development in education and lifelong learning, support for business and volunteers and training and professional development.

Revising the Profile of Culture and Maximising Investment

Raising the profile of culture should be a fundamental priority. Its profile should be raised to a point where cultural activity is widely regarded as something that we all do and can do, its benefits acknowledged and appreciated and it is at a level that attracts sufficient investment.

Although cultural provision and activity is not solely determined by how much money is invested within it, financial investment should nevertheless be maximised. This means both maximising the amount of funding being invested in the region's culture and ensuring that it is distributed efficiently, effectively and appropriately. The relative prosperity of Selby, as an area, can hide the poverty experienced by certain individuals and communities. Generally, the area is suffering from agricultural decline, and its market towns are consequently suffering as shops close and cultural provision declines.

Investment is crucial to all aspects of culture. Culture is as important as health, education and employment and transcends all three. It is important that investment reaches where it is needed most and is used to make the greatest impact possible. Greater interplay between cities and their hinterlands should be encouraged. This will mean interplay between district towns and their villages, and district towns and the larger economic centres. This will inevitably require inter-authority connections with York and Leeds.

Supporting the Cultural Economy

Selby has a limited cultural industry sector and this needs to be nurtured, supported and built upon. The cultural industries and tourism are vital components of both the activity and economy of the area. If this sector is to continue to develop from increasing birth rates to sustainable growth, then further support and assistance will need to be available. This will require support through training, awareness and events to highlight the potential of both existing and future opportunities.

One of the key ways of doing this will be for the Sport and Cultural Strategy to link in with the Economic Development Strategies of the County, Districts and York.

These priorities will set the agenda for the many partners who will be delivering the Selby Sport and Cultural Strategy over the next 5 years and beyond.

These priorities have led to the formulation of a number of Policy Statements as the basis for the Sport and Cultural Strategy.

POLICY STATEMENTS

The following policy statements provide the focus for the Sport and Cultural Strategy.

The 6 key Policy Statements are:

- ◆ **To improve access, inclusion in participation and enjoyment of sport and cultural activity throughout Selby**
- ◆ **To develop effective partnerships and communication networks to achieve common goals**
- ◆ **To sustain and build upon current diversity of sport and cultural provision within Selby and to retain the distinctiveness of the District**
- ◆ **To develop with individuals and communities by providing access and opportunities to continue to acquire skills, knowledge and experience through cultural activity**
- ◆ **To maximise investment into sport and cultural activities in the District**
- ◆ **To actively support and encourage the cultural economy of the District**

These policy statements have been translated into a Sport and Cultural Action Plan to address the priorities identified as crucial to cultural development within Selby.

Priorities identified by Sport England in the 'National Framework for Sport' have also been considered.

ACTION PLAN

The Sport and Cultural Strategy Action Plan provides a basis to enable the various agencies within Selby to influence the development of sport and cultural provision both by the public, voluntary and commercial sectors.

It outlines the key objectives required to realise a cultural vision for Selby

The aim of the Sport and Cultural Strategy for Selby is to provide "cross-cutting" opportunities to break down existing sector and service barriers and the Sport and Cultural Action Plan concentrates on this approach.

TIMESCALE FOR IMPLEMENTATION

The Sport and Cultural Action Plan will be implemented over a five-year time horizon and targets are set to be measurable.

KEY:

SDC	-	Selby District Council
EDU	-	Economic Development Unit-
STC	-	Selby Town Council
NYCOG	-	North Yorkshire Cultural Officers' Group
NYS	-	North Yorkshire Sport
NYCC	-	North Yorkshire County Council
RDA	-	Regional Development Agency
LSP	-	Local Strategic Partnership
AVCS	-	Volunteer sector
SE	-	Sport England
ACE	-	Arts Council England
BHS	-	Barlby High School
LSC	-	Learning Skills Council
TSPT	-	Tadcaster swimming pool trust
FE	-	Further Education
Cultural Agencies – the lead body for professional area, e.g. Sport England, Yorkshire Sport		

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

Policy Statement 1: v

To improve access, inclusion, participation and enjoyment of cultural activity throughout Selby

