

AIMS: Advocacy	OBJECTIVES:	ACTIONS:	SHORT TERM 1 year	MEDIUM TERM 2 year	LONG TERM 5 year
<p>To raise the value, profile and appreciation of the arts in the County.</p>	<p>1.1 To prepare an Arts Strategy, in consultation with the public, and use it to inform and engage the public and arts professionals.</p> <p>1.2 To take opportunities to advocate the value of the arts both for their own sake and for the contribution they can make to the quality of the County's health, social, educational, environmental and economic life.</p>	<p>A). Produce an annual service plan which identifies and quantifies actions to deliver the strategy and ensure targets are met.</p> <p><i>ACE Team relating all activities to the aims and objectives in the Strategy - achieved</i></p> <p><i>Production of and annual service plan as part of the Culture and Leisure plan for approval my DMT - achieved</i></p> <p>B). Work with new partners from other directorates and beyond (e.g. Arts in health initiatives) to collate evidence of the benefits of quality artistic experiences within the county's communities and schools, e.g. communities first, foundation phase, early years departments, and produce reports which highlight the benefits, for use as an advocacy tool.</p> <p><i>Night Out – ACW , Communities First, Community Centres - achieved</i></p> <p><i>Over 50s Talent Competition – Older People's Strategy, Wrexham Borough Council - achieved</i></p> <p><i>Engage early years project – Foundation Phase/ Early Years - achieved</i></p> <p><i>INSET – Schools, LEA - achieved</i></p> <p><i>Helpa Gelf – Tourism, all North Wales Local Authorities - achieved</i></p>	<p>✓</p> <p>✓</p>		

		<p><i>Holywell textile Mill – Regeneration - achieved</i></p> <p><i>Drama forum – Education, Denbighshire CC - achieved</i></p> <p><i>Art Resources for schools- Schools Library Service - achieved</i></p> <p><i>Festivals- Flintshire’s Communities, Gwyl Gobaith, Daniel Owen Festival, Connah’s Quay Festival, Mold Food Festival, Well In Festival, Waterside Festival - achieved</i></p> <p><i>Cefyn Burgess, Rhos y Cae – Community Focused Schools - achieved</i></p> <p><i>Artist’s Fair – CTC, Denbighshire CC, Wrexham BC - achieved</i></p> <p><i>Criw celf – All North Wales Local Authorities - achieved</i></p> <p><i>Cultural Olympiad – CADW, ACW, Legacy Trust UK - achieved</i></p>			
AIMS: Advocacy	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
	<p>1.3 To ensure that people are aware of the artistic opportunities provided by Flintshire County Council and other arts providers within the county.</p>	<p>C). Create a strategic marketing plan for each workshop and event e.g. press releases, web site, posters and leaflets and have available for use by community groups.</p> <p><i>Night Out – Bringing art into Flintshire – Database of events - achieved</i></p> <p><i>Cadwyn Clwyd – Strategy Group for creation of an information leaflet for use by Community groups ‘Cultural celebrations – Event & Festival Organiser’s Pack’ - achieved</i></p>	✓		

		<p><i>Arts, Culture and Events FCC Events Marketing Plan - achieved</i></p> <p>D). Research the development of a community 'What's On' art information database and encourage arts providers to use ACW's (Arts Council of Wales) web site.</p> <p><i>Night Out – groups who use scheme website to find acts and market their event - achieved</i></p> <p><i>Update community directory information - achieved</i></p> <p><i>Send information to FCC's 'What's On' section of the web site - achieved</i></p>		✓	
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AIMS: Advocacy	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
To increase opportunities for artists and support the development of proposals that offer benefits to the creative economy.	1.4 To maintain and update a database of existing professional artists resident in the County.	<p>E). Ensure that artists are aware that their details can be included in the database and encourage them to add their details, target artists and arts groups through mailing and email.</p> <p><i>Artist's Fair – promote the artist's database during the Artist's fair - achieved</i></p> <p><i>Update your information sheets sent out to artists on a bi-annual basis - achieved</i></p>	✓		

