

# ***Cultural Strategy***

*for Huntingdonshire*

*(2007 – 2010)*

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## **Appendix 1: Policy Context**

- A. National Context**
- B. Regional Context**
- C. Sub-regional Context**
- D. Local Context**

## **Appendix 2; Sustainable Community Strategy Framework**

## 1. INTRODUCTION

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*This introductory section explains the important role that culture has on community life, and identifies the core vision and scope of this Cultural Strategy.*

### **1.1 Why is ‘culture’ important?**

Culture has a fundamental role to play in community life by providing opportunities to improve standards of health, well-being and quality of life. It can also help contribute to, and develop, economically vibrant communities, with positive benefits for local and regional tourism, increased investment in culture-led growth and regeneration, and positive impacts on housing and employment opportunities, reinforcing the notion of sustainable communities.

This Cultural Strategy sets out Huntingdonshire District Council’s key targets and aspirations for culture over the next three years. Through this, the Council, working in conjunction with key cultural partners and stakeholders, will work towards meeting the following core vision:

***To enhance the quality of life and ensure that all of Huntingdonshire’s residents have the opportunity to pursue a wide range of high-quality, sustainable cultural activities that fully reflect the diverse needs of the district***

Recognising the important role of culture, the development of a Cultural Strategy is of high priority to the district as it is identified as a key objective of the Huntingdonshire Local Strategic Partnership and also within the Huntingdonshire Children and Young People’s Plan.

### **1.2 Defining “culture”**

The Department for Culture, Media and Sport defines ‘culture’ as encompassing the following key characteristics:

***“Culture has both a material and a value dimension and includes a wide range of activities including arts, media, sports, parks, museums, libraries, the built heritage, the countryside, and playgrounds.”***

‘Creating opportunities’ - Guidance for Local Authorities in England on Local Cultural Strategies’

This emphasises the wide-ranging nature of culture and, with this in mind, the scope of this Cultural Strategy includes the following key areas:

- Arts - The performing and visual arts, crafts, design and fashion
- Built heritage - The built heritage, architecture landscape and archaeology
- Leisure – Formal and informal leisure pursuits
- Libraries - Libraries, literature, writing and publishing
- Museums - Museums, artefacts and archives
- Open space - Parks, open spaces, wildlife habitats, water environments and countryside recreation
- Play - Children’s play, playgrounds and play activities
- Sports - Events, facilities and development

It is important to realise that key District Council service areas impact positively on many different aspects of culture. For instance, Planning Services have statutory responsibilities linked to built heritage, but are also involved in issues such as strategic greenspace enhancement and sports pitch provision.

These different aspects of culture can all help to create local distinctiveness, which in turn supports healthy and sustainable communities. This strategy explores the policy context driving forward culture in the district and examines existing provision levels, as well as identifying a clear action plan for the coming three years to meet identified cultural themes and enhance and protect the distinctive cultural identity of Huntingdonshire.



Hartford Church

## **2. DISTRICT PROFILE**

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*Before examining the different aspects of culture within Huntingdonshire, it is important to have an understanding of the local area, as factors such as location and population demographics can influence cultural provision, cultural needs and cultural aspirations.*

### **2.1 Background to Huntingdonshire**

Huntingdonshire is predominantly a rural district, covering an area of approximately 350 square miles, and has a population of 162,000 (Mid-2005 population estimate, ONS). Approximately half of the district's residents live in four market towns - Huntingdon, St Neots, St Ives and Ramsey, with the remaining residents distributed within key settlements and rural villages.

Looking at the district's population in greater detail, over 25% of Huntingdonshire's population are aged between 0 – 19. This compares to 23% for East Cambridgeshire and Fenland, and just over 24% for South Cambridgeshire and Cambridge City.

Given the rural nature of much of the district, isolation is seen as a major issue. Indeed, rural areas often lack an adequate range of services and facilities in their immediate localities. Therefore, it is important that this strategy should look to address the negative effects of isolation ensuring that all residents, irrespective of their location, can access culture and cultural services.

Life expectancy in Huntingdonshire is high compared to the national average. In addition, the 2001 census showed that 73% of people described their health as 'good', a figure that is almost 5% higher than the national average. This strategy should therefore recognise the need to ensure that all residents and visitors, irrespective of age, can access and participate in high quality cultural opportunities.

Since the early 1970s, Huntingdonshire has accommodated a large amount of new housing and employment growth. Huntingdonshire is at the centre of the Cambridge to Peterborough growth area and managing the opportunities and pressures from growth is a continuing focus for the council. Furthermore, it is expected that Huntingdonshire will continue to accommodate a large amount of additional housing and jobs. The council's Corporate Plan, "Growing Success", recognises that the needs of new or expanding communities which will require new infrastructure and services, must be balanced with those of nearby communities which might be affected by growth but which don't have the same level of services and facilities. This requirement is important when considering present and future provision of cultural services and facilities.

The majority of growth has been, and will continue to be, located within the district's largest towns of Huntingdon and St Neots. Lesser scale development is planned in other market towns such as St Ives and Ramsey. In rural areas new development will be limited and will be restricted to a number of key settlements. In villages there will be limited growth to meet local needs. The council's Corporate Plan also states that resources will be focused upon the need to reinvigorate all of the district's towns and to assist more deprived communities, including rural areas. When considering all of these different growth pressures, it is vital that all communities have access to, and can participate in, culture and cultural activities.

## **3. POLICY CONTEXT**

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*A number of strategies and policies have an impact upon culture within Huntingdonshire. This section provides a brief overview of key policies – please refer to Appendix 1 for a full overview.*

### **3.1 National Policy Context**

#### **3.1.1 Department for Culture, Media and Sport, “Five Strategic Priorities”**

The Department for Culture, Media and Sport (DCMS) is the government department that works towards ‘improving quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.’ In order to achieve this vision of extending excellence and improving access in all relevant sectors, five strategic priorities have been identified:

- **Children and young people**
- **Communities**
- **Economy**
- **Delivery**
- **Olympics**

The development of this Cultural Strategy will particularly help to work towards the first two DCMS priorities of ‘*children*’ and ‘*communities*’.

#### **3.1.2 Choosing Health: Making healthy choices easier**

This Government White Paper sets out ways to provide more of the opportunities, support and information people want to enable them to choose health. It aims to inform and encourage people as individuals, and to help shape the commercial and cultural environment we live in so that it is easier to choose a healthy lifestyle.

The report details how the local environment, social networks, sense of security, and socioeconomic circumstances, facilities and resources in local neighbourhoods can all impact upon individual health. There are wide-ranging differences in people’s experience of health between different areas and between different groups of people within the same area. Action by local authorities working with local communities, businesses and voluntary groups to tackle local health issues makes a difference to the opportunities for both adults and children to choose healthier lifestyles, and one way in which this can be achieved is by emphasising health within key local documents such as cultural strategies.

### **3.2 Regional Policy Context**

#### **3.2.1 Living East’s Cultural Strategy**

“A Better Life: the role of culture in the sustainable development of the East of England” sets out Living East’s new cultural strategy for the region. Its core vision is “to put culture at the heart of life in the East region – for every resident and visitor, wherever they are and whoever they are”, and linked to this are four key themes:

- embedding culture in growth and regeneration
- developing creativity
- growing cultural tourism
- capturing the benefits of the London 2012 Olympic Games and Paralympic Games

### **3.3 Sub-Regional Policy Context**

#### **3.3.1 “A Cultural Strategy for Children and Young People in Cambridgeshire”**

Underlying the Children and Young People’s Strategy is the desire to ensure ‘that all children and young people in Cambridgeshire are able to participate actively in cultural activities, including sport and the arts, as a matter of right’. To help achieve this, a number of aims have been established, and these include:

- **Access**
- **Inclusion**
- **Diversity**
- **Sustainability**
- **Quality**

#### **3.3.2 Cambridgeshire Horizons “Quality of Life” strategies**

Cambridgeshire Horizons is a non-profit making company set up to drive forward the development of new communities and infrastructure in the Cambridge sub-region, in accordance with the approved Structure Plan. As part of this, ‘Quality of Life’ strategies have been produced for a number of key areas that impact upon culture within this sub-region, including a ‘Strategy for Major Sports Facilities’, a ‘Green Spaces Strategy’ and an ‘Arts and Culture Strategy’. The recommendations from these 3 documents will, where appropriate, be adopted in principle in this strategy

#### **3.3.3 Cambridgeshire Local Area Agreement**

Cambridgeshire’s Local Area Agreement has four ‘blocks’ and within each block there are cross-cutting themes, as indicated below:

CROSS CUTTING THEMES	CHILDREN & YOUNG PEOPLE OUTCOMES	SAFER AND STRONGER COMMUNITIES OUTCOMES	HEALTHIER COMMUNITIES AND OLDER PEOPLE OUTCOMES	ECONOMIC DEVELOPMENT AND ENTERPRISE OUTCOMES
<b>SUSTAINABLE COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Developing supportive communities which provide opportunities for children and young people to participate fully</li> </ul>	<ul style="list-style-type: none"> <li>• Empower local people to have a greater voice and influence over local decision making and the delivery of services</li> <li>• Support the development of the voluntary sector and increase their capacity to broker delivery against targets</li> <li>• Improve the environment</li> </ul>	<ul style="list-style-type: none"> <li>• Support healthy lifestyles</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable economic development and Local business growth</li> <li>• Encouraging innovation &amp; entrepreneurship</li> </ul>
<b>INCLUSIVE COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Better outcomes for children looked after by the local authority</li> </ul>	<ul style="list-style-type: none"> <li>• Promote inclusive, diverse and cohesive communities</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce social exclusion by improving access to services</li> <li>• Reduce local inequalities in health</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting workforce development and ensuring economic growth benefits all</li> </ul>
<b>SAFE COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Ensuring all young people can lead safe and secure lives free from unreasonable risk</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce crime and the harm caused by illegal drugs</li> <li>• Reassure the public by reducing the fear of crime and antisocial behaviour</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce crime and the fear of crime</li> </ul>	
<b>HEALTHY COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Improving the emotional and physical health of children and young people</li> </ul>	<ul style="list-style-type: none"> <li>• Increase participation in culture and sports</li> </ul>	<ul style="list-style-type: none"> <li>• Improve access to services which support healthy lifestyles</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting workforce development and ensuring economic growth benefits all</li> </ul>
<b>LEARNING COMMUNITIES WITH HIGHER ASPIRATIONS</b>	<ul style="list-style-type: none"> <li>• Raising educational performance for all young people</li> <li>• Raising the aspirations of young people to improve their employment and life prospects</li> </ul>	<ul style="list-style-type: none"> <li>• Engage citizens in sports, arts and cultural heritage</li> <li>• Better access to services and information</li> </ul>	<ul style="list-style-type: none"> <li>• Enable older people to lead active lives and live independently in their own homes</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting the skills base to support the regional and local economy</li> </ul>

Where relevant, these cross-cutting themes should be reflected within this Cultural Strategy, as culture can make a positive contribution to all four Local Area Agreement blocks.

#### **3.3.4 Cambridgeshire Health: Annual Report of the Director of Public Health (2006)**

This annual report provides an overview of the key factors that influence health across the county and identifies key local health inequalities. In addition to this, the



report also outlines public health priorities for 2007, and these are grouped around five key themes, namely:

- Health improvement
- Health protection
- Service improvement
- Health inequalities
- Corporate responsibilities.

### **3.4 Local Policy Context**

#### **3.4.1 Community Strategy**

The Huntingdonshire Local Strategic Partnership developed a 'Community Strategy' for the district in 2004. The long-term vision of the Community Strategy is for Huntingdonshire to be a **place where future generations have a balanced and good quality of life and can enjoy –**

- an environment that is protected and improved
- opportunities for all
- continued economic success

It is of vital importance that there are clear links between this Cultural Strategy and the wider principles outlined within the Community Strategy. However, it should be noted that this document is currently being reviewed with a new Sustainable Community Strategy intended for adoption by the beginning of 2008 (Note: how this links to the Council's corporate framework is shown visually in Appendix 2). It is important to ensure that where changing priorities are identified within the new Sustainable Community Strategy, clear linkages are made within this Cultural Strategy. Therefore, this is identified as a key objective within the Action Plan outlined within section 6.2.

#### **3.4.2 Growing Success (Corporate Plan)**

Huntingdonshire District Council is responsible for promoting the economic, social and environmental well being of its communities, with the desired objective of achieving a good quality of life. This is achieved by delivering actions and principles established within the Community Strategy, as discussed in 3.4.1.

#### **3.4.3 Local Development Framework (LDF)**

This is one of the principle vehicles for achieving the corporate plan. It is a spatial plan that goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes (described in 3.4.4) which influences the nature of places and how they function. The LDF consists of a number of documents including a core strategy and development control policies which together set out a spatial strategy to manage the amount and direction of growth and policies to help guide and judge that development. It also includes a document identifying where allocations for development will occur.

#### **3.4.4 Other Key Local Policies**

A range of other key policy documents exist that impact upon culture within Huntingdonshire, examples including:

- *Huntingdonshire Children and Young People's Plan*
- *Huntingdonshire Play Strategy*
- *Huntingdonshire Creative Enterprise Strategy*
- *Huntingdonshire Environment Strategy*

- *Huntingdonshire Economic Development Strategy*

Inevitably, given the wide ranging nature of culture, there is some overlap between this Cultural Strategy and the above strategies. Many of the actions and outcomes of specific District Council service areas are supportive and complementary to a number of strategies. This synergy is noted within the Action Plan shown in 6.2, with clear reference made to other supporting strategies.

Again, refer to Appendix 1 for further information.

## 4. AUDIT OF EXISTING CULTURAL PROVISION

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*This section provides an overview of existing cultural opportunities and cultural services within Huntingdonshire, highlighting where relevant key quantitative information.*

### **4.1 Arts Services**

**Overview:** Huntingdonshire District Council does not run any dedicated arts facilities; instead, responsibility within the market towns lies with the various Town and Parish Councils. However, the Council's Arts Service seeks to provide and promote arts related activities, and works towards achieving the following key objectives:

- To provide a range of accessible arts activities; to provide a means of self-expression and support sound mental health.
- To increase accessibility to a range of arts activities to meet the social and cultural needs of residents and visitors
- To assess the impact of the Arts Service; to ensure equal benefit from the arts may be obtained by all sectors of the community.

