

Appendix 2: Delivery Plan

Key

- **ADC** – Arts Development Company
- **DC** – Dorset Council
- **DAPTC** – Dorset Association of Parish and Town Councils
- **WMTC** – Wimborne Minster Town Council
- **VCD** – Volunteer Centre Dorset
- **DHC** – Dorset Healthcare
- **NHSD** – NHS Dorset
- **VD** – Visit Dorset
- **LNP** – Local Nature Partnership
- **DLS** – Dorset Library Service
- **AUB** – Arts University Bournemouth
- **DFO** – Dorset Film Office
- **b-s** – b-side
- **DVA** – Dorset Visual Arts
- **DMS** – Dorset Music Service

Vibrant Places

Outcome: **More people taking part in cultural activity**

Outputs & Actions:

- 1. More events in targeted places**
 - Baseline data of events in towns from Dorset Town Councils - *ADC/TCs (Q1)*
 - Review of Dorset Council revenue funding - *DC (Q1)*
 - Revenue funding round for Dorset Council - *DC (Q2)*
- 2. Place-based partnerships**
 - Workshops for Town Councils on setting up Place-Based Partnerships for Towns of Culture - *ADC/DC (Q1)*
 - Wimborne Town of Culture delivery - *WMTC (Q3)*
- 3. Councils have plans for culture**
 - Engagement with each Town Council - *ADC/DAPTC (Q2)*
 - First five cultural plans delivered - *TCs (Q3)*
 - A further five cultural plans delivered - *TCs, Quarter: Q4*

Healthy Communities

Outcome: **Lives of people with poor mental health improved**

Outputs & Actions:

- 1. Volunteer programme**
 - Set up programme with Volunteer Centre Dorset - *ADC/VCD (Q1)*
 - Explore how programme can tie into wider health priorities - *ADC (Q2)*

- Promote and encourage engagement with cultural organisations - *ADC/VCD (Q3)*
- 2. Creative Health projects with targeted or marginalised communities**
 - Engage with Integrated Neighbourhood Teams, Public Health, Age Friendly Dorset, Best Start in Life - *ADC/DC/NHSD (Q1)*
 - Bring together health, culture and community in two Dorset towns - *ADC (Q2)*
 - Delivery of two new projects - *Sector (Q3)*
- 3. Resource for strategic development of Creative Health**
 - Publish Creative Health strategy - *ADC/DHC (Q1)*
 - Present on programme for Creative Health to leadership team of Integrated Care Board (ICB) Cluster (Dorset, Somerset, Wiltshire) - *ADC (Q1)*
 - Create proposal for ICB Cluster - *ADC (Q2)*

Economic Development

Outcome: **Economic impact of cultural sector increased**

Outputs & Actions:

- 1. Development programme for individuals and organisations**
 - Peer-to-peer learning group established - *ADC/AUB (Q1)*
 - Review of project funding - *DC (Q1)*
 - Project funding round - *DC (Q2)*
- 2. Identify capital infrastructure needs for each town**
 - Engagement with each Town Council - *ADC/DAPTC (Q2)*
 - First 5 plans - *TCs (Q3)*
 - A further 5 plans - *TCs (Q4)*
- 3. Promotion of cultural tourism**
 - Destination Management Plan published with reference to culture - *ADC/VD (Q1)*
 - Pilot Digital Platform launched for the Culture Quest project engaging children in cultural activity - *ADC (Q2)*
 - Plan joint targeted campaign - *ADC/VD (Q3)*

Environmental Action

Outcome: **Biodiversity in Dorset increased**

Outputs & Actions:

- 1. Training programme and guidance toolkit**
 - Workshop scoping - *ADC/LNP (Q2)*
 - Workshop delivery - *ADC/LNP (Q3)*
 - Guidance toolkit published - *ADC (Q4)*
- 2. Cross-sector projects**
 - Scoping projects across Dorset - *ADC (Q1)*
 - Workshop to develop a joint partnership bid - *ADC (Q3)*
 - Delivery of 1 new project - *Sector (Q4)*

3. **Align cultural initiatives with environmental objectives**

- Initial meeting between culture and environment sectors - *ADC/LNP/DC* (Q1)
- Partnership group set-up - *ADC* (Q2)
- Wider public meeting/conference - *ADC/DC* (Q3)

Internal

Outcome: **Strong governance, oversight and coordination**

- **Governance - Hub**
 - Evaluation and review of existing hub – *ADC/DC* (Q1)
 - Agreement on new membership – *ADC/DC* (Q1)
 - First meeting of new membership – *ADC* (Q2)
 - Review first year outputs – *Hub* (Q3)
 - Agree second year outputs – *Hub* (Q4)
- **Sector Groups (Libraries and Literature / Film and Creative Industries / Music / Visual Art)**
 - Agree Terms of Reference – *ADC/DLS, ADC/DFO/AUB, ADC/DMS, ADC/b-s/DVA* (Q1)
 - Invite members – *DLS/ADC, ADC/DFO/AUB, ADC/DMS, ADC/b-s/DVA* (Q1)
 - First meeting – *DLS/ADC, ADC/DFO/AUB, ADC/DMS, ADC/b-s/DVA* (Q2)
- **Communications - End of year report**
 - Agree format – *ADC/DC* (Q1)
 - Gather data – *ADC/DC* (Q2)
 - Design – *ADC/DC* (Q3)
 - Publish – *ADC/DC* (Q4)

Ongoing sector support

Individual support

There remains a need for bespoke one-to-one support for those working in the sector, particularly those near the start of their career or business. These are particularly linked to growing business, securing investment and making connections.

Resources

Shared resources will be created and made available for the sector. Examples of best practice from other sectors or elsewhere in the UK will also be shared.

Promoting opportunities

There's potential for a centralised platform to promote opportunities, such as jobs and training – sharing information with the sector. There's also an opportunity to better promote Dorset's cultural offer, both to residents and to visitors.

Networks

Due to distance between places, there's a need for networks bringing the sector in Dorset together, as well as making connections beyond culture and more localised networks in Dorset's towns.

Funding

This strategy requires resource to fully succeed. To achieve this, existing resource needs to be aligned to the strategy and used as leverage to attract new sources of income. Dorset Council has open funding opportunities – both for projects and regular funding – which can be used to drive the change identified in the strategy. Town and Parish Councils in Dorset will be encouraged to align their cultural funding with this strategy. Cross-sector and national cultural funders will be kept informed of the strategy's delivery and encouraged to support initiatives identified within the strategy.

Impact

Data and monitoring

Information will be requested from organisations and individuals both in receipt of public funding and those without in order to better understand the impact of this strategy. To reduce the reporting burden, data will only be requested that is fundamental to gaining this insight.

Evaluation

The strategy will be regularly reviewed through a central hub (see Appendix 2), reflecting on successes, failures and opportunities for improvement.

Research

Opportunities for academic research will be explored particularly where the culture sector is one part of a bigger target – as with improving mental health or increasing biodiversity.

Advocacy

The sector will jointly advocate to local and national bodies, using a mix of data and case studies to make the case for culture's role in society.