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
To identify and remove the barriers to participation by wider represented groups and individuals	Undertake a Disability Audit to identify areas for improvement in provision and targets for implementation	NYCC Social Services	Disability agencies, voluntary sector, charities, community groups	In progress
	Implementation of the North Yorkshire Community Transport Strategy – a 10-year strategy to increase community transport capacity, create a more stable financial environment, establish a community transport support system and introduce improved and / or new operational structures	SDC	EDU, Yorkshire Forward	10 year strategy to 2016
	Introduce social inclusion policy and cascade throughout cultural sector	SDC	Voluntary Sector, Police, Social Services, Cultural Agencies	Dec 2007
	Work to ensure Culture is prominent in Community Plans and represented on Local Strategic Partnership	SDC	Local Authorities, RDA, LSP's	In progress
To ensure everyone has convenient access to information relating to the sport and cultural opportunities across Selby	Support the provision of sport and cultural activities within the District by providing marketing support and act as a box office when appropriate.	SDC	STC	In progress
	Develop improved links with non-cultural agencies (education, IT etc)	LSC	Learning Skills Council	In progress
To make it easier for people to access cultural activities	Review pricing structure and Passport to Leisure Schemes to meet local needs etc	SDC	Cultural Agencies	In progress
	Seek to develop the potential of information networks (including libraries etc) as a focus for sport, leisure and cultural opportunities	NYCC	Partners – LA, NPA, Cultural Agencies	In progress
	Extend the community use of educational facilities for cultural purposes	NYCC	LA's School Governing Bodies	In progress
	Develop initiatives that target excluded/isolated areas	NYCC	LA's Social Services, volunteer sector	In progress
	Participate in Countywide sports activities	SDC	Schools and clubs	In progress – June annually

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
To increase the quality of sport and cultural provision available and to ensure best value	Ensure that buildings are well maintained, safe and attractive with long-term building maintenance plans.	Owners of buildings	Selby District Council, English Heritage, the Civic Trust, Private sector, Cultural Agencies, Community groups.	In progress
	To set up a working group of Members and Officers and explore in more detail the development and expansion of Abbey Leisure Centre.	SDC	Selby District Council,	Introduced in September 2006 and in progress
	Ongoing commitment to support Barlby High School in the provision of sport and cultural provision.	SDC/BHS	Selby District Council, Barlby High School, North Yorkshire County Council.	In progress
	Fully evaluate the provision of Sport and Leisure and the Arts for Tadcaster and its surrounding area and to develop Tadcaster Leisure Centre through increased marketing and partnership working.	SDC/TSPT	Selby District Council, Tadcaster Swimming Pool Trust, Tadcaster Town Council and Community Education.	In progress
	To ensure there are suitably qualified personnel to provide opportunity	SDC	Governing Bodies, Cultural Agencies, suppliers of provision	Annual training plan
To strengthen and develop outreach programmes and the use of community facilities to address deprivation in rural areas	Develop a district wide sports development action plan for outreach work to strengthen targeted provision	SDC	NYS	In progress
	Encourage District wide Initiative via grant aid and training to tackle issues surrounding sparse population	AVCS	LA's, Chamber of Trade	In progress
	Develop broader based volunteer programmes to encourage support for the Cultural Sector	AVCS	Voluntary Sector, Cultural Agencies	In progress
To introduce development sports identified in 'Game Plan' and referenced in the 'National Framework for Sport'	Introduce taster sessions at Abbey Leisure Centre, which will include development sports including: gymnastics, indoor athletics and basketball.	SDC	North Yorkshire Sport, Sport England	In progress
Encourage the development of Cultural Events	Provide support and funding to those festivals	SDC	Regional Agencies, Cultural	In progress

and Festivals	and events that promote/contribute to cultural identity of the District such as continental and craft markets.		Agencies, sponsorship from commercial sector	
	Introduce a season of band concerts to Selby Park	SDC	User groups	Summer 2006 and 2007 Future years will depend on funding In progress
	Support the development of community based events that enhance partnership working Focus on increasing usage of facilities by the disadvantaged and those who consider themselves disabled through a 'leisure card' scheme. Promote awareness and protection of Barlow Common and other wildlife areas Develop the delivery of Countryside Services through a partnership arrangement with NYCC to expand the level of service provision	AVCS Disability groups	Community Groups, Parish Councils, schools Social Services	In progress
	Promote and extend sympathetic use of Scout camp by improving access Review facilities and activities in Selby Park and seek ways of improving these and overall appearance and link to the town.	SDC/NYCC Countryside Management Partnership	Schools, media groups	Service Delivery Partnership was introduced in Summer 2006 In progress
	Promote and extend sympathetic use of Scout camp by improving access Review facilities and activities in Selby Park and seek ways of improving these and overall appearance and link to the town.	SDC / Scouts	Schools etc	In progress
	Review play and skateboard provision and bring forward improvement plan	SDC Groundwork	User groups Town Team Renaissance Group Groundwork SDC, Parish Councils, Youth Groups	In progress