		<p><i>Incorporated training and mentoring sessions for artists within large scale community projects - achieved</i></p> <p>H). Provide opportunities for discussion, debate and research for artists and arts professionals to collate evidence to assist with advocating the arts on a local and national level e.g. working in partnership with engage (National Association for Gallery Education) on an action research early years project 2008/09.</p> <p><i>Night Out – Encourage artists to perform in Flintshire venues - achieved</i></p> <p><i>Development of an open forum session during the Artist’s Fair - achieved</i></p> <p><i>ACW Artist Training – 6 Steps to success – achieved</i></p> <p><i>Helpa Gelf – achieved</i></p> <p><i>Action research Projects in partnership with engage – Older People Project and Foundation Phase Project - achieved</i></p>		✓	
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AIMS: Participation	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
To support and encourage the provision of arts activity/events for young people as participants and audiences.	2.1 To continue to work with schools, the Youth and Community Service, the Young People’s Partnership and other youth arts organisations to increase opportunities across a range of art forms.	<p>A). Evaluate current provision and develop the service to ensure that opportunities are of the highest standard e.g. work with Youth Service Providers, Schools Advisors, FCC School Improvement Group and the Curriculum Support Service to develop suitable projects for schools/youth groups, ensuring that all information is shared with all relevant officers.</p> <p><i>Regular catch up sessions with advisers and inter departmental meetings - achieved</i></p>	✓		

		<p><i>Drama Forum meetings – achieved</i></p> <p><i>Filmfest meetings with media teachers – achieved</i></p> <p><i>Artists in Schools Residency Programme – achieved</i></p> <p><i>Rural Schools Drama Projects – achieved</i></p> <p><i>Dancefest – Dance Development in Schools – achieved</i></p> <p><i>Script Writing Projects – More Able and Talented – achieved</i></p> <p><i>Criw Celf Regional Partnership – Primary Schools – achieved</i></p> <p><i>Criw Celf Digidol – Secondary schools - achieved</i></p> <p><i>Artform projects with the Flintshire Youth service - achieved</i></p> <p>B). To inform youth groups/schools of any new artistic opportunities available for their teachers/group leaders and pupils/members e.g. a school's artists fair.</p> <p><i>Development and implementation of a marketing strategy – achieved</i></p> <p><i>Update information on moodle on a regular basis – achieved</i></p> <p><i>Direct e-mailings to contacts within the Youth service and in Schools - achieved</i></p>	✓		
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		<p>C). In consultation with teachers/youth service providers develop a series of INSET (In Service Training) workshops to develop artistic knowledge and practice within Flintshire's schools/youth groups.</p> <p><i>Dance INSET - achieved</i> <i>Writing INSET - achieved</i> <i>Drama KS1 Inset - achieved</i> <i>Environmental Art INSET - achieved</i> <i>Foundation Phase training – engage early years project - achieved</i></p>	✓		
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AIMS: Participation	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
To increase opportunities for participation across a range of art forms.	2.3 To work with professional arts practitioners to develop the quality of participatory experiences.	<p>E). Use Service Level Agreement's to ensure a development of core provision and access to practical experiences for all ages across all art forms.</p> <p><i>Deeside Community Arts – Funding for arts activities across Deeside for schools and community groups - achieved</i></p> <p><i>North East Wales Dance – Community dance provision for schools, community groups and individuals across Flintshire - achieved</i></p> <p><i>Clwyd Theatr Cymru – Education Department, Theatre workshops and experiences for schools and young people across Flintshire - achieved</i></p>	✓		