To help achieve and deliver these objectives, the Arts Service delivers a range of arts activities, such as:

- *“Art Attack”* - where children experience creative art through a range of participatory workshops such as creating fantasy castles, bird mobiles, etc. As part of this, family-friendly activities also take place to encourage creative play for all ages within the family unit.
- *“Hinchingsbrooke Spring Music”* - a series of music events designed to offer a range of music from across the world. As part of this series, workshops for young people are arranged e.g. a master-class run by one of the Hinchingsbrooke Spring Music performers.
- *“Riverside Music”* - a summer season of free outdoor music events, with concerts arranged in the four market towns across the district.
- *“Huntingdonshire Arts Diary”* – a bi-monthly information leaflet that provides details of arts events taking place within the district. This includes performances, exhibitions, classes, and workshops. The Diary includes entrance costs and contact details for all events, as well as providing information relating to the accessibility of each of the venues. This information, and more, is also available through the District Council website ‘What’s On’ listings.
- *“Arts and Health Referral Scheme”* – This is a pilot project being developed during 2007, whereby people can self-refer, or be referred by a medical practitioner to a number of specialist-led arts activities. The referrals could be made for a number of factors including rural isolation, phobias, depression or other mental health issues. This scheme will provide participants with safe



opportunities for creativity and self-expression, as well as the opportunity to meet new people.

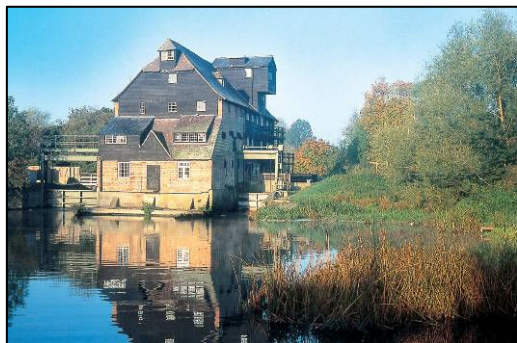
- In addition to this regular programme of events, the Council is also involved in a number of other projects in partnership with other organisations, including:
- *“Arts in Cambs on Tour (ACT)”* - ACT works with local voluntary groups to promote professional arts events throughout rural Cambridgeshire, and is a county-wide partnership project. The scheme offers subsidy and support to people who want to see professional performances taking place in their village or town, and several venues across Huntingdonshire regularly take events.
- *“Vital Communities”* - Through an innovative and inclusive research programme of high-quality creative activities, this long-term project aims to demonstrate the positive impact of the arts on individual and community development. Three schools in the District are active participants in this project (Ramsey Spinning Infants, Samuel Pepys and Winhills School in St Neots).



There are, in addition, other important arts providers within Huntingdonshire including a thriving local amateur arts scene, local festivals (eg in Ramsey and St Ives), several dance schools, a handful of commercial galleries and a number of professional artists who both live and work in the district. However, despite there being a wide range of art providers, the district is seen to be lacking in arts infrastructure. There are four large multi-purpose halls - Burgess Hall (St Ives), Priory Centre (St Neots), Commemoration Hall (Huntingdon) and Hinchingsbrooke Performing Arts Centre - which do promote a limited number of arts events and are available for hire, but there is no purpose built theatre. There are several public houses which offer live music, together with a few nightclubs, but the only cinema (a multiplex) in the district is in Huntingdon.

## **4.2 Built Heritage**

**Overview:** Creation of the built form is one of the most public of visual arts. Across Huntingdonshire there are 2223 listed buildings. Buildings are listed by the Secretary of State for Culture, Media and Sport when they are considered to be of special architectural or historic interest and can include not only buildings such as houses, churches, schools and barns, but also walls, tomb stones, milestones, ice houses, bridges and locks, telephone and post boxes. The type of listing is broken down into:



*Houghton Mill*

- i. Grade I - buildings of outstanding national interest, of which there are 58.
- ii. Grade II - particularly important buildings of more than special interest, of which there are 133.
- iii. Grade III – buildings representing a major element in the historic quality of our towns, villages and countryside. These are buildings of special interest, of which there are 2032

Once listed, a building has special protection under the Planning (Listed Buildings and Conservation Areas) Act 1990 and Huntingdonshire District Council Planning Authority has additional powers of protection. Extra responsibilities are also imposed on owners; for example, the need to obtain listed buildings consent for certain works.

Buildings that are deemed to be worthy of listing are, in general terms, those that were either:

- Built before 1700, which survive in anything like their original condition.
- Built between 1700 and 1840, although some selection is necessary.
- Built between 1840 and 1914, although greater selection is necessary. Only buildings of definite quality and character are listed.
- Built between 1914 and 1939, with only the best examples of particular building types and high quality being listed.
- Built less than 30 years ago but more than 10 years old but of outstanding quality and under threat.

In addition to this, there are also 60 Conservation Areas across Huntingdonshire. This concept was introduced in 1967 when it was found that listed building legislation was failing to protect the overall character of cities, towns, and villages.

Conservation Areas are defined as those of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. The buildings, how they are grouped, open spaces, views into and out of the area, street plan and street features, trees, water features, archaeology and historic landscapes all go together to produce the valued and distinctive local environment. The Conservation Area designation enables the proper management of change in such historic places, not the preservation of them in time.

Huntingdonshire District Council has begun the process to review its Conservation Areas and at the same time develop Management Plans that will work with, engage and empower local communities to identify and implement actions to implement

sustainable enhancements to the area, which in turn have a positive social and economic impact.

### **4.3 Libraries**

**Overview:** Across Cambridgeshire there are 32 libraries, supported by 8 mobile library vehicles in Cambridgeshire, all run by the County Council. Cambridgeshire County Council also offer range of centrally based services and are partners in 10 Library Access points. Within, Huntingdonshire, there are eight libraries and one library access point. They are as follows:

- Buckden Library
- Huntingdon Library
- Ramsey Library
- Sawtry Library
- Somersham Library Access Point
- St Ives Library
- St Neots Library
- Warboys Library
- Yaxley Library

### **4.4 Museums**



Ramsey Museum

**Overview:** Although the Council does not own or maintain any museums, there are several museums located in the district that have an important cultural contribution. Ramsey Rural Museum is an independent museum which is run and managed by volunteers. This museum is housed in 17th Century farm buildings and focuses on Ramsey's agricultural heritage, with displays including agricultural hand tools and carts, chemist and cobbler shops.

Other museums include the Norris Museum at St Ives and the St Neots Museum, which follows the historic development of this town from prehistoric times to the present day. Blacked-Out Britain is a war museum at Huntingdon, whilst The Cromwell Museum, a Cambridgeshire County Council venue, is also situated in Huntingdon and is dedicated to the life of Oliver Cromwell, who led the country from 1653-1658 and was born in Huntingdon.

## 4.5 Indoor Leisure Facility Provision



*Fitness Studio at St Ivo Leisure Centre*

**Overview:** The District Council has five key Leisure Centres, located in St Ives, Huntingdon, St Neots, Ramsey and Sawtry. These centres receive in excess of 1.5 million visitors per year, providing a wide variety of sports and leisure activities and facilities for all ages and interests, including swimming pools, health and fitness suites, squash courts, etc. The facilities are available to use by local residents and visitors to Huntingdonshire, with two main membership schemes available ('Advantage' and 'Classic' membership), in addition to 'pay-on-the-day'.

Aside from council provision, there are also seven private health and fitness centres located within the district, and a further 85 community facilities which are either privately owned or maintained by Parish / Town Councils. It should also be noted that there are sports halls available to hire within schools and colleges across the district.

**Quantitative Information:** "Active Places" is an online database run by Sport England that provides a range of information relating to different sports facilities. Using this database, the following information is obtained relating to health and fitness facilities in the district:

Health & Fitness Centres	Ownership	Number of fitness stations	Other facilities
Abbotsley Golf & Country Club	Private	25	
Buckden Marina Health & Leisure Club	Private	41	Swimming pool
Fitness Express	Private	15	Swimming pool
Fitness Factory	Private	50	
Huntingdon Leisure Centre	District Council	48	Sports hall [5 badminton courts] Swimming pool
LA Fitness	Private	60	Swimming pool
Marriott Health Club	Private	30	Swimming pool
Optimum Gym	Private	24	
Ramsey Leisure Centre	District Council	50	Sports hall [3 badminton courts] Swimming pool
Sawtry Leisure Centre	District Council	28	Sports hall [3 badminton courts] Swimming pool
St Ivo Leisure	District Council	55	Sports hall [6 badminton courts] Swimming pool
St Neots Leisure Centre	District Council	36	Sports hall [5 badminton courts] Swimming pool

## **4.6 Outdoor Sports Provision**

**Overview:** There is a good spread of outdoor sports provision across the district, particularly in St Neots and Ramsey where levels per 1000 population are highest, based on the Open Space, Sport and Recreation Needs Assessment and Audit undertaken in 2006. The range of facilities across the district is good, and it should be noted that dual access provision (schools, colleges) makes an important contribution. An excellent example of this is Hinchingsbrooke School – a Specialist Sports College which has the largest number of satellite schools in the county as part of its ‘sport family’.

**Quantitative Information:** The Open Space, Sport and Recreation Needs Assessment identified that there are 240 playing pitches in the district, including all known public, private, school and other pitches whether they are in secured public use or not. This figure is made up of the following:



- 88 adult football pitches, 54 junior pitches and 14 mini soccer pitches
- 43 cricket pitches
- 7 adult rugby pitches
- 7 junior rugby pitches
- 1 junior rugby league pitch
- 7 adult grass hockey pitches
- 19 synthetic turf pitches

In addition to this, there is a range of other outdoor sporting provision found within the district, including 85 tennis courts and 8 eighteen hole golf courses (based on information provided within the Cambs Horizons Major Sports Facilities Strategy and Active Places)

Further information regarding the spatial distribution of sports pitches across the district is available within the Open Space, Sport and Recreation Needs Assessment and Audit (2006), conducted as part of a Planning Policy Guidance 17 Assessment.



## **4.7 Leisure and Sports Development**

### **Overview:**

Local authorities are key providers of sport and recreation and play a key role in the delivery of sport in and for the community. Leisure Development through sport has a role to play in promoting active lifestyles to prevent obesity and avoid the risk of associated diseases such as diabetes, cancer and heart disease. Leisure Development as a service can also contribute towards community provision of sporting facilities, social inclusion and community development through sport, the development of sport in the community, and training and development of coaches, leaders, officials, administrators and volunteers. Huntingdonshire District Council's Leisure Development focuses on four key areas of work, and this is summarised below:

### **i. Prevention programmes:**

The service directly provides 2 prevention programmes: Youth Sports Development and the Community Sports & Recreation Project. The target audience for these programmes are young people, disabled people, women & girls and people on low incomes (the latter 3 target groups are all under-represented in sport and active recreation). Rural isolation is also a key part of these programmes.

- *School Holiday Activities* - Independent of activities run at the Leisure Centres, Leisure Development also co-ordinate school holiday programmes to provide a wide-range of activities targeted at children and young people, including 'roadshows' which take activities out to rural locations across the district, as well as 'multi-sports days' and traditional 'sports courses'.
- *School links* – Leisure Development work closely with local schools to raise awareness of and access to sport through activities such as after-school clubs, school sports festivals and school multi-sport days.
- *Coach Education and Development* – Leisure Development can facilitate access to a range of Sports Coach UK courses and workshops, National Governing Body Coaching courses, and other sports-related awareness courses.
- *Club Development* – A sports club database is available through the District Council's website, and all sports clubs are encouraged to add their contact information to this database. The District Council also offers child protection workshops and can signpost clubs to funding opportunities.
- *Active and Able Sports Club* – This is a multi-sports club for disabled people, and is run in St Neots and Huntingdon and has separate clubs for junior and adult members.
- *St Ives Rangers Disability FC* – This football club for disabled people is run in partnership with Hunts FA and is based at the St Ivo Outdoor Complex.
- *Holiday Activities* – A number of holiday activities are organised for disabled people of all ages
- *Disability Sports Forums and Festivals* – Both the forums and festivals are arranged to raise the profile of disabled sport.



## ii. Intervention programmes

The Leisure Development service directly provides 3 intervention programmes. The target audience for these programmes are vulnerable people who are in need of additional support to enable them to lead active, healthy lives or in some instances to maintain their quality of life. Predominantly these are older adults, cardiac patients and sedentary adults.

- Exercise Referral Scheme – This scheme allows people with identified medical conditions to exercise in a safe, supervised and friendly environment, supported by registered exercise professionals. Following referral, an initial consultation is conducted, from which a 12 week programme is developed to help each individual achieve personal fitness goals.
- Phase IV – Cardiac Rehabilitation – This is safe, structured supervised exercise for people who have suffered heart attacks, undergone by-pass surgery or other surgical interventions, with all classes taught by British Association for Cardiac Rehabilitation (BACR) instructors.
- Health Walks - Trained walk leaders organise and oversee walks around four of the districts main towns of Huntingdon, St Neots, St Ives and Ramsey. This is a multi-agency partnership including the District Council, the Countryside Agency and Cambridgeshire Primary Care Trust

## iii. Sporting Infrastructure

- The service aims to support, influence and promote the sporting infrastructure across the district. The target audience are clubs, providers, coaches, volunteers and officials. For instance advice is given on grant applications and coaches are encouraged to achieve accredited qualifications including coaching, first aid and child protection.

## iv. Raising the Profile of Sport and Leisure Opportunities

The service contributes to raising the profile of sport and leisure opportunities through promotional material, the website, event displays and talks for targeted groups. The target audience is all residents of Huntingdonshire but particularly those in need of additional support to be active.



## **4.8 Water Related Sport and Recreation**

### ***Overview:***

Water resources found within the district (such as rivers and gravel pits) offer a range of leisure and cultural opportunities, and support numerous private water sports clubs. Grafham Water Centre is an excellent case-in-point of an important water facility, providing a range of water sports and activity training, including:

- Sailing
- Windsurfing
- Canoeing and kayaking
- Powerboating
- Youth courses
- Instructor training
- Arts, Crafts, Music courses

Other key natural resources include the River Ouse which flows through the district. The national importance of this river is recognised by The Inland Waterways Association (IWA), who are holding their national waterways festival on the River Ouse in St Ives during 2007. Consequently, this river is not only important from a cultural viewpoint, but also when considering tourism and the local economy. It should be noted that the Economic Development Strategy provides a commitment to maximise the tourism benefit of water and water-related activities.



