

Falkirk Community Trust

Subject: *Inspiring Active Lives - A Culture and Sport Strategy for Falkirk:*
Consultative Draft

Author: CHIEF EXECUTIVE, FALKIRK COMMUNITY TRUST

1. Introduction

- 1.1 This report provides an overview of the Consultative Draft Culture and Sport Strategy which has been prepared by Falkirk Community Trust in its capacity as policy advisor to the Council. The Council is asked to agree to the Trust undertaking consultation to seek endorsement for the Strategy from a range of organisations and the Trust will report back on findings in due course, with a view to the Strategy then being approved.
- 1.2 The Strategy is a ten year development framework for Culture and Sport in the Falkirk Council area. This report provides an outline of the approach that was taken to drafting the structure and themes of the Strategy and proposals for consulting. A copy of the consultative draft document is attached.

2. Approach

- 2.1 It is important to recognise that the Strategy is intended to be shared and its intended ownership will be wider than Falkirk Community Trust and Falkirk Council. Whilst the Trust has a key role in leading the development of culture and sport in the area there are a large number of organisations and groups involved in delivery or who benefit from culture and sport. The Strategy is intended for this wide ranging audience. A main purpose of the Strategy is to provide a framework within which to seek contribution to developing Delivery Plans, and ensure that these plans meet the area's needs.
- 2.2 The Strategy is a component of a family of strategic plans that sit under the 'umbrella' of the area's Strategic Community Plan – *Moving Forward Together*. Three guiding principles underpin the Culture and Sport Strategy which flow from the Strategic Community Plan. The principles are:
 - Working together
 - Understanding need
 - Targeting investment.
- 2.3 The title of the Strategy, "Inspiring Active Lives" helps to capture the essence of the contribution that Culture and Sport bring to the area and the Strategy has a vision of:

"A place with vibrant culture and sporting opportunities where people can achieve fulfilled and active lifestyles."

3. The Strategy

- 3.1 The structure of the document is briefly described in the following paragraphs.
 - A **Foreword** from the Council and the Trust, positions it as a shared Strategy for the area.

- The **Executive Summary** highlights the vision, sets out a précis of the themes and objectives and summarises the background to, and purpose of the Strategy.
- The **Introduction** briefly describes the area, the strategic context, the role for culture and sport and their contribution to improving people's lives.
- **Definitions and Process** highlights the scope of the Strategy, illustrates the range of interests and activities covered and relevance to public policy development. The process that has been worked through to develop the Strategy is set out which will be updated post consultation.
- The **Vision** is illustrated by a diagram that maps how culture and sport plays a part in people's lives from birth well into retirement and the contribution that participation can make to communities.
- The **Current Position** describes achievements and success over recent years through culture and sport. A brief