	<p>2.4 To develop a county wide project to follow from Heritage Alive.</p>	<p>F). Develop project proposals and actively seek funding from various sources on an annual basis for large scale, high quality school and community projects that can be accessed by groups from all areas of Flintshire.</p> <p><i>Art in Nature 2008-11, three year environmental art project based along the Dee estuary, Wepre Park and Greenfield Valley - achieved</i></p> <p><i>Flintshire ArtsFest – giving opportunities to experience quality arts performances, workshops and exhibitions across Flintshire - achieved</i></p> <p><i>Filmblast 2011-12, Community film project for community groups across Flintshire - achieved</i></p> <p><i>Danceblast – 2012-13, Community dance and film project for community groups across Flintshire - ongoing</i></p> <p><i>Cauldrons and Furnaces 2009-12 – Major Cultural Olympiad 3 year project for schools and community groups across Flintshire - achieved</i></p>		✓	
	<p>2.5 To encourage opportunities within the communities of Flintshire.</p>	<p>G). Plan special projects for the elderly, people with special needs, communities first areas and communities who do not currently have arts provision, and seek external funding.</p> <p><i>Older People Partnership project – engage – achieved</i></p> <p><i>Night Out Sheltered Housing Tour - ongoing</i></p>		✓	

		<p><i>Over 50s Talent Competition – achieved</i></p> <p><i>Heritage Alive – achieved</i></p> <p><i>Art in Nature – achieved</i></p> <p><i>Filmblast – achieved</i></p> <p><i>Dance Blast - ongoing</i></p> <p>H). Investigate barriers for arts development within communities through continuous evaluation of current provision; ensure that the barriers are considered when devising new provision.</p> <p><i>Meetings with community first coordinators – achieved</i></p> <p><i>Evaluation forms for each practical activity – achieved</i></p> <p><i>Evaluation meetings for each project - achieved</i></p>		✓	
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AIMS: Presentation	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
To ensure that Flintshire County has suitable locations for Arts presentation and performance.	3.1 To review and advise on the development of the spaces already available within the county.	<p>A) Research possible funding avenues for development of performance/presentation spaces.</p> <p><i>Advise on development of Theatr Elfed and Holywell High School theatre – not achieved (funding application to People and Places lottery fund only reached round 2)</i></p> <p><i>Advise on development of Holywell Textile Mill Shop as a community arts venue - achieved</i></p>		✓	

	<p>3.2 To consider implications of any gaps in provision and, if appropriate, advise on potential other sources of funding.</p> <p>3.3 To research the need and feasibility of creating a new Community Arts Centre for Flintshire seek external funding, if a need is ascertained, for a feasibility study.</p> <p>3.4 To evaluate the Flintshire Arts Fest and raise the profile and the standard of performance and participation.</p>	<p>B). Maintain an up-dated list of possible community funding opportunities and advise community groups/ venues on how to apply and develop new provision.</p> <p><i>Night Out: advise groups of funding for Night Out events from ACW and FCC – achieved</i></p> <p><i>Advise FVACN (Flintshire Visual Arts and Craft Network) on application to ACW - achieved</i></p> <p>C). Consult with specialists within the county and research the benefits of developing an all encompassing arts venue for community use – feasibility study.</p> <p><i>Working with the Holywell Art and Craft Mill to develop a fit for purpose arts venue with gallery/performance space and artist studios - achieved</i></p> <p>D). Examine each event in the Festival and consider its quality and value. Attract a nationally acclaimed artist to present work at the Arts Fest and ensure quality advanced participatory experiences.</p> <p><i>Develop contemporary dance opportunities within the festival - achieved</i></p>	<p>✓</p> <p>✓</p>		<p>✓</p>
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<p>To enhance opportunities for the presentation of arts performances and experiences in locations throughout the County.</p>	<p>3.5 To encourage local organisations to make use of ACW's 'Night Out' Community Touring Scheme.</p>	<p><i>Evaluation and re-design of Artsfest in 2008 lead to a new 'vision' for the festival: 'Artsfest aims to encompass all the major art forms with an emphasis on encouraging the development of the Arts in Flintshire through quality performances, exhibitions and workshops accessible to all members of Flintshire's community.'</i> - achieved</p> <p>E). Ensure that community venues have easy access to information about the 'Night Out' scheme and that more take up the opportunity each year.</p> <p><i>Direct groups to the website – achieved</i></p> <p><i>Advise groups on application process - achieved</i></p> <p><i>Develop the showcase event – achieved</i></p>	<p>✓</p>		
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AIMS: Partnerships	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To build on and develop useful partnerships both internally and externally to ensure quality provision on a local, cross</p>	<p>4.1 To support and liaise with a wide range of partners, internal and external, to ensure that the county attracts the best practitioners and delivers an innovative programme of arts.</p>	<p>A). Create cohesion in the delivery of arts experiences within the county by raising the profile of the ACE Team and actively getting involved in arts initiatives delivered by other services.</p> <p><i>Over 50's Talent Competition – Partnership with Older People's Strategy - achieved</i></p> <p><i>Raise profile through marketing strategy and re-branding – achieved</i></p>	<p>✓</p>		