## 4.9 Parks, Open Space & Countryside



*Hinchingsbrooke Country Park*

**Overview:** The Open Space, Sport and Recreation Needs Assessment and Audit (2006) undertaken in accordance to Planning Policy Guidance 17, identified a range of open space in the district, including large parks such as Riverside Park, as well as smaller local urban parks such as Hill Rise Park, with provision concentrated in the main market towns. In the more rural areas, the dominant form of provision is amenity greenspace and local recreation grounds. The district also contains a range of stunning natural and semi-natural open spaces including Hinchingsbrooke Country Park (shown opposite).

Although many open spaces have a dominant characteristic related to their primary function (e.g. amenity greenspace, parkland, etc) and can be particularly valued for one aspect such as nature conservation, heritage value or recreation opportunities, it is important to realise that open spaces have multiple facets and offer different things to different users including both formal and informal cultural opportunities. More needs to be done to raise the profile of all open space in the district, including increased provision of events and activities.

When considering open space, accessible open countryside is also of key importance, as many residents are able to access natural countryside in addition to more formal local open spaces.

**Quantitative Information:** The total amount of open space provision in the district is 270.19 hectares, and this figure is broken down by typology in the table opposite. These figures are based on the Open Space, Sport and Recreation Needs Assessment and Audit.

Countryside Services manage 12 sites which are open to the public 24 hours a day. The service also maintains and promotes the 26 mile Ouse Valley Way and a nursery project in Godmanchester. 57 parishes are supported by the tree warden scheme and 31 in the Parish Path Partnership. This scheme is in partnership with the County Council and Parish Councils, and aims to promote the public rights of way network

Analysis Area	Type of Open Space	Quantity of Provision (ha)	Provision per 1000 population	Key Sites
St Neots	Parks and Gardens	52.86	1.39	Priory Park Riverside Park
	Natural and Semi Natural	17.47	0.46	Barford Road Pocket Park
	Amenity Spaces	38.55	1.01	various
Huntingdon and Godmanchester	Parks and Gardens	4.81	0.12	Riverside Park Huntingdon Town Park Sapley Park
	Natural and Semi Natural	10.53	0.26	Stukeley Meadows LNR Spring Common
	Amenity Spaces	60.68	1.50	various
St Ives	Parks and Gardens	9.12	0.30	Hillrise Park
	Natural and Semi Natural	4.71	0.15	Holt Island Wilhom Meadow
	Amenity Spaces	39.21	1.28	various
Ramsey	Parks and Gardens	0	0	N/A
	Natural and Semi Natural	0	0	N/A
	Amenity Spaces	8.77	0.44	various
Yaxley and Sawtry	Parks and Gardens	0	0	N/A
	Natural and Semi Natural	0	0	N/A
	Amenity Spaces	23.48	0.84	various

## 4.10 Play



### Overview:

Play is what children and young people do when they follow their own ideas and interests in their own way and for their own reasons. Play is fundamental to children and young people's lives. It can happen any time, any place, anywhere. With this definition in mind, play can take many different forms, ranging from formal equipped play provision to 'free-play' which can take place anywhere.

With regard to equipped play provision, greater levels of provision are noted in urban areas of the district (with the exception of St Ives). In particular, Huntingdon and Godmanchester have the highest level of provision in the district, with lower levels of provision in rural areas, particularly in Yaxley and Sawtry.

The variation in sizes of equipped play facilities is particularly noticeable within Huntingdon and Godmanchester, where despite there being 10 play areas with over 10 pieces of equipment, there are many with only one piece, indicating a number of play areas with limited play value and benefit. For further information regarding play opportunities in the district, please refer to the Huntingdonshire District Council 'Play Strategy'.

**Quantitative Information:** A total of 117 sites are identified as having provision for children and young people, encompassing equipped play areas, skateboard areas, ball courts (including multi-use games areas). This is based on the Open Space, Sport and Recreation Needs Assessment and Audit, and is broken down further in the table opposite. Of this total number, it should be noted that the District Council own and maintain 31 play facilities. The remaining facilities are maintained by Parish and Town Councils.

Analysis Area	Quantity of Provision	Provision per 1000 population	Average size of facility	Key Sites
St Neots	27 sites	0.71	7.7 pieces of equipment	Skate park is well used site and example of good practice. Large sites also in Priory Park and Riverside Park. Nine sites with over 10 pieces of equipment, the largest of which is Rocket Park. Over 50% of provision is located in St Neots town.
Huntingdon and Godmanchester	40 sites	0.99	5.5 pieces of equipment	Central site in Riverside Park for teenagers. There are seven sites with over 10 pieces of equipment which are significant sites despite this, a number of facilities only have one piece of equipment. Scale of facilities is therefore not consistent. The largest site is on Nursery Road. 50% of the sites are located in Huntingdon Town.
St Ives	19 sites	0.62	7.5 pieces of equipment	Central locations in Hill Rise Park and Wamers Park. There are five sites with over 10 pieces of equipment, the largest of which is in Hilton. Eight of the facilities are focused in the market town of St Ives.
Ramsey	15 sites	0.75	7.5 pieces of equipment	Two larger sites in Ramsey (Mill Lane) and Warboys. Six facilities are in Ramsey.
Yaxley and Sawtry	16 sites	0.58	5.6 pieces of equipment	Yaxley Skatepark is important provision for teenagers. Two sites have over 10 pieces of equipment – one in Yaxley and one in Sawtry.

## 5. IDENTIFYING LOCAL CULTURAL NEEDS

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*It has been shown that there are strategies and policies at the national, regional, sub-regional and local level that impact upon culture within Huntingdonshire. Prior to developing key themes and actions for 2007 - 2010, it is important to understand what local cultural needs exist within the district. This section explores a range of consultation exercises that have been undertaken which have a link to the development of this Cultural Strategy.*

### **5.1 The importance of consultation**

Undertaking robust consultation is vitally important to ensure that this Cultural Strategy, and its associated action plan, properly meets the needs of the district. Through consultation it is possible to:

- identify **attitudes** to existing culture and cultural services provision,
- identify **aspirations** for culture
- identify **barriers** to accessing provision
- inform the **development** of the cultural action plan

### **5.2 Arts Service Consultation (On-going)**

The Arts Service regularly consults its service users to assess satisfaction levels in key areas and to help identify future options for projects and general service development. Some recent findings show that:

- 91% of parents / carers whose children came to 'Art Attack' rated the quality of the workshops as 'excellent' or 'good'.
- 94% of children who responded rated what they did on the Art Attack workshops as "brilliant" or "good".
- 83% of responders to the 2005 Hinchingsbrooke Spring Music concerts rated them between 8 and 10/10 (a further 16% rated them at 7/10).

### **5.3 Leisure Development Consultation (On-going)**

Leisure Development evaluate all of its services' through a range of consultation exercises to assess user satisfaction covering key areas such as exercise referral schemes, holiday programmes for children and young people, after school clubs and disability sports festivals. Findings show that:

- Since 2002/3 there has been a year-on-year increase in the number of young people who have assessed holiday sports programmes as 'brilliant' or 'good', with 97.9% of users stating this in 2006/2007.
- 'Disability sport' is part of the Community Sports and Recreation project run by the Council. In 2006/7, 91% of users were 'satisfied' or 'very satisfied' with the annual 'Active and Able' event, whilst 100% of users were 'satisfied' or 'very satisfied' with the Disability Festival.

- In 2005/6, with regard to health walks, 91.7% of users were 'satisfied or better' with the service on offer. In 2006/7, this figure has increased to 95.6%.
- Sport England's Active People survey showed that in Huntingdonshire, 23.5% of adults participate in at least 30 minutes moderate intensity sport and active recreation on 3 or more times a week, putting the district in the top 25% in the country.

#### **5.4 Open Space Audit Consultation – undertaken by PMP Consultants (2006)**

As the part of the district-wide audit of open space, 5000 households were given the opportunity to comment on the overall provision, quality and accessibility of open space, sport and recreation facilities within Huntingdonshire. The questionnaire was distributed according to the total population living in each analysis area ensuring that geographically representative samples of residents living in the district were able to comment. In total, 565 postal surveys were returned and supporting this postal questionnaire was a number of community drop-in sessions.

This extensive consultation exercise highlighted the following:

- There is an overall perception that the quality of open spaces has improved over recent years and it is clear that residents of Huntingdonshire value a good quality environment and a range of opportunities at open space sites. Despite this, concerns were raised when looking at the quality of the district's open spaces with quality limited by antisocial behaviour, vandalism and litter.
- A loss of open space was also a key theme and emerged as the primary area of concern, with residents keen to ensure that all existing open space is preserved.
- There is a perceived inequality in the distribution of parks within Huntingdonshire District, with respondents highlighting a lack of provision in Ramsey, Yaxley and Godmanchester. There were many comments made about this during the drop in sessions, particularly in Ramsey, Yaxley and St Neots indicating that residents would prefer more formal parks provision.
- Provision of amenity green space is of significant importance, particularly in villages where there are few recreational and leisure opportunities for residents. However, residents in such locations feel that these types of open space are not being used to their maximum potential with too many restrictions placed on the use of amenity green space, such as "no ball games" signs which restrict the recreational value to residents. In contrast, misuse of these sites was also highlighted as a key issue across the district, particularly dog-fouling.
- The household survey showed that the highest quality ratings were awarded to natural and semi-natural greenspaces, followed by parks and gardens.
- There were strong opinions that provision for teenagers was insufficient, a perception shared by 61% of residents. Residents at some drop in sessions also felt there to be some areas of deficiency; areas being seen to be deficient in provision including Bury, Ramsey, St Ives, St Neots and Yaxley.
- There are mixed views regarding the overall quantity of outdoor sport provision in Huntingdonshire. This is likely to be reflective of the vast array of facilities that the outdoor sports facilities typology covers.
- There is a range of opinion regarding the general quality of outdoor sports facilities in the district with a tendency towards positive assessment in terms

of quality, with 33% of household survey respondents stating that facilities are good and less than 15% deeming them to be poor.

- People attending drop-in sessions commented on the high quality of some green corridors in the district, particularly walks around river courses. A shortage of accessible footpaths was highlighted at drop in sessions at Ramsey, where it was the issue of dog fouling was also mentioned as a limiting factor regarding the level of use of any green corridors.

### **5.5 Young People IT Survey – undertaken by PMP (2006)**

All schools in the district were invited to take part in an on-line questionnaire. In total, 176 responses were received, ranging from 6 to 18 year olds, although 63% of respondents were made by 9 to 11 year olds. The questionnaire explored attitudes to open space and sports provision. The main findings included:

- The main reasons that children visit open spaces is to meet friends, and to have a kick-about / informal play.
- The least liked aspects of open spaces included limited play value of existing play facilities. Location was also cited as an important factor, with some open spaces being located too far away from areas of housing.
- When asked how open spaces could be improved, 36% stated that there should be more interesting play equipment, 18% wanted multi-use games areas / kick about areas, whilst 17% wanted skate or BMX park.

### **5.6 Huntingdonshire District Council Annual Report (2006)**

During 2006, Huntingdonshire District Council carried out its annual district wide survey. The survey assessed overall satisfaction with Huntingdonshire as a place to live and the services that the District Council provides, and has been used to assess progress against identified targets within Growing Success (the Corporate Plan), and also used to inform revisions to the Community Strategy.

3000 leaflets were distributed to households in the district using a commercially supplied list of contacts, such that the mailed sample reflected the proportional population of the district by ward, and from this, telephone interviews were then conducted. In total, a sample of 505 responses was achieved. With regard to culture and the provision of cultural services, the following key findings were noted:

- 83% very/fairly satisfied that Huntingdonshire is a clean green and attractive place to live - an increase in percentage compared to the 2005 survey
- 72% very/fairly satisfied with the availability of parks and open spaces - an increase in percentage compared to the 2005 survey
- 88% rated the quality of Huntingdonshire's countryside/natural environment as very high/acceptable quality - an increase in percentage compared to the 2005 survey
- 91% very/fairly satisfied with Huntingdonshire as a place to live - an increase in percentage compared to the 2005 survey
- 33% rated the quality of public arts projects and events as very good / good, whilst 53% had no opinion - the percentage of respondents who gave no opinion on the rating of public arts projects/events significantly increased by 22% compared to the 2005 findings. (With regard to these findings, it should be noted that 'public arts projects' include events run by all providers within the district – a far wider range of activities and events compared to those provided by the District Council's Arts Service).



- 71% can very / fairly easily get to Leisure Centres - an increase in percentage compared to the 2005 survey
- 71% rated physical access to, and around, Leisure Centres as very / fairly easy - a decrease in percentage compared to the 2005 survey

### **5.7 Cambridgeshire Joint Consultation Partnership – Cambridgeshire Quality of Life Survey (Conducted by RBA Research, 2006)**

The 2006 survey was commissioned to track changes in attitude since the first quality of life survey, conducted in 2003. Postal questionnaires were sent to a random sample of 7,500 households in Cambridgeshire, and 3206 responses were received. These responses were weighted based on population within each of Cambridgeshire's districts.

Within Huntingdonshire, a total of 671 completed questionnaires were returned (45% response rate). Concerning culture, headline findings include:

- In line with the regional findings, 80% of the district's residents are very / fairly satisfied with their neighbourhood as a place to live.
- Using a continuous scale from -2 to +2 (whereby -2 = very dissatisfied, 0 = neither satisfied nor dissatisfied, +2 = very satisfied), respondents were asked to assess different aspects of local life. In many instances, Huntingdonshire findings tended to be consistent with those from across the whole of Cambridgeshire. For instance, when asked to assess level of recreational services available, the mean score for Huntingdonshire was 0.13, compared to a county mean score of 0.15. However, there are areas where Huntingdonshire respondents are less satisfied, and one such area focuses on the level of cultural facilities available. Whilst a county mean score of 0.26 was calculated, the mean score within Huntingdonshire was only 0.07.
- Compared to other factors included in the questionnaire, the quality and amount of natural environment within the district is highly regarded by residents of Huntingdonshire, with a mean mark of 0.59 calculated. Compared to other district's, this was only exceeded within South Cambridgeshire.
- When asked to assess how easy it is to get to a public open space, 78% of Huntingdonshire residents stated that it is very / fairly easy – compared to county wide response of 79%.
- When asked to assess how easy it is to get to a sports / leisure centre, 69% of Huntingdonshire residents stated that it is very / fairly easy – compared to county wide response of 64%.
- When asked to assess how easy it is to get to a theatre or cinema, 58% of Huntingdonshire residents stated that it is very / fairly easy – compared to county wide response of 54%.