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006- 2011)

Policy Statement 2:

To develop effective partnerships and communication networks to achieve common goals

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
Define the role of the relevant agencies in cultural provision	Formalise NYCOG role and establish mechanism for links with Key Regional Agencies and commercial sector	SDC input into NYCOG	Regional Agencies, commercial sector	In progress
	Review communication links between the various sectors to identify areas of improvement	NYCC	LA's, Regional Agencies, Regional Cultural Consortium	In progress
	Develop further links with relevant non-cultural agencies	NYCC	Police, Social Services, Health, Education/Life Long Learning	In progress
	Establish an Exchange Network for Cultural Information	NYCC	Libraries (for public dissemination)	In progress
Bring about effective cross-agency partnerships to make the most of cultural -opportunities to enhance the District	To target funding bids to projects that create increased benefits for wider communities	AVCS	All other agencies including Leader+ Programme	In progress
	Identify examples of good partnership development and disseminate examples of good practice	NYCC	LA's, all other agencies and services, commercial sector	Annual conference in summer
	Encourage resource and information sharing between agencies	All	Cultural Agencies	In progress
	Investigate opportunities for joint marketing between Partners to maximise impact and use of resources	All	Cultural Agencies	In progress
	Promote the usage of www.selbyleisure.service.co.uk	SDC	Community groups and clubs	In progress

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

Policy Statement 3:

To sustain and build upon the current diversity of cultural provision within Selby to retain the distinctiveness of the District

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
To maximise the use of existing resources and facilities	Support the provision of sport and cultural activities within the District by providing marketing support and act as a box office when appropriate.	SDC	Selby Town Council	In progress
	Seek to ensure that sufficient funding is available to enable activities/facilities operate at appropriate standard	Leader+	Cultural agencies, commercial sector	In progress
To protect and enhance the natural and built heritage	To encourage and develop sound environmental practices in delivery of cultural activities through the introduction of an Environmental Policy	SDC		In progress
	Manage public access to key areas of land and buildings	EH	Environment /Agency, English Heritage, National Trust	In progress
	Encourage initiatives that engage community in conservation and interpretation of local area	SDC	Environment Agency, Governing Bodies, Energy providers, local communities	In progress
	Review district wide grounds maintenance specification with partners	SDC	Fountains, Parish Councils, Housing Associations	In progress New Contract was let in April 2007
	Develop further the potential of countryside recreation through co-ordination of authorities and agencies in North Yorkshire	CA	LA's, Governing Bodies, Cultural Agencies, British Waterways, Transport Agencies	In progress

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

Policy Statement 4:

To develop individuals and communities by providing access and opportunities to continue to acquire skills and knowledge and experience through cultural activity

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
To ensure people can access the necessary skills, training, information and expertise to maximise the opportunities available to them. Promote the value of sport and cultural activity as a tool to support personal, community and economic development	Offer advice on training opportunities for coaches, teachers, leaders etc.	SDC	Voluntary Sector, FE Sector, Learning Skills Council, Cultural Agencies	In progress
	Link cultural activities to: (1) Health Improvement Plan (2) Community Safety Plans (3) Education Development Plan (4) Adult Learning Plans (5) Local Strategic Partnerships (6) Local Area Agreement	SDC	Learning Skills Council, Health Authority, County Council	In progress
Promote sport and cultural activities as a means of providing personal enjoyment, fulfilment and increasing social interaction Raise awareness and access to sport and cultural activity.	Raise awareness of benefits of sport and cultural activities to healthy lifestyles	PCT	Health Authority (PCT), Schools, Regional Agency	In progress
	Promote sport and cultural activities to specific audiences, and in so doing, assist in meeting the government objective, identified in the 'National Framework for Sport', to encourage people to start in sport, stay in sport and succeed in sport	Various	Regional Agency, Health Authority (PCT), Voluntary Sector	Project led

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
Identify and support talented performers in all areas of Cultural Activity	Establish process for talent identification in various sectors. Again, this will assist in meeting a government objective, identified in the 'National Framework for Sport' and 'Game Plan', which states "Our target is for British and English teams and individuals to sustain rankings within the top 5, particularly in more popular sports"	SDC	Regional Agency, Governing Bodies, Voluntary Sector	In progress
	Develop funding streams to support training and development needs	SDC and Leader+	Regional Agency, Government Bodies, FE. LSC, commercial sector (sponsorship)	In progress