<p>county and national level.</p>		<p><i>Arts in health – social services, older people’s partnership - achieved</i></p> <p><i>Environment and regeneration – food festival, Helfa Gelf, Public Art, Gwyl Gobaith - achieved</i></p> <p><i>Community focused schools – Cefyn Burgess Rhes-y-Cae - achieved</i></p> <p><i>Display at Headteacher’s/Deputy Head’s Conference - achieved</i></p> <p>B). Attract additional partnership funding for arts services/facilities.</p> <p><i>Over 50s Talent Competition – Funding from older People’s Strategy - achieved</i></p> <p><i>Drama Forum – Denbighshire County Council, CTC - achieved</i></p> <p><i>Engage early years project – Older People’s partnership - achieved</i></p> <p><i>Helfa Gelf – Cadwyn Clwyd, ACW, Flintshire Tourism - achieved</i></p> <p><i>Criw Celf – All North Wales Local Authorities, ACW Schools’a Residency programme – Funding from schools, ACW, Cadwyn Clwyd - achieved</i></p>		<p>✓</p>	
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		<p>C). Ensure that Officers from the ACE team are representing the Council at national meetings and on relevant boards, e.g. ACW, engage (National Association for Gallery Education), NALGAO (National Association of Local Government Arts Officers)</p> <p><i>Engage board - achieved</i> <i>ACW ADO meetings - achieved</i> <i>ACW Artsmark steering group - achieved</i> <i>Arts Development UK (prev NALGAO) North Wales meetings - achieved</i></p>	✓		
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AIMS: Partnerships	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
	<p>4.2 To liaise with the other directorates to encourage Flintshire County Council to adhere to Flintshire’s policy on public art and to work with local businesses to develop public art within the county to enrich the environment and attract artists of the highest calibre to submit proposals.</p>	<p>D). Advocate the policy to invest in public art within Flintshire’s communities.</p> <p><i>Work with the Landscape Architect on developing and promoting the public art policy - achieved</i></p> <p><i>Work with regeneration officers to develop public artwork projects across the county - achieved</i></p> <p>E). Work with the Environment and Regeneration Directorate to ensure that public art is considered when new business proposals come in.</p> <p><i>Daniel Owen – One Voice Artwork Mold, 2009 – achieved</i></p> <p><i>Morrisons Connah’s Quay – Spirit of the Quay 2011 - achieved</i></p>	✓	✓	

		<p><i>Morrisons Saltney – The Boat 2011 – achieved</i></p> <p><i>Mold Lidl – Drawing Baby 2011 – achieved</i></p> <p><i>Holywell Town centre – ongoing</i></p> <p>F) To advise and assist with any proposals for public art within the county. ✓</p> <p><i>Daniel Owen – One Voice Artwork Mold, 2009 – achieved</i></p> <p><i>Morrisons Connah’s Quay – Spirit of the Quay 2011- achieved</i></p> <p><i>Morrisons Saltney – The Boat 2011 – achieved</i></p> <p><i>Mold Lidl – Drawing Baby 2011 – achieved</i></p> <p><i>Holywell Town centre – ongoing</i></p> <p><i>Gronant and Talacre - ongoing</i></p>			
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AIMS: Policies	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
To ensure that all policies and procedures are adhered to at all times e.g. equal opportunities,	5.1. To review guidance available on the arts and disability.	<p>A). Advise on and deliver artistic opportunities and activities for people of all ages and abilities.</p> <p><i>Night Out – achieved</i></p> <p><i>Over 50s talent Competition – achieved</i></p>	✓		

**health and safety
etc.**

5.2. In developing programmes of activity, to seek to ensure that they reflect a range of cultural traditions including the Welsh Language and culture.