## **5.8 Huntingdonshire District Council Sports Club Survey (2005)**

A sports club survey was undertaken by the Council to all known football, cricket, rugby, hockey, tennis and bowls clubs during 2005, with a total of 62 clubs responding to this questionnaire.

Responses indicated that 77% of the clubs felt that number and availability of pitches met the demand within the district. In line with this, 47.6% of clubs rated the availability of pitches in the district as very good or excellent. This related to an average score of 3.42 (out of 5) and a modal score of 4 (very good). 59.7% of clubs rated the accessibility of pitches as very good or excellent. This relates to an average score of 3.61 (out of 5) and a modal score of 4 (very good).

Sports clubs generally felt that the quality of pitch provision in the district was of a good standard. The only aspect that scored less than average was training area. Most clubs did not possess a training area and hence scored this as zero. Similar to the scores given for pitch quality factors, the scores given for ancillary facilities were good, with only cycle parking scoring below average. Consultation suggests that access to training facilities is a key issue, with only limited slots available at synthetic pitches for clubs wishing to train midweek. There are few floodlit training areas and teams struggle to access facilities between the peak hours of 6 and 9pm, particularly at the leisure centres where there is high demand for facilities.

## **5.9 Office of Children and Young People's Services: "Getting It Right" (2005)**

1853 young people were consulted on the key themes from the Children and Young People's Plan, including 495 young people from Huntingdonshire. Headline findings include:

- Key priorities for "under 11's" identified as: safe local environments, supportive and bully-free schools.
- Key priorities for "over 11's" identified as: safe local environments, supportive and bully-free schools, transport, leisure, and access to jobs.
- Lack of transport prevents young people accessing leisure opportunities, jobs, learning and health services and is experienced in towns as well as rural areas. Key needs identified include cheaper or free public transport, and transport at more regular times.
- There are not enough leisure and recreation opportunities for children and young people. The key factor is access in terms of transport and cost with many acknowledging that there is existing provision, but they can't access facilities as they cannot travel there, or transport is too expensive. Key needs identified include transport at more appropriate times and transport that goes to entertainment / leisure venues.
- Children and young people with disabilities suggest that leisure and recreation facilities are often linked to school facilities. For disabled children, the lack of appropriate facilities and transport within their communities is a barrier to participation.

## **5.10 Local Plan Review: Key Issues - Exercise Part 1 (2004)**

Questionnaires were distributed to 70,000 homes within the district, and a total of 1453 responses were received by the closing date. In addition to this, a series of seminars and presentations were made to different organisations and interest groups. Findings from this exercise include:

- When considering entertainment, several issues were commonly repeated in the additional comments box at the end of the twenty16 questionnaire, including eight comments of a desire for more arts venues in the district.
- When asked about transport, 88% agreed or strongly agreed that greater priority should be given to improving public transport. Regarding additional comments on this topic, a range of ideas were provided, popular themes being to increase safe cycle lanes and paths, introduce bus services for an increased number of locations.
- The final question within this consultation focused on biodiversity and asked respondents whether there are any locations in the district that should be protected or improved due to their biodiversity value. In terms of general habitat types, commonly cited answers included river valleys / water meadows (71 respondents), fenland (60 respondents) and woodland (40 respondents). Regarding specific locations, Paxton Pits (21 responses), the Great Fen Project (15 responses), and Brampton Wood (15 responses) were the most regularly stated suggestions.
- In terms of leisure, 19 respondents sought improved facilities (either generally or in specific locations), and a greater number (25 respondents) referred to the need for more affordable leisure facilities for young people (e.g. youth centres, skate/bike parks). St.Neots was mentioned relatively frequently as a place where improved facilities were sought.
- At the seminar for local community/environmental interest groups, it was suggested that green spaces could be better protected and promoted within the district, and that there were potential opportunities to combine biodiversity, tourism, and leisure facilities more effectively in certain locations.

## **5.11 Other Important Consultation Exercises**

A county-wide extended schools survey was undertaken by the Office of Children and Young People's Services, with over 500 young people participating. The survey identified that one of the major barriers to participation in extended schools programmes is that young people living in rural areas had problems accessing activities after school as they rely on the school bus and there are no other public bus routes that would get them home – indicating that it is important to have public transport to community facilities at appropriate times.

In 2005, 18 young people aged 11-18 participated in a day of consultation activities based on Huntingdonshire District Council priorities. Regarding culture and cultural services, 14-18 yr olds thought there were not enough parks and open spaces, and this same age group would like more opportunities to play, watch and listen to live music.

## **5.12 Summary of Main Findings:**

- Whilst the general quality of open spaces is seen to be acceptable, in some cases it is limited by anti-social behaviour, litter and vandalism.
- “Natural and semi-natural greenspace” and “parks and gardens” are viewed as the highest quality open spaces within the district.
- Teenage play provision is deemed to be insufficient, whilst existing open spaces could be improved by increasing the play value of existing play facilities.
- The quantity of open space provision is deemed to be acceptable to most and should be protected and enhanced.
- Leisure centres are deemed to be accessible facilities within the district, although there is scope for improvements in accessibility to theatres and cinemas (the majority of which are located outside the district in Cambridge, Peterborough or Bedford), and other cultural facilities.
- Residents within Huntingdonshire are less satisfied with the availability of cultural facilities, when compared to residents of neighbouring authorities.
- Sports clubs within the district feel that there is sufficient pitch provision to meet demand, and many view the quality of provision as good.
- There are insufficient training areas for sports clubs, with few accessible floodlit areas.
- Transport is seen as a major barrier to accessing cultural facilities, particularly for residents within rural areas, where provision is generally much poorer compared to urban areas. Cost of using facilities is also seen as a barrier to some – particularly children and young people.

## 6. DEVELOPING AN ACTION PLAN FOR CULTURE

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*This section explores the key themes and three-year action plan which underpin this Cultural Strategy.*

### **6.1 Achieving the Cultural Strategy Vision**

The core vision of this Cultural Strategy was introduced within section 1.1, namely:

***To enhance the quality of life and ensure that all of Huntingdonshire's residents have the opportunity to pursue a wide range of high-quality, sustainable cultural activities that fully reflect the diverse needs of the district***

In order to deliver this broad vision statement, Huntingdonshire District Council has developed a set of long-term cultural principles that it will aspire to achieve. These are as follows:

1. Huntingdonshire will be a **centre for cultural excellence**, with a clear **distinct identity** where people choose to live, work and visit.
2. Culture will help to improve quality of life by significantly impacting upon all areas of local **community life** through a range of opportunities resulting in **improved health and well-being**.
3. Implementing this Cultural Strategy will make a **real and positive difference** to community life and community cohesion by specifically **targeting resources** at meeting needs in priority neighbourhoods and communities.
4. The development of a Cultural Strategy for Huntingdonshire will help to **positively contribute** to Council policies and priorities including education, health, equality and community needs.
5. All key cultural partners will ensure that 'culture' is **sustainable** by **embedding** it into all relevant strategies and plans, both at the local and regional level.
6. Huntingdonshire's **cultural diversity**, its **local character** and its **diverse natural and built environment** will be celebrated and enhanced.
7. All residents will have the opportunity to **access** and **participate** in a wide range of **high quality cultural activities**, and this will be reflected in increased participation levels.
8. **Barriers will be removed** so that all children and young people can access a range of safe inclusive play and recreational opportunities.
9. Enhanced cultural activity will support and encourage **community programmes** and the **personal, social, environmental, economic and physical** development of all residents within the district.

10. All key cultural partners will work towards understanding the **changing cultural needs** of the district, by improving methods of **engagement** and **consultation** including isolated and under-represented groups.
11. Using tools including the “Open Space, Sport, and Recreation Needs Assessment and Audit”, and the ‘sports facilities calculator, a **co-ordinated approach** across culture will be adopted when considering **future provision** of open space, recreation, indoor sports facilities and cultural activities, in relation to section 106 monies.
12. All key cultural partners will work towards **maximising** potential **external funding** opportunities to support key cultural activities and events.
13. All key cultural partners will work towards **raising the profile** of culture within the district, actively seeking out new ways of highlighting and promoting cultural opportunities within the district.

In order to deliver against the identified vision and long-term principles, the Council has developed three key themes to underpin its action plan. These three themes address priority areas identified within the consultation and wider corporate objectives linked to the Community Strategy, and will help to enhance existing cultural opportunities and ensure that culture positively progresses towards ensuring that the vision and long-term principles established within this strategy become reality.

It has been shown that provision of cultural facilities and services are seen to be adequate in terms of the quantity of provision. Given the diverse nature of the district, quality of provision varies spatially, with levels of access strongly linked to location. Furthermore, it has also been shown that residents of the district value culture and cultural facilities, recognising the positive benefits of high-quality cultural opportunities.

Therefore, the following three themes have been developed with theme 1 particularly important to help try and overcome barriers identified through the consultation.

**THEME 1:** *Improve access to culture and leisure opportunities*

**THEME 2:** *Develop and improve life-long learning*

**THEME 3:** *Develop vibrant communities which are safer, healthier, cohesive and economically sustainable*

**6.2 Action Plan**

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Make effective use of section 106 monies to positively contribute to cultural opportunities within the district	(a) Work closely with Planning so that section 106 monies can be used to provide key infrastructure across all of culture so that play, recreation, leisure, indoor sports facilities, arts, and open spaces can be enhanced and improved	All HDC Cultural providers	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Amount of section 106 monies used to positively benefit culture, and cultural opportunities in the district.	Enhanced cultural opportunities in the district
		(b) Continue to develop appropriate policies and strategies to secure a joint and concerted approach to using developer contributions to enhance the quality of life of Huntingdonshire's residents through a range of cultural interventions	All HDC Cultural providers	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Amount of section 106 monies used to positively benefit culture, and cultural opportunities in the district.	Enhanced cultural opportunities in the district

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Meet local leisure provision needs	(a) Provide modernised facilities (new and refurbished) in particular indoor sports facilities, ensuring they are fit for purpose	<ul style="list-style-type: none"> <li>- Sports Clubs</li> <li>- Schools</li> <li>- Leisure Centres</li> <li>- Living Sport</li> <li>Camb Horizons</li> </ul>	<ul style="list-style-type: none"> <li>Regional Plan for Sport</li> <li>Local Area Agreement</li> <li>Camb Horizons Strategies</li> <li>Sport England's Regional Sports Facility Strategy and emerging Camb sports facility strategy</li> </ul>	Ongoing	Modernised facilities, ( new and refurbished) in particular indoor sports facilities, ensuring they are fit for purpose	
Meet leisure provision needs	(b) Access funding streams (eg. section 106, Housing growth fund, lottery) to develop key leisure projects including St Neots Community College sports/arts redevelopment project	<ul style="list-style-type: none"> <li>St Neots Community College</li> <li>CCC</li> <li>Leisure Centre</li> <li>Sports clubs</li> </ul>	<ul style="list-style-type: none"> <li>Regional Plan for Sport</li> <li>Local Area Agreement</li> <li>Camb Horizons Strategies</li> <li>Sport England's Regional Sports Facility Strategy and emerging Camb sports facility strategy</li> </ul>	Ongoing Review in 2010	Modernised facilities ensuring they are fit for purpose	



1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Meet leisure provision needs	(c). Analyse Active Places and Active People data to help inform future studies	Leisure Centre Leisure Development Service Sport England	Regional Plan for Sport Local Area Agreement Cams Horizons Strategies Sport England's Regional Sports Facility Strategy and emerging Cams sports facility strategy	Ongoing	Enhanced cultural opportunities and sports facilities in the district	
Make accessible leisure opportunities for all	(a) Maximise usage of areas within and external to the Leisure Centres	- Sports Clubs - Schools - Leisure Centres - Living Sport	- Regional Health Strategy - Regional Plan for Sport - LSP: Healthy Lifestyle Delivery Group - Hunts Children and Young Peoples Plan - Growing Success - Local Area Agreement	On-going <b>Measured by:</b> - Reduction in net deficit (£1.2m) - Swimmers per hour, (20.2 ph) - Court occupancy (74.7%) (05-06 in brackets)	Improved standards of health, higher quality of life and increased activity levels	

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Make accessible leisure opportunities for all	(b) Increase number of live card holders for Leisure Centres (Live* = used facilities within last 6 months)	<ul style="list-style-type: none"> <li>- Leisure Centres</li> <li>- Sports Clubs</li> <li>- Living Sport</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> <li>- Local Area Agreement</li> </ul>	<p>On-going</p> <p><b>Measured by:</b></p> <ul style="list-style-type: none"> <li>- Visitor stats (1.59m)</li> <li>- Reduction in net deficit (£1.2m),</li> <li>- Net cost per head (80p)</li> <li>(05-06 in brackets)</li> </ul>	Improved participation in physical leisure activities both in the short and long-term.
	Make accessible leisure opportunities for all	(c) Provide and build on Holiday Activity Programmes for children and young people across the district, both at Leisure Centres and across rural venues and facilities throughout the district	<ul style="list-style-type: none"> <li>- Sports Clubs</li> <li>- Leisure Centres</li> <li>- HDC Leisure Development</li> <li>- Living Sport</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts Locality Obesity Strategy Group</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> <li>- Hunts Children and Young Peoples Plan</li> <li>- Every Child Matters</li> </ul>	<p>On-going</p> <p><b>Measured by:</b></p> <ul style="list-style-type: none"> <li>Number of children attending Holiday Activity Programmes</li> </ul>	Improved participation in physical leisure activities both in the short and long-term.