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

Policy Statement 5:

To maximise investment into Cultural Activities in the District

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
Identify and promote the potential funding sources for sport and cultural activities	Develop a strategic approach to securing of funds for identified areas of most need	SDC	Leader+	In progress
	Develop database of funding streams and promote to all sectors (particularly cross sector)	Leader+	Funding Agencies.	In progress
	Assist sport and cultural providers to develop realistic funding strategies for bidding for funds	SDC / AVCS	Funding Agencies. Leader+	In progress
	Develop strategy to encourage partnership bids for larger funds	AVCS	Funding Agencies, Regional Agencies, Health. Leader+	In progress
	Disseminate good practice arrangements related to successful bidding strategies	AVCS	Funding Agency, Government Bodies Leader+	In progress
Section 106 Funding	Maximise opportunities of leveraging in funding via planning gain through housing and retail outlet developments	SDC/STC	Major developers, existing communities, Parish Councils, Town Councils	In progress
Maximise existing funding	Maximise the benefits of funding from 'Your Community Your Future' in relation to sports and arts.	SDC	Parish Councils, community groups	In progress

SELBY SPORT AND CULTURAL STRATEGY – SPORTS AND CULTURAL ACTION PLAN (2006 - 2011)

Policy Statement 6:

To actively support and encourage the cultural economy of the District

OBJECTIVE	ACTION	LEAD AGENCY	PARTNERS	TIMESCALE
Promote potential funding opportunities for cultural activities in the District	Encourage individuals and organisations to submit funding applications to the Arts Council.	SDC	Arts Council England (Yorkshire region) Leader + Marketing Officer	In progress
	Encourage the use of SDC facilities to promote cultural economic growth	SDC	Marketing Officer	In progress
Encourage the cultural development of the District	Outline and communicate the ways in which the economic interrelates with the cultural and convey how cultural meanings are embedded in economic life.	SDC	EDU Marketing Officer	In progress
	Improve transport links to leisure and cultural facilities.	SDC	EDU and transport sub group Yorkshire Forward	In progress. 10 year strategy to 2016

IMPLEMENTING THE SPORT AND CULTURAL STRATEGY

The Sport and Cultural Strategy focuses on what can be provided, supported and influenced by Selby District Council, North Yorkshire County Council and a range of partners.

There is a need to consult with a range of partners and the community at large to finalise the action plans and then help to deliver them.

These bodies will seek to do this through:

- Direct service delivery
- Partnership with other agencies and commercial operators
- Grant aid and financial support to independent organisations
- Planning policies and strategies
- Regulatory control
- Economic development and business support
- Transport, planning and provision
- Joint working to achieve funding through various Grant Programmes

This Sport and Cultural Strategy will impact upon the resources currently available in the cultural sector and at this stage it is not possible to identify the resources needed to implement the strategy.

Much of the work is targeted at more effective partnerships and greater co-operation that could bring more effective use of resources. However, it is inevitable and essential that new resources will be required. This will be in the form of staff, capital investment and revenue contributions.

The next stage of the Sport and Cultural Strategy is for the partners to identify how best to invest for the future in maximising additional resources for the work involved in implementing the strategy.

One of the key aims in producing the Sport and Cultural Strategy was to consolidate the current sport and cultural resources within Local Authorities and to support the bidding process for external funding. However, it is essential that the National and Regional bodies take note of these Sport and Cultural Strategies and ensure that funding addresses the local needs and does not relate to “blanket policies” across the District.

MONITORING AND REVIEW

The Sport and Cultural Strategy is a “live” document and it should grow, change and develop throughout its life as the various actions are implemented.

There will be a need to review and monitor the Sport and Cultural Strategy on a regular basis. It is proposed to do this in a number of ways:

- ◆ Selby District Council’s Leisure and Cultural Services Manager will monitor the overall process against the policies, actions and timescales set out in the document
- ◆ The Sport and Cultural Strategy will be reviewed annually by Selby District Council’s Leisure Services Manager.
- ◆ Partners involved in delivering the Strategy will report progress through their own appropriate decision making mechanism

Within this review process there will be a number of key performance indicators that will assist in evaluating the longer-term effectiveness of the Sport and Cultural Strategy.

These need further consideration but could include:

- ◆ Increased participation in local cultural activities and services
- ◆ Assessment of quality of services via satisfaction surveys
- ◆ Government indicators that may emerge for the sector