*Work with new SEN schools – Candoco Dance Project –
achieved*

*Communities 1st – **achieved***

*Engage – **achieved***

*Arts in health - **achieved***

B). Ensure that all information is available in a bi-lingual format. And deliver some activities throughout the year through the medium of Welsh.

✓

*Welsh medium school provision – Welsh Schools Arts Residencies – **achieved***

*Consultation with Menter Iaith – **achieved***

*Welsh language event during ArtsFest - **achieved***

✓

C). Consider the needs of people from other cultures when devising new projects.

*Ensure that information is accessible to everyone and can be produced bi-lingualy - **achieved***

AIMS: Policies	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To ensure that arts provision reflects the vision and values of the County Council.</p>	<p>5.3. Take account of Council's Social Inclusion policy when devising artistic opportunities.</p>	<p>D). Provide pricing differentials where possible and include some free events where appropriate.</p> <p><i>Night Out: FCC and ACW funding subsidising cost of tickets to encourage new audiences – achieved</i></p> <p><i>ArtsFest events priced to attract all audiences – achieved</i></p> <p><i>Use external funding to subsidise practical activities when possible – Art in Nature, Filmblast - achieved</i></p>	<p>✓</p>		
	<p>5.4 To monitor, on an ongoing basis, that the policies and practices of the ACE Team reflect the vision of the Council.</p>	<p>E). Ensure that the Arts Strategy is relevant to any new policies and strategies adopted by the Council.</p> <p><i>Continually monitor infonet for new policies and their relevance - ongoing</i></p> <p><i>Ensure that ACE activity is relevant to the new CORL PI's and Report Cards - ongoing</i></p>	<p>✓</p>		
	<p>5.5 To review and re-visit the strategy in 2 years time to assess progress and ensure that targets are being met.</p>	<p>F). Work to ensure that all relevant actions have been met before the review.</p> <p>2010 - achieved</p> <p>2012 - ongoing</p>		<p>✓</p>	

AIMS: Policies	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To monitor developments in relation to Wales Assembly Government's Cultural Strategy and Arts Council of Wales's Draft 5 Year Development Strategy.</p>	<p>5.6 To advocate the value of the arts both within and outside the county council by collating evidence to prove the benefits and the need for creative artistic experiences.</p> <p>5.7 To ensure that Flintshire's Arts Strategy is relevant to both Wales Assembly Government's and Arts Council of Wales's strategies and that the county is seen as an advocate of quality arts provision within Wales.</p>	<p>G). Use evidence from WAG's and ACW's strategies in relation to the provision delivered by the ACE Team to advocate investment and development of the arts within Flintshire.</p> <p><i>Include in final reports for ACW and other external funding - achieved</i></p> <p>H).Work to ensure that Flintshire's ACE Team is at the forefront of innovation within the arts in Wales by adopting new national policies and strategies, and advising the Council on best practice within creative artistic provision.</p> <p><i>Comment on the consultation for ACW's artform strategies - achieved</i></p> <p><i>ACW Artsmark steering group - achieved</i></p> <p><i>ACW Regional Partnership Steering Group - achieved</i></p> <p><i>Arts Development UK Wales PI's for the Arts - ongoing</i></p>		<p>✓</p> <p>✓</p>	

Contacts and abbreviations

FCC: Flintshire County Council

ACE: The Arts Culture and Events team for Flintshire County Council

WAG: Wales Assembly Government

ACW: Arts Council of Wales

NALGAO: National Association of Local Government Arts Officers

engage: The National Association for Gallery Education

ADO: Arts Development Officers