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Make accessible leisure opportunities for all	(d) Manage School Links Programme for young people under 17 years of age across the district.	<ul style="list-style-type: none"> <li>- Schools</li> <li>- Sports Clubs</li> <li>- HDC Leisure Development</li> <li>- School Sports Partnership</li> <li>- Living Sport</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts locality Obesity Strategy Group</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> <li>- Hunts Children and Young Peoples Plan</li> <li>- Choosing Health</li> <li>- DCMS 'A Sporting Future for All'</li> <li>- Every Child Matters</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Number of children attending Programme</p>	Improved participation in physical leisure activities both in the short and long term.
	Enhance the standard of service provided at Leisure Centres and by Leisure Development	Investigate the scope to undertake 'Towards an Excellent Service' (TAES) assessment	<ul style="list-style-type: none"> <li>- Leisure Centres</li> <li>- Leisure Development</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> <li>- Growing Success</li> <li>- Sport England</li> </ul>	<p>2007-2008</p> <p><b>Measured by:</b> Whether TAES can be undertaken will be determined by budget and time constraints, as well as political support</p>	Enhanced leisure service provision

**1. Improve access to culture and leisure opportunities**

<b>Theme</b>	<b>1. Improve access to culture and leisure opportunities</b>				
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES/STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Make sport and active recreation opportunities accessible for disabled people	Provide, promote & develop opportunities for disabled people to participate in sport and active leisure pursuits across the district for all age groups at leisure centres and other key facilities across the district	<ul style="list-style-type: none"> <li>- HDC Leisure Development,</li> <li>- Leisure Centres,</li> <li>- Special schools,</li> <li>- Sports Clubs,</li> <li>- NGB's,</li> <li>- LDP.</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts locality Obesity Strategy Group</li> <li>- Hunts Children and Young Peoples Plan</li> </ul>	<p>On-going</p> <p><b>Measured by:</b></p> <ul style="list-style-type: none"> <li>- % visits by disabled</li> <li>- % facilities with IFI and DDA accreditation (20%)</li> <li>(05-06 in brackets)</li> </ul>	Improved participation in physical leisure activities both in the short and long-term by disabled people.
Make sport and active recreation opportunities accessible for over 50's	Provide, promote & develop opportunities for over 50's to participate in sport and active leisure pursuits across the district.	<ul style="list-style-type: none"> <li>- Luminus</li> <li>- Sports Clubs</li> <li>- Sheltered accommodation providers</li> <li>- HDC Leisure Development</li> <li>- Leisure Centres</li> </ul>	<ul style="list-style-type: none"> <li>- Regional Health Strategy</li> <li>- LSP</li> <li>- Growing Success</li> </ul>	<p>On-going</p> <p><b>Measured by:</b></p> <ul style="list-style-type: none"> <li>- Visits by over 50's</li> <li>- Over 50's live users</li> </ul>	Improved participation in physical leisure activities both in the short and long term by over 50's

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Provide under-represented groups with the opportunity to participate in sport and active recreation.	Provide, promote & develop opportunities for women, girls & people on low incomes to participate in sport and active recreation across the district for all age groups.	<ul style="list-style-type: none"> <li>- Sports Clubs</li> <li>- NGB's</li> <li>- HDC Leisure Development</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts Locality Obesity Strategy Group</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> <li>- Hunts Children and Young Peoples Plan</li> <li>- DCMS 'A Sporting Future for All'</li> <li>- Every Child Matters</li> </ul>	<p>Current funding until April 2008</p> <p>Measured by: Visits by identified under-represented groups</p>	Improved access to culture and leisure opportunities.

**Theme** 1. Improve access to culture and leisure opportunities

OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
<p>Promote healthy lifestyles by enabling vulnerable people through ill health / rehabilitation to lead active lifestyles via improved participation in physical leisure activities</p>	<p>To provide an Exercise Referral Scheme for residents of Huntingdonshire who are over 16 years of age with any medical condition that may benefit from controlled, regular exercise. (in exceptional circumstances 14- 16 year olds will be considered)</p>	<ul style="list-style-type: none"> <li>- Cambridgeshire PCT</li> <li>- Health Professionals</li> <li>- HDC Leisure Development</li> <li>- Leisure Centres</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts locality Obesity Strategy Group</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> </ul>	<p>On-going</p> <p>Measured by:</p> <ul style="list-style-type: none"> <li>- Number of residents referred</li> </ul>	<p>To enable the participants to benefit from a healthy active lifestyle</p>
<p>Promote healthy lifestyles by supporting vulnerable people to lead active lives via improved participation in physical leisure activities</p>	<p>To provide Cardiac Rehabilitation Phase IV classes for individuals who have undergone heart surgery or experienced a heart attack in strategic locations across the district.</p>	<ul style="list-style-type: none"> <li>- Cambridgeshire PCT</li> <li>- Health Professionals</li> <li>- HDC Leisure Development</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts locality Obesity Strategy Group</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> </ul>	<p>On-going</p> <p>Measured by:</p> <ul style="list-style-type: none"> <li>- Number of classes held</li> <li>- Throughput</li> <li>- Number of participants</li> </ul>	<p>To enable the participants to benefit from a healthy active lifestyle</p>

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Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Increase opportunities to pursue a healthy lifestyle by encouraging walking	To run a programme of Health Walks across the district.	<ul style="list-style-type: none"> <li>- Cambridgeshire PCT</li> <li>- Health Professionals, HDC Sport / Leisure Development</li> <li>- HDC Countryside Services</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Hunts locality Obesity Strategy Group</li> <li>- Regional Plan for Sport</li> <li>- LSP – Healthy Lifestyle Delivery Group</li> <li>- WHI Walking the Way to Health Initiative</li> </ul>	<p>On-going</p> <p><b>Measured by:</b></p> <ul style="list-style-type: none"> <li>- Number of walks organised,</li> <li>- Throughput</li> <li>- Number of participants</li> <li>- Customer satisfaction surveys</li> </ul>	To enable the participants to benefit from a healthy active lifestyle
	Raise awareness of sports clubs available in the district	(a) Update the Leisure Directory available on the Hunts DC website	<ul style="list-style-type: none"> <li>- HDC Leisure Development</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> </ul>	<p>2007 – 2008</p> <p><b>Measured by:</b></p> <ul style="list-style-type: none"> <li>- Number of clubs on database</li> <li>- Number of new clubs entered onto the master database</li> </ul>	Enhanced sports club information accessible via the Huntingdonshire District Council website

**1. Improve access to culture and leisure opportunities**

<b>Theme</b>	<b>1. Improve access to culture and leisure opportunities</b>					
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES/STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>	
Raise awareness of sports clubs available in the district	(b) Monitor and update Leisure Directory	- HDC Leisure Development	- Hunts Community Strategy	2008 - 2010  <b>Measured by:</b> Information present on the Hunts DC website	Enhanced sports club information accessible via the Huntingdonshire District Council website	
Raise the profile of sport and culture linked to the 2012 Olympics	Explore opportunities to develop, promote and increase participation in sport and culture within Huntingdonshire	- HDC - Cambs CC - Sport England - Living Sport	- Department for Culture Media and Sport 'Five Strategic Priorities' - 'Rising to the Challenge' East of England Business Plan for 2012 Olympics	On-going  <b>Measured by:</b> Participation levels	Enhanced profile of sport and culture	
Raise the profile and awareness of water-based sporting opportunities	Promote water based sporting activities through the Huntingdonshire District Council website, publications, leaflets, etc	- HDC Leisure Development - HDC Countryside Services - Sports Clubs	- Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> - Number of hits on water activities web-page - Participation levels in water-based activities	Increased awareness and participation in water based sport and recreation activities	



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Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Promote, maintain and improve access to Ouse Valley Way	Promote and enhance the Public Rights of Way Network (PROW network)	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	- HDC - Countryside Services - Cambs CC	- Hunts Community Strategy - Hunts Environment Strategy	On-going Refer to the Environment Strategy for specific measures	Raise money and profile of the Ouse Valley Way
Promote and enhance the Public Rights of Way Network (PROW network)	Promote and enhance the Public Rights of Way Network (PROW network)	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	- HDC - Countryside Services - Parish Councils - Cambs CC	- Hunts Community Strategy - Hunts Environment Strategy	On-going Refer to the Environment Strategy for specific measures	Enhanced path network across the district
Provide countryside sites that are accessible to all	Provide countryside sites that are accessible to all	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	- HDC - Countryside Services - Parish Councils - Cambs CC	- Growing Success - Hunts Community Strategy - Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Local Area Agreement	On-going Refer to the Environment Strategy for specific measures	Enhanced countryside sites

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Enhance provision of facilities for healthy and active lifestyles on countryside sites	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	HDC Countryside Services	- Hunts Community Strategy - Growing Success - Cambs Horizons	On-going  <b>Measured by:</b> Please refer to the Environment Strategy for specific measures	Enhanced access for all and increased participation in healthier lifestyles
	Ensure high quality standards within all parks, open spaces and countryside sites	Maintain key sites to Green Flag Award status	- HDC Countryside Services - HDC Parks & Open Spaces - Civic Trust	- Hunts Community Strategy - Green Flag Award	On-going:  <b>Measured by:</b> Self-assessment against Green Flag Award criteria	High quality open space provision measurable against set criteria (Green Flag Award)

**Theme** 1. Improve access to culture and leisure opportunities

OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Raise awareness of the district's greenspace including countryside sites, parks and open spaces	Promote sites through national shows, district and county websites, and promotional leaflets and interpretation boards	<ul style="list-style-type: none"> <li>- HDC Countryside Services</li> <li>- Cambs CC</li> <li>- HDC Economic Development</li> <li>- HDC Parks and Open Spaces</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Number of promotional campaigns organised</p>	Enhanced profile of the district's greenspace
Raise the standards of all District Council maintained parks and open spaces	(a) Adopt a strategic approach to managing parks and open spaces through the development of a concise Action Plan for District Council parks and open spaces to address short and medium term management issues. Within this, utilise the Open Space, Sport and Recreation Needs Assessment and Audit to help inform decisions on maintenance, management and provision of open space in the district	<ul style="list-style-type: none"> <li>- HDC Parks and Open Spaces</li> <li>- HDC Planning</li> </ul>	<ul style="list-style-type: none"> <li>- Huntingdonshire Play Strategy</li> <li>- Open Space, Sport and Recreation Needs Assessment and Audit (PMP)</li> </ul>	<p>2007 – 2009</p> <p><b>Measured by:</b> Production of an Action Plan determined by financial considerations</p>	Improved parks and open spaces through a co-ordinated approach to management in the short and medium-term

**1. Improve access to culture and leisure opportunities**

<b>Theme</b>	<b>1. Improve access to culture and leisure opportunities</b>				
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES/STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Raise the standards of all District Council maintained parks and open spaces	(b) Following the development of a District Council key action plan, explore the potential to produce a district-wide Open Space Strategy to co-ordinate long-term management and maintenance, utilising the Open Space, Sport and Recreation Needs Assessment to help inform decisions.  (c) Develop management plans for all key parks within the district	<ul style="list-style-type: none"> <li>- HDC Parks and Open Spaces</li> <li>- HDC Planning</li> <li>- Cambs CC</li> <li>- Wildlife Trust</li> </ul>	<ul style="list-style-type: none"> <li>- Huntingdonshire Play Strategy</li> <li>- Open Space, Sport and Recreation Needs Assessment and Audit</li> </ul>	<p>2009 – 2010</p> <p><b>Measured by:</b> The production of such a strategy will be determined by budget considerations and political support</p>	Improved parks and open spaces through a co-ordinated approach to management in the long-term
		<ul style="list-style-type: none"> <li>- HDC Parks and Open Spaces</li> </ul>	<ul style="list-style-type: none"> <li>- Huntingdonshire Play Strategy</li> </ul>	<p>2007 – 2010</p> <p><b>Measured by:</b> The number of management plans produced during the three year period</p>	Strategic approach to the management of parks and open spaces, benefiting all users

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Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Raise the standards of all District Council maintained parks and open spaces	(d) Investigate the potential for applying for Green Flag Award for one public park (park to be identified by key parks officers)	- HDC Parks and Open Spaces - Civic Trust	- Hunts Community Strategy - Growing Success - Cambridgeshire Horizons	2007 – 2009 (Identify the potential for applying)  <b>Measured by:</b> Identify whether structures and framework are in place to enable the Council to apply  2009 – 2010 (Submit application)  <b>Measured by:</b> Civic Trust will accept/ reject the application	Achieve Green Flag Status for one public park - a recognised national award for high quality parks and open space provision.
		(e) Enhance the design of new play facilities by providing varied, challenging, inclusive play opportunities, and including landscaping within designs	- HDC Parks and Open Spaces	- Huntingdonshire Play Strategy - Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> - Customer Satisfaction Surveys - Play Value Assessments	Provision of high quality, inclusive play opportunities

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Develop existing & new opportunities for arts activities and events		a) Produce & distribute bi-monthly Arts Diary	- HDC Arts Services	- Hunts Community Strategy	On-going <b>Measured by:</b> Number of Arts Diaries distributed across the district, including e-mail and web downloads	Increased awareness of arts activities and events
		b) Regularly update arts web pages (including What's On)	- HDC Arts Services	- Hunts Community Strategy	On-going <b>Measured by:</b> Number of hits recorded on arts service web-pages	Increased awareness of arts activities and events
		(c) Ensure all marketing material is available on the website and in large print or audio format on request	- HDC Arts Services	- Hunts Community Strategy	On-going <b>Measured by:</b> - Availability of up-to-date information - Number of people booking arts service ticketed events and activities for the first time	Increased awareness of arts activities and events

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Develop existing & new opportunities for arts activities and events		(d) Organise and promote a regular events programme across the district, incorporating Hinchinbrooke music concerts	- HDC Arts Services	- Hunts Community Strategy	On-going <b>Measured by:</b> - Number of people attending the Hinchinbrooke concerts - Customer Satisfaction surveys	Increased accessibility to arts activities and events to meet social and cultural needs
		(e) Support Arts In Cambs On Tour (ACT), which takes professional arts events to rural communities	- HDC Arts Services - CAPADOG (Cambs CC, Fenland DC, South Cambs DC, ADeC (East Cambs), Peterborough DC)	- Living East's Regional Cultural Strategy - Hunts Community Strategy	On-going <b>Measured by:</b> - Number of people attending ACT - Number of events held	Increased accessibility to arts activities and events to meet social and cultural needs

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Develop existing & new opportunities for arts activities and events		(f) Support the Vital Communities arts project for children, their families and the wider communities in Ramsey and St Neots	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- CAPADOG</li> <li>- Ramsey Spinning Infants School</li> <li>- Winhills/Samuel Pepys Schools, St Neots</li> </ul>	<ul style="list-style-type: none"> <li>- Growing Success</li> <li>- Living East's Regional Cultural Strategy</li> <li>- Hunts Community Strategy</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Long-term assessment of the impact that Vital Communities has on children and their communities</p>	Increased accessibility to arts activities and events to meet social and cultural needs
		(g) Work in partnership with agencies and organisations across the district and county to identify opportunities for joint working, and to share knowledge and good practice	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- CAPADOG</li> <li>- other internal &amp; external partners</li> </ul>	<ul style="list-style-type: none"> <li>- Growing Success</li> <li>- HDC Arts Service Plan</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Number of partnership projects actively supported</p>	Increased accessibility to arts activities and events to meet social and cultural needs
		(h) Work with partners in the amateur/voluntary sector to develop arts activity and new initiatives in the community	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- Voluntary / Amateur partners</li> </ul>	<ul style="list-style-type: none"> <li>- Living East's Regional Cultural Strategy</li> <li>- Hunts Community Strategy</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Number of initiatives created with amateur / voluntary sector</p>	Increased accessibility to arts activities and events to meet social and cultural needs



1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Improve access to opportunities for cultural enrichment that promote good health & mental well-being	(a) Develop an Arts & Health referral scheme with local health practitioners	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- Health practitioners</li> <li>- Inspire (Arts Through Health)</li> <li>- Primary Care Trust</li> <li>- Mental Health Trust</li> <li>- HDC Health Promotions Team</li> </ul>	<ul style="list-style-type: none"> <li>- Growing Success</li> <li>- Hunts Community Strategy</li> <li>- Regional Health Strategy</li> </ul>	Pilot Project 2007  <b>Measured by:</b> <ul style="list-style-type: none"> <li>- Number of arts/health participatory schemes</li> <li>- Number of people referred by GP's, health practitioners, etc.</li> </ul>	Providing a range of accessible arts activities to provide a means of self-expression and support sound mental health
		(b) Run drop-in participatory arts and crafts sessions for children of all ages and their families/carers	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- Cambs CC Family Learning</li> </ul>	<ul style="list-style-type: none"> <li>- Living East's Regional Cultural Strategy</li> <li>- Hunts Community Strategy</li> </ul>	On-going  <b>Measured by:</b> Number of children and families attending workshops	Providing a range of accessible arts activities to provide a means of self-expression and support sound mental health

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Increase the number of cultural & leisure opportunities for young people		(a) Organise and promote participatory arts and crafts workshops across the district for children aged 8-13 years	- HDC Arts Services	- Living East's Regional Cultural Strategy - Hunts Community Strategy - Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan	On-going <b>Measured by:</b> Number of children attending workshops	Providing a range of accessible arts activities to provide a means of self-expression and support sound mental health
		(b) Run workshops and/or masterclasses for young people aged 11-18 in association with the Hinchibrooke Spring Music programme	- HDC Arts Services - Local secondary schools - CIMA	- Living East's Regional Cultural Strategy - Hunts Community Strategy - Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan	On-going <b>Measured by:</b> Number of young people attending workshops	Providing a range of accessible arts activities to provide a means of self-expression and support sound mental health

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Develop and improve the Arts Venue Database	Increase the number of cultural & leisure opportunities for young people	(c) Work with partner organisations to encourage young people to participate in out-of-school arts activities, with particular regard to removing potential barriers to participation	- HDC Arts Services - Natural High	- Hunts Community Strategy - Hunts Children and Young Peoples Plan	On-going  <b>Measured by:</b> Number of partnership projects actively supported	Providing a range of accessible arts activities to provide a means of self-expression and support sound mental health
		(a) Continue to update and amend the existing arts venue database ensuring information relating to access is kept up-to-date  (b) Make the database available on the Huntingdonshire District Council website	- HDC Arts Services	- Hunts Community Strategy - Growing Success	2007 – 2009  <b>Measured by:</b> Size of the database	Accurate and up-to-date information relating to arts venues
			- HDC Arts Services	- Hunts Community Strategy - Growing Success	2009 – 2010  <b>Measured by:</b> Availability of information on the website	Increased availability of information relating to arts venues

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Improve the understanding of, and access to, the countryside & the heritage of the landscape	Develop The Great Fen as a centre of excellence for the arts and creative industries, using the arts to signpost, interpret, animate and help define a sense of place	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- HDC Economic Development</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> <li>- Creative Enterprise: A Strategy for Huntingdonshire</li> <li>- East of England Creative &amp; Cultural Industries Development Strategy</li> <li>- Living East's Regional Cultural Strategy</li> </ul>	<p>On-going:</p> <p>Measured by: Progress reports / reviews</p>	Providing a range of accessible arts activities to provide a means of self-expression and support for sound mental health

1. Improve access to culture and leisure opportunities						
Theme	OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES/STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
	Raise the profile of creative businesses in the district	Please refer to the District's 'Economic Development Strategy' and 'Creative Enterprises Strategy' for specific actions that relate to the delivery of this objective	<ul style="list-style-type: none"> <li>- HDC</li> <li>- Town Centre Management Partnership</li> <li>-Huntingdonshire Enterprise Service</li> <li>- Arts Council</li> <li>- Wysing Arts</li> <li>-Huntingdonshire Regional (FE) College</li> <li>- Screen East</li> </ul>	<ul style="list-style-type: none"> <li>- Creative Enterprise: A Strategy for Huntingdonshire</li> <li>- East of England Creative &amp; Cultural Industries Development Strategy</li> <li>- Living East's Regional Cultural Strategy</li> <li>- Local Area Agreement</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Please refer to the Economic Development Strategy and Creative Enterprises Strategy for specific measures</p>	Enhanced network of creative industries

**2. Developing and improving Life Long Learning**

<b>Theme</b>	<b>2. Developing and improving Life Long Learning</b>				
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Develop further opportunities for local people to improve or gain work related skills	To provide and support coach education & development opportunities for local people across the district	<ul style="list-style-type: none"> <li>- Sports Clubs</li> <li>- Schools</li> <li>- HDC Leisure Development</li> <li>- Living Sport</li> </ul>	<ul style="list-style-type: none"> <li>- Healthy Futures</li> <li>- Regional Health Strategy</li> <li>- Regional Plan for Sport</li> <li>- Huntingdonshire Children &amp; Young People's Plan</li> <li>- County Sports Strategy</li> <li>- Growing Success</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Number of individuals gaining sports related qualifications</p>	Greater number of people with coaching qualifications and actively coaching.
Provide volunteer activities for all at countryside sites	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	<ul style="list-style-type: none"> <li>- HDC Countryside Services</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> <li>- Growing Success</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Please refer to the Environment Strategy for specific measures</p>	Enhanced voluntary opportunities for all
Provide open space events and activities for all	(a) Provide a comprehensive programme of events and activities throughout the year at countryside sites	<ul style="list-style-type: none"> <li>- HDC Countryside Services</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> <li>- Growing Success</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> - Number of events held - Number of people attending events - Customer satisfaction surveys</p>	High quality, accessible events

**2. Developing and improving Life Long Learning**

<b>Theme</b>	<b>2. Developing and improving Life Long Learning</b>				
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Provide open space events and activities for all	(b) Develop inclusive events programmes for the District Council maintained parks and open spaces	- HDC Parks Service	- Hunts Community Strategy	On-going <b>Measured by:</b> - Number of events held - Number of people attending events - Customer satisfaction surveys	High quality, accessible events
	(c) Develop team-building activities for young people and businesses	HDC Countryside Services	- Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Growing Success	On-going <b>Measured by:</b> - Number of activities organised - Number of people attending activities - Customer satisfaction surveys	High quality, accessible activities
	(d) Maintain and develop the education programme	- HDC Countryside Services	- Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Growing Success	On-going <b>Measured by:</b> - Numbers attending the education programme	High quality, accessible activities

## 2. Developing and improving Life Long Learning

<b>Theme</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Provide open space events and activities for all	(e) Maintain outreach programme in special schools	- HDC Countryside Services	- Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Growing Success	On-going <b>Measured by:</b> - Numbers attending the programme	High quality, accessible activities
	(f) Maintain and develop the number of youth activity groups	- HDC Countryside Services	- Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Local Area Agreement - Growing Success	On-going <b>Measured by:</b> - Number of activity groups - Numbers attending	High quality, accessible activities
	(g) Maintain and develop the number of guided walks available to all	- HDC Countryside Services	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Number of walks organised - Numbers attending - Customer satisfaction surveys	High quality, accessible activities and events



**2. Developing and improving Life Long Learning**

<b>Theme</b>	<b>2. Developing and improving Life Long Learning</b>				
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Provide open space events and activities for all	(h) Work with partners to further develop training programmes for “back to work schemes”, work experience and students	- HDC Countryside Services	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Number of training programmes - Numbers attending training programmes	High quality, accessible activities
	(i) Provide leisure and educational activities for older people	- HDC Countryside Services	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Number of activities - Numbers attending - Customer satisfaction surveys	High quality, accessible activities
Develop learning opportunities through cultural activity	(a) Target marketing of drop-in family arts & crafts workshops to socially disadvantaged areas of the district	- HDC Arts Services	- Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Local Area Agreement	On-going <b>Measured by:</b> - Number of workshops held - Customer satisfaction surveys	Increased accessibility to arts activities to meet the social needs of the district

**2. Developing and improving Life Long Learning**

<b>Theme</b>	<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Develop learning opportunities through cultural activity	(b) Target children and their parents/carers involved in the Vital Communities project with information on other arts activities	- HDC Arts Services	- Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Local Area Agreement	On-going <b>Measured by:</b> - Number of children / families who attend additional arts activities	Increased accessibility and participation in a range of arts activities	
	(c) Follow up participants on the Arts & Health referral scheme to encourage on-going participation in arts activities	- HDC Arts Services	- Growing Success - Hunts Community Strategy - Regional Health Strategy	On-going <b>Measured by:</b> - Number of participants signed up to additional arts activities	Increased accessibility and participation in a range of arts activities	
Develop understanding of local heritage	Engaging and developing volunteers to understand, conserve and enhance local heritage	- HDC Planning	- Growing Success - Hunts Community Strategy	On-going <b>Measured by:</b> - Number of volunteers engaged in projects	Raising the profile and understanding of local heritage	

**Theme 2. Developing and improving Life Long Learning**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Promote all libraries and library access points	Within the culture and leisure section of the Hunts DC website, signpost users to the Cambridgeshire Libraries and Information service available on the County Council website, which provides information about all local libraries including opening hours	<ul style="list-style-type: none"> <li>- Cambs CC Libraries and Information Services</li> <li>- Hunts DC IT</li> </ul>	<ul style="list-style-type: none"> <li>- Cambs Horizons</li> <li>- Hunts Community Strategy</li> <li>- Growing Success</li> </ul>	<p>2007 - 2008</p> <p><b>Measured by:</b> Availability of links on Hunts DC website signposting users to Cambs CC website</p>	Greater usage of all libraries and library access points in the district

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Ensure that there is clear linkage between this Strategy and the new Sustainable Community Strategy	Review the key themes and actions of this Cultural Strategy in light of the new priorities identified within the Sustainable Community Strategy, which will be adopted in 2008.	All Cultural Partners	- Sustainable Community Strategy (yet to be adopted)	2007 - 2008 <b>Measured by:</b> Reviewing Cultural Strategy, and where appropriate, clearly highlighting any amendments	Clear synergy with the new Sustainable Community Strategy
Ensure that any findings of the on-going Leisure Review are reflected within this three-year action Plan	Review the key themes and actions of this Cultural Strategy in light of findings identified within the Leisure Review	All Cultural partners	- Leisure Review	2007 - 2008 <b>Measured by:</b> Reviewing Cultural Strategy, and where appropriate, clearly highlighting any amendments	Ensuring a sustainable Cultural Strategy Action Plan
Ensure that key actions are helping to deliver vibrant communities	Investigate and review appropriate evaluation tools such as Health Impact Assessments, and where appropriate, build them into the Cultural Strategy review process	All Cultural partners	- Local Area Agreement - Primary Care Trust - Living East	2007- 2010 <b>Measured by:</b> Reviewing Cultural Strategy, and where appropriate, clearly highlighting any amendments	Effective monitoring of the Cultural Strategy enhancing health, well-being and quality of life for local communities

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Enable residents to take an active part in their communities	(a) Enabling access to facilities and opportunities, encouraging local residents to take active roles in the leisure centres, ensuring provision of sport and Arts facilities meets public requirements as identified by Cambs Horizons and Sport England.	- Cambs CC - Sports Clubs - Parish Councils - Living Sport - Cambs Horizons - Sport England.	- Growing Success - Cultural Strategy for -- Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Cambs Horizons Quality of Life Strategies	On-going  <b>Measured by:</b> - % of customers very/satisfied with facility provision	Enabling participants to benefit from a healthy active lifestyle
Enable residents to take an active part in their communities	(b) Ensuring leisure centre pricing policy fulfils twin objectives – maximisation of attendances and optimum financial return – and allowing access for economically disadvantaged groups	- Cambs CC - Sports Clubs - Sport England - Leisure Centres	- Growing Success	On-going  <b>Measured by:</b> - Visitor numbers - Satisfaction level - Customer surveys	To enable the participants to benefit from a healthy active lifestyle
Ensure high quality built-environment	(a) Identify and concentrate resources on restoring buildings of heritage value	- HDC Planning	- Growing Success - Hunts Community Strategy	On-going  <b>Measured by:</b> - Number of buildings identified - Number of restoration projects	Restoration of important cultural buildings

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Ensure high quality built-environment	(b) Conserve and enhance local heritage through sustainable management of conservation areas	- HDC Planning	- Growing Success - Hunts Community Strategy	On-going <b>Measured by:</b> - Conservation Area Management Plans	High quality conservation areas
	(c) Identifying new / alternative economic uses for important cultural, public buildings	- HDC Planning	- Growing Success - Hunts Community Strategy	On-going <b>Measured by:</b> - Identification of new economic uses	Sustainable cultural facilities
Develop Godmanchester Nursery Project	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	- HDC - Countryside Services - Cambs County Council - Schools - Dial Drug Link - PCT	- Growing Success - Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan - Hunts Community Strategy	On-going <b>Measured by:</b> Please refer to the Environment Strategy for specific measures	Development of tree nursery and increased awareness of healthy lifestyles

**Theme** 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)

OBJECTIVE	ACTION	KEY ORGANISATIONS/ PARTNERS	LINKS TO KEY POLICIES / STRATEGIES	TIMESCALE & MEASURE	DESIRED OUTCOME
Develop community involvement in greenspaces & biodiversity projects	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	- HDC Countryside Services - HDC Parks and Open Spaces	- Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> Please refer to the Environment Strategy for specific measures	Increased community involvement helping to encourage ownership of open spaces
Increase the Biodiversity value throughout the district	Please refer to the District's 'Environment Strategy' for specific actions that relate to the delivery of this objective	- HDC Countryside Services - Natural England - BCN Wildlife Trust	- Hunts Community Strategy - Growing Success - Cambs Horizons	On-going  <b>Measured by:</b> Please refer to the Environment Strategy for specific measures	Enhanced quality of SSSI's and CWS and protection of important species
Seek to encourage greater community involvement in the districts parks and open spaces	Explore the potential to for the District Council to employ a parks officer dedicated to undertake community engagement and help establish 'friends of' groups for all key parks in the district, working in conjunction with other key council services such as 'Street Scene'.	- HDC Parks and Open Spaces - CABE Space - HDC External Funding Officer	- Hunts Community Strategy - Growing Success	2007 - 2008  <b>Measured by:</b> Budget considerations and / or external funding opportunities will determine whether this is feasible	Enhanced community involvement leading to greater ownership of parks and open spaces

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Support communities in protecting & valuing open spaces & historic sites & buildings	(a) Develop a public arts strategy for Ramsey	HDC Arts Services	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> Date the Strategy is produced	Co-ordinated arts strategy
	(b) Develop public art projects in Ramsey & Northbridge with input from the communities	HDC Arts Services	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Number of public arts projects	Co-ordinated arts projects in identified communities
	(c) Ensure the arts are represented in the Huntingdon Town Hall redevelopment project	- HDC Arts Services	- Hunts Community Strategy - Growing Success	On-going <b>Measured by:</b> - Extent of arts involvement	Raised profile for the arts



**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Develop further opportunities for local people to improve or gain work related skills through the St Neots Space for Creativity	Please refer to the District's 'Economic Development Strategy' and 'Creative Enterprises Strategy' for specific actions that relate to the delivery of this objective	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> <li>- St Neots Town Council</li> <li>- Town Centre Management Partnership</li> <li>- St Neots Community College</li> <li>-Huntingdonshire Enterprise Service</li> <li>- Screen East</li> <li>- Arts Council</li> <li>-Huntingdonshire Regional (FE) College</li> </ul>	<ul style="list-style-type: none"> <li>- Creative Enterprise: A Strategy for Huntingdonshire</li> <li>- East of England Creative &amp; Cultural Industries Development Strategy</li> <li>- Living East's Regional Cultural Strategy</li> </ul>	<p>Summer 2008</p> <p><b>Measured by:</b> Please refer to the Economic Development Strategy and Creative Enterprise Strategy for specific measures</p>	St Neots as a hub site for creative industries
Develop further opportunities for local people to improve or gain work related skills	(a) Support professional development of local artists and creative industries	<ul style="list-style-type: none"> <li>- HDC Arts Services</li> </ul>	<ul style="list-style-type: none"> <li>- Hunts Community Strategy</li> <li>- Growing Success</li> </ul>	<p>On-going</p> <p><b>Measured by:</b> Artist surveys relating to support provided</p>	Enhanced network of support for creative industries

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Develop further opportunities for local people to improve or gain work related skills	(b) Identify opportunities & external funding for arts development projects across the district	- HDC Arts Services - External Funding Organisations - HDC External Funding Officer	- Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> External funding obtained	Increased funding for arts services
	(c) Support the use of the town centres for performers/entertainers	- HDC Arts Services - Town Councils - Town Centre partnerships	- Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> Number of performers / entertainers participating in town centres	Raising the profile of the arts through increased participation
	(d) Provide information and guidance to local artists, professional and voluntary organisations with regard to external funding opportunities	- HDC Arts Services - HDC External Funding Officer	- Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> External funding obtained	Greater support network for the arts

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Support the development of play and recreation facilities in identified communities	(a) Continue to provide funding through the "Community Grants" programme	- HDC Community Development - Parish Councils	- Hunts Community Strategy - Growing Success - Cultural Strategy for Children and Young People in Cambridgeshire - Hunts Children and Young Peoples Plan	On-going  <b>Measured by:</b> Amount of funding awarded annually	Enhanced play and recreation opportunities across the district.
	(b) Continue to undertake Village Appraisals to gain a greater understanding of local needs across the district – particularly within rural, isolated parishes	- Action for Communities in Rural England (ACRE) - Hunts DC Community Development - Cambs CC	- Hunts Community Strategy - Growing Success	On-going  <b>Measured by:</b> Number of village appraisals completed	Increased knowledge of local cultural needs

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/ PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Adopt Neighbourhood Management Approach within three identified priority areas of Oxmoor, Eynesbury and Ramsey	(a) All partners to develop and agree action plans for each of the three priority areas	- Hunts DC - Luminus - Cambs CC	- Hunts Community Strategy - Growing Success	2007 – 2008  Measured by: Date of completion	Identification of key actions that will meet the needs of the three identified communities
	(b) Delivery of Neighbourhood Management Action Plan	- Hunts DC - Luminus - Cambs CC	- Hunts Community Strategy - Growing Success	2008 - 2010  Measured by: Progress against milestones stated within each Action plan	Delivery of cultural improvements within the three identified priority areas
Apply to Big Lottery through the 'Children's Play Programme	(a) Develop a Play Strategy that focuses on the idea of 'free play' and which encourages children to play in safe environments	- Hunts DC - Cambs CC - Big Lottery - Play England	- Huntingdonshire Play Strategy	2007 - 2008  Measured by: Date of adoption	Development of a co-ordinated strategy for play across the district

**Theme 3. Developing Vibrant Communities (i.e. safer, healthier, cohesive, economically sustainable)**

<b>OBJECTIVE</b>	<b>ACTION</b>	<b>KEY ORGANISATIONS/PARTNERS</b>	<b>LINKS TO KEY POLICIES / STRATEGIES</b>	<b>TIMESCALE &amp; MEASURE</b>	<b>DESIRED OUTCOME</b>
Apply to Big Lottery through the 'Children's Play Programme	(b) Using the Play Strategy, develop a play portfolio and then submit an application to the Big Lottery for Children's Play programme funding	<ul style="list-style-type: none"> <li>- Hunts DC</li> <li>- Cams CC</li> <li>- Big Lottery</li> <li>- Play England</li> </ul>	<ul style="list-style-type: none"> <li>- Huntingdonshire Play Strategy</li> <li>- Big Lottery 'Children's Play Programme'</li> </ul>	2007 - 2008  Measured by: Date of Lottery submission	Receive Big Lottery funding to help deliver a series of improvements to play provision

## **6.3 Evaluation and Monitoring**

### **6.3.1 Identification of 'risk'**

The three-year action plan outlines a variety of desired objectives each with a set of actions. Given the large number of actions produced, it is inevitable that some actions will have an element of associated 'risk'. For instance, key actions linked to the Huntingdonshire District Council's Play Strategy which have informed development of this Cultural Strategy, are dependent upon receiving funding through the Big Lottery's Children's Play Programme. Therefore, these key actions are high risk, given that the Big Lottery may reject the play application.

Looking more widely, local authorities are asked to deliver more innovative services which provide value for money, and at the same time are sustainable. To achieve this, Council's will often seek to work in partnership with external organisations and funding bodies, thereby creating the potential for exploiting opportunities. Many key actions identified within the Action Plan involve an element of partnership working, whether it is between different Huntingdonshire District Council service areas, or external organisations. Again, this will introduce a degree of risk, which needs to be managed.

Therefore, this Cultural Strategy acknowledges that risk management is important in ensuring the delivery of objectives and key actions outlined in the Action Plan. To help identify the potential for risk, key organisations and partners responsible for delivering each action have been identified. Furthermore, to enable actions to be monitored, timescales and performance measures / indicators have been established to enable the District Council to assess progress.

This Cultural Strategy is intended to act as starting point to address issues in the long-term – working towards achieving the thirteen long-term cultural principles. Therefore, the intention is for this strategy to be reviewed in due course so that a new strategy will immediately follow on at the end of this initial three-year period.

### **6.3.2 Monitoring Progress**

The development and implementation of this Cultural Strategy is a key objective of the Huntingdonshire Local Strategic Partnership (Culture and Leisure Thematic Group). Therefore, it follows that the three-year action plan will be monitored and reviewed by the Culture and Leisure Thematic Group. Quarterly reports will be provided to provide a summary of on-going progress against each of the three identified key themes. With regard to the specific actions and objectives identified within the action plan, progress will be tracked and monitored by individual service plans, which are refreshed on an annual basis. If appropriate, reference will also be made to relevant performance indicators from the Local Area Agreement.

Within the three-year action plan, Huntingdonshire District Council also commits to investigating and reviewing appropriate evaluation tools and where appropriate, will build them into the Cultural Strategy review process.

**This Strategy has been produced by Huntingdonshire District Council working in partnership with environmental consultants, Jones Plus Limited.**



**jones plus limited<sup>+</sup>**

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## APPENDIX 1

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### A. Key Policy at the National Level

#### **i. Department for Culture, Media and Sport**

The Department for Culture Media and Sport (DCMS) is the government department that works towards 'improving quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.'

In order to achieve this vision of extending excellence and improving access in all relevant sectors, the DCMS have developed five strategic priorities around which initiatives and work is organised, and these are as follows:

- **Children and young people:** *Further enhance access to culture and sport for children and give them the opportunity to develop their talents to the full and enjoy the benefits of participation*
- **Communities:** *Increase and broaden the impact of culture and sport, to enrich individual lives, strengthen communities and improve the places where people live, now and for future generations*
- **Economy:** *Maximise the contribution that the tourism, creative and leisure industries can make to the economy*
- **Delivery:** *Modernise delivery by ensuring our sponsored bodies are efficient and work with others to meet the cultural and sporting needs of individuals and communities*
- **Olympics:** *Host an inspirational, safe and inclusive Olympic Games and Paralympic Games and leave a sustainable legacy for London and the UK*

#### **ii. Choosing health: Making healthy choices easier – Government White Paper (2004)**

The local environment, social networks, security, socioeconomic circumstances, facilities and resources in local neighbourhoods can all impact upon individual health. There are wide-ranging differences in people's experience of health between different areas and between different groups of people within the same area. This Government White Paper recognises that action by local authorities working with local communities, businesses and voluntary groups to tackle local health issues can make a difference to the opportunities for both adults and children to choose healthier lifestyles. 'Choosing Health' sets out clear actions to maximise the positive impact of the local community setting with measures that include:

- Local authorities providing local leadership to bring concerted and integrated local action on health
- Investment and new initiatives in disadvantaged and deprived communities
- Promoting partnership between the public and voluntary sectors with business to develop national and local champions for health and extend opportunities for people to take up healthy lifestyles in local communities.

The White Paper recognises that limited access to opportunities for exercise can be a significant cause of health inequalities. For instance, older people may feel unable to walk in their neighbourhoods because of the state of the pavements, a poor level of street lighting or a fear of crime. Adults in residential homes may be significantly disadvantaged in accessing opportunities for physical activity. People of all ages are discouraged from walking or cycling by excessive traffic and its speed.

Poor quality local environments also have wider impacts on public health. To illustrate, fear of crime and poor maintenance can stop the use of children's play areas, whilst poor quality housing has been shown to have detrimental health impacts.

Importantly, the White Paper recognises that local cultural strategies include plans for sports and recreation, and create opportunities for groups of people who are not traditionally engaged in exercise to become active. They provide the opportunity to build a diverse range of facilities and venues to reach a wide range of people of all ages.

## **B. Key Policy at the Regional Level**

### **i. Living East's Cultural Strategy**

Living East, the cultural consortium for the East of England, was established in 1999 by the Government to help promote and raise the importance of culture within the region, by bringing together organisations and business working within culture. The main areas of work pursued by Living East include:

- strategic research and cultural planning
- research and intelligence gathering
- working with local authorities
- promoting the region's culture
- strategic social and regeneration projects

"A Better Life: the role of culture in the sustainable development of the East of England" sets out Living East's new cultural strategy for the region. Its core vision is "to put culture at the heart of life in the East region – for every resident and visitor, wherever they are and whoever they are". Supporting this statement are four key themes to provide a focus for investment and decision-making over the next 10–20 years:

- embedding culture in growth and regeneration
- developing creativity
- growing cultural tourism
- capturing the benefits of the London 2012 Olympic Games and Paralympic Games



## **C. Key Policy at the Sub-Regional Level:**

### **i. A Cultural Strategy for Children and Young People in Cambridgeshire**

Underlying this Children and Young People's Strategy is the desire to ensure 'that all children and young people in Cambridgeshire are able to participate actively in cultural activities, including sport and the arts, as a matter of right'. To help achieve this, a number of aims have been established, and these include:

- **Access** – in physical, emotional, attitudinal and financial terms as well as participation in management and ownership.
- **Inclusion** – removing the barriers which prevent children and young people from taking part
- **Diversity** - provision of a breadth of activities taking full account of community values and multi-cultural perspectives
- **Sustainability** - engaging in developmental work with providers and ensuring that schools and other settings are involved in embedding key local, regional and national initiatives.
- **Quality** - working with providers to ensure the quality of provision meets the needs of children and young people and the national standards of each profession where established.

The "Cultural Strategy for Children and Young People in Cambridgeshire" is a partnership between schools and a wide range of individuals and organisations. As part of this, Cambridgeshire County Council and other key organisations will develop the capacity to provide more support to schools and community and voluntary groups in the preparation and submission of bids for funding of sports, arts and culture development. This strategy also outlines key targets for each year of the strategy. To illustrate, in 2007, there is an identified target that 50% of secondary schools should be awarded the 'Artsmark'.

### **ii. Cambridgeshire Horizons**

Cambridgeshire Horizons is a non-profit making company set up to drive forward the development of new communities and infrastructure in the Cambridge sub-region, in accordance with the approved Structure Plan.

As part of this, 'Quality of Life' strategies have been produced for a number of key areas that impact upon culture within this sub-region, including a Strategy for Major Sports Facilities, a Green Spaces Strategy and an Arts and Culture Strategy. To illustrate the work undertaken, headline findings for the Facilities Strategy indicate:

- The provision of community facilities relative to Sport England benchmarks is below regional and national averages across much of the district.
- Within Huntingdonshire, the specific priority area for facility development is a larger 8-court hall, with careful consideration required when locating such a facility given the present good accessibility of provision.
- There is a lack of third generation pitches in Huntingdonshire.
- In order to address increasing pressure on current provision, there is a need for a new two lane indoor cricket net facility to serve the Huntingdonshire area.

### iii. Cambridgeshire Local Area Agreement

Local Area Agreements (LAA's) have been established to allow for informed discussion between local and central government based on a shared understanding of national and local priorities, as well as improving efficiency and performance at the local level. Resources are being targeted at four key blocks:

- Children and young people
- Safer and stronger communities
- Healthier communities and older people
- Economic development and enterprise

Within Cambridgeshire's LAA, cross-cutting themes run through each of the four blocks, as indicated below:

CROSS CUTTING THEMES	CHILDREN & YOUNG PEOPLE OUTCOMES	SAFER AND STRONGER COMMUNITIES OUTCOMES	HEALTHIER COMMUNITIES AND OLDER PEOPLE OUTCOMES	ECONOMIC DEVELOPMENT AND ENTERPRISE OUTCOMES
<b>SUSTAINABLE COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Developing supportive communities which provide opportunities for children and young people to participate fully</li> </ul>	<ul style="list-style-type: none"> <li>• Empower local people to have a greater voice and influence over local decision making and the delivery of services</li> <li>• Support the development of the voluntary sector and increase their capacity to broker delivery against targets</li> <li>• Improve the environment</li> </ul>	<ul style="list-style-type: none"> <li>• Support healthy lifestyles</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable economic development and Local business growth</li> <li>• Encouraging innovation &amp; entrepreneurship</li> </ul>
<b>INCLUSIVE COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Better outcomes for children looked after by the local authority</li> </ul>	<ul style="list-style-type: none"> <li>• Promote inclusive, diverse and cohesive communities</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce social exclusion by improving access to services</li> <li>• Reduce local inequalities in health</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting workforce development and ensuring economic growth benefits all</li> </ul>
<b>SAFE COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Ensuring all young people can lead safe and secure lives free from unreasonable risk</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce crime and the harm caused by illegal drugs</li> <li>• Reassure the public by reducing the fear of crime and antisocial behaviour</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce crime and the fear of crime</li> </ul>	
<b>HEALTHY COMMUNITIES</b>	<ul style="list-style-type: none"> <li>• Improving the emotional and physical health of children and young people</li> </ul>	<ul style="list-style-type: none"> <li>• Increase participation in culture and sports</li> </ul>	<ul style="list-style-type: none"> <li>• Improve access to services which support healthy lifestyles</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting workforce development and ensuring economic growth benefits all</li> </ul>
<b>LEARNING COMMUNITIES WITH HIGHER ASPIRATIONS</b>	<ul style="list-style-type: none"> <li>• Raising educational performance for all young people</li> <li>• Raising the aspirations of young people to improve their employment and life prospects</li> </ul>	<ul style="list-style-type: none"> <li>• Engage citizens in sports, arts and cultural heritage</li> <li>• Better access to services and information</li> </ul>	<ul style="list-style-type: none"> <li>• Enable older people to lead active lives and live independently in their own homes</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting the skills base to support the regional and local economy</li> </ul>

From this, a set of performance indicators have been established for each of the four blocks, including some which are highly relevant for culture. When monitoring the Cultural Strategy Action Plan, if appropriate, reference should be made to relevant performance indicators within the LAA. Examples of some of the relevant indicators include:

**Performance Indicator:** Incidence of obesity among children under 11  
**Target:** Halt year on year rise in childhood obesity

**Performance Indicator:** Young people reporting that they exercise hard at least 3 times a week  
**Target:** Increase by 5% (by 2009) the percentage of young people answering that they had exercised hard at least three times a week

**Performance Indicator:** Active libraries borrowers as a percentage of population  
**Target:** Increase percentage of active library borrowers to 20.5%

**Performance Indicator:** Percentage of adults participating in at least thirty minutes moderate intensity sport and / or active recreation on three or more days a week  
**Target:** Establish a baseline during 06/07 in order to increase in following years the percentage of adults participating in at least thirty minutes moderate intensity sport and / or active recreation on three or more days a week by 1% each year to 2009

**Performance Indicator:** Percentage of residents satisfied with arts activities  
**Target:** Establish a baseline during 06/07 in order to increase in following years participation in community events in the arts by 1% each year to 2009

#### **iv. Cambridgeshire Health: Annual Report of the Director of Public Health (2006)**

This report outlines a series of priorities and key recommendations for 2007, grouped into five key areas, including:

##### **HEALTH IMPROVEMENT**

**Priority 1:** Joint working to implement the Health Act legislation for smoke free public places.

*Recommendation:* A joint strategic approach should be developed for implementation of the Health Act legislation for smoke free public places, supported by 'Smoke Free Cambridgeshire and Peterborough'. A key aim is to maximise accessibility of effective smoking cessation support to smokers affected by the legislation, who wish to make a quit attempt.

**Priority 2:** Childhood obesity.

*Recommendation:* Local systems for collection of height and weight data in primary schools in accordance with national guidance should be established in 2007. A countywide partnership strategy to prevent and address childhood obesity is needed, based on evidence of 'what works' from 2006 NICE guidance.

##### **HEALTH PROTECTION**

**Priority 3:** Population growth.

*Recommendation:* The PCT and its Public Health Department should continue to make an input on health issues to the decision-making processes for planning for new growth, in particular, to Cambridgeshire Horizons. This input should be based on an understanding of the best available evidence regarding the infrastructure requirements for health, social cohesion and health services for the local population.

##### **SERVICE IMPROVEMENT**

**Priority 4:** A joint strategic approach to health and social care services for older people

*Recommendation:* Development of a joint strategic plan for the health and social care of older people in Cambridgeshire should be taken forward in 2007, with input from several partner agencies and robust engagement with older people.

### **HEALTH INEQUALITIES**

**Priority 5:** Developing additional indicators for health inequalities in Cambridgeshire.

*Recommendation:* An additional set of health inequalities indicators for Cambridgeshire are needed, which allow real time measurement of progress, and which have a focus on children and on population groups which are most vulnerable to inequalities in health.

### **CORPORATE RESPONSIBILITIES**

**Priority 6:** Addressing local health needs within available resources.

*Recommendation:* A health needs assessment for Cambridgeshire should be carried out, bringing together local and national comparator sources of information. This can be used to inform longer-term strategic and public engagement work on provision of affordable and equitable health services in the county.

**Priority 7:** Support for health objectives in the Local Area Agreement

*Recommendation:* Processes should be put in place to ensure that joint action planning in support of LAA health objectives, which takes place at a local level through sub-groups of district-based Local Strategic Partnerships, is fully supported and recognised within county-wide LAA structures.

## **D. Local Context**

### **i. Huntingdonshire Community Strategy**

The Huntingdonshire Local Strategic Partnership (HLSP) includes a number of organisations and community representatives formed to improve the area. This partnership includes key partners from the public, private and voluntary sector, including:

- Huntingdonshire District Council
- Huntingdonshire Primary Care Trust
- Cambridgeshire County Council
- Cambridgeshire Police
- Local businesses
- Voluntary Sector Organisations

One of the major tasks undertaken by the HLSP was the development, implementation and on-going monitoring of a 'Community Strategy' – a key document that outlines how members of the HLSP will work in partnership to improve the quality of life in the area.

Produced in 2004, the long-term vision of the Community Strategy is for Huntingdonshire to be a **place where future generations have a balanced and good quality of life and can enjoy –**

- an environment that is protected and improved
- opportunities for all
- continued economic success

The Community Plan recognises that for this vision to be sustainable, it is important that the three principles stated above are achieved together. Therefore, a series of key outcomes have been established for each of the three principles:

#### **PRINCIPLE: Protecting and improving our environment**

##### **Key outcomes:**

A high quality built and natural environment;  
Low crime  
Low fear of crime.

#### **PRINCIPLE: Promoting opportunity for all**

##### **Key outcomes:**

A healthy population;  
Easy and affordable access to services and facilities;  
Good opportunities for learning;  
Good cultural and leisure opportunities; and  
Vibrant, confident and effective communities.

#### **PRINCIPLE: Supporting continued economic success**

##### **Key Outcomes:**

A sustainable, buoyant and balanced local economy;  
A balanced housing market; and  
Improved and sustainable infrastructure for communities.

## **ii. Growing Success - Corporate Plan**

Huntingdonshire District Council is responsible for promoting the economic, social and environmental well being of its communities, with the desired objective of achieving a good quality of life. This is achieved by delivering actions and principles established within the Community Strategy.

'Growing Success' is Huntingdonshire District Council's Corporate Plan and details how the Council will achieve its part of the Community Strategy. It is based on detailed community engagement so that the council can identify local communities' needs. 'Growing Success' identifies aims that the council will work towards, and details how these aims will be delivered.

## **iii. Huntingdonshire Children and Young People's Plan**

The Huntingdonshire Children and Young People's Plan represents a yearly implementation plan linked to the countywide Children and Young Peoples Plan.

The priorities for children and young people in Huntingdonshire are based on ensuring a pro-active approach to addressing local need according to four key themes:

- Deliver high quality services
- Ensure children, young people, parents and carers can participate in all decisions which affect them
- Develop services which are inclusive and accessible
- Reduce inequalities and raise achievement

Huntingdonshire Children and Young People's Plan sets out clear priority actions that need to be addressed over the coming year, with identified tasks and performance measures established to monitor progress. Priority 4.1 of the Plan is to "*Develop and implement a comprehensive sports, arts and culture strategy*".

In order to develop such a strategy, the following tasks have been identified:

- Develop programmes for volunteers and coaches
- Support outreach activity in sport, heritage and the arts
- Develop and agree sports, arts and culture strategy, linked to the development of strategy within school settings ('Children and Culture')
- Develop facilities in response to the expressed needs of children and young people
- Develop programmes and activities which will support children and young people living in Huntingdonshire to take part in the 2012 Olympics
- Develop a skate park in Stukeley Meadows
- Develop access to community transport for young people in rural areas
- Support the development of skills, jobs and business creation for young people in creative industries through implementing a "Creative Industries Strategy" for Huntingdonshire
- Develop a skills and participation project with young people in St Neots
- Develop a skills project with young people not in education, employment or training in Eynesbury and Eaton Socon
- Develop a Creative Enterprise Centre on Longsands College
- Develop Young Enterprise in Schools project
- Promotion of Enterprise Insight Programme with young people

#### **iv. Fitter Futures**

Fitter Futures, funded by Age Concern, is a project focused on increasing levels of participation in sport and active recreation by people in midlife. In particular, this project, called “Promoting an Active Life in Mid-Life”, is targeting those at greatest risk of poor health and social exclusion, including Black and Minority Ethnic (BME) groups.

As part of this work, a Fitter Futures Regional Development Manager has been appointed to help work with Age Concern and other key organisations including the community and voluntary sector, forging strong links with sport and recreation sectors within six counties, including Cambridgeshire.

#### **v. Huntingdonshire Play Strategy**

A specific Play Strategy is being developed for Huntingdonshire as part of, and in parallel to, this Culture Strategy. This strategy recognises that the quality, quantity and accessibility of play provision varies across the district depending on where children and young people live. Huntingdonshire District Council is committed to the development of play and recreational opportunities in all localities. Future development will be co-ordinated at district or town/parish level in order to secure the most appropriate, sustainable provision for local communities.

The Play Strategy has been informed by a range of consultations with children, young people and parents and also takes account of local and national policy initiatives and organisational priorities. It outlines priority targets for Huntingdonshire for 2007 – 2012, and it will provide a clear framework for investment and ensure that play initiatives are developed in line with other relevant plans and strategies. With this in mind, the targets of the strategy are:

- To establish play as an entitlement for children and young people in Huntingdonshire.
- To identify priorities for development necessary to secure children and young people’s entitlement to play
- To set out aims and objectives for the short to long term
- To ensure that children and young people’s entitlement to play is embedded in service planning

At the core of this strategy is the vision that “all children and young people in Huntingdonshire will be able to access a range of play opportunities suited to their needs and interests”, with a focus on changing attitudes to play and delivering sustainable, free play opportunities for children and young people. Based on consultation and audits of provision, the following priorities are identified in the strategy (see over):

- a) Changing people's attitude to play
- b) Need: areas with a high population of children and young people and few facilities; deprived areas where targeted intervention is needed; rural areas with limited access to facilities and no plans for development; and areas where there are high incidents of Anti Social Behaviour.
- c) Including play in strategic planning e.g.
  - All developments:
    - i. *will take account of the different needs of children and young people of different ages*
    - ii. *will consider the sustainability of provision, this could include developing comprehensive exit strategies for pump-priming projects*
    - iii. *will have clearly visible benefits to children and young people*
  - Identifying play opportunities within major projects e.g. Great Fen Project, Children's Trusts
  - Effective use of external funding e.g. 106 agreements

#### **vi. Creative Enterprise: A Strategy for Huntingdonshire**

A Creative Enterprise strategy is currently being finalised for Huntingdonshire. Creative enterprises are "industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the exploitation of intellectual property". With this in mind, creative enterprises focus on areas such as advertising, designer fashion, film and video, music, the performing arts, photography, etc.

At the national, regional and local level, it has been recognised that the profile of creative industries needs to be raised. Similarly, another perceived problem is the fragmented nature of the sector. The purpose of "Creative Enterprise: A Strategy for Huntingdonshire" is to promote two main aims:

- To increase the sustainability, growth and productivity of creative industries
- To maximise the potential for creative industries to contribute towards broader social, economic and cultural regeneration.

To achieve these broad aims, a detailed list of key activities has been identified. One of the key headline actions is the development of a district-based creative industries hub in St Neots – the largest town in Cambridgeshire – where it has been identified that there are opportunities to grow and diversify the local economy through creative enterprise.

#### **vii. Other Emerging Strategies**

Aside from the strategies mentioned above, other key emerging strategies that impact upon culture include the Environment Strategy and the Economic Development Strategy. The Environment Strategy has clear links to areas of culture including countryside and biodiversity, and reference is made to the synergy between different Council strategies when considering the objectives and actions identified within the Cultural Strategy Action Plan.

With regard to the Economic Development Strategy, there are clear links to be made to the Creative Enterprise Strategy discussed in point vi, and this is again emphasised within the Action Plan of the Cultural Strategy.



**APPENDIX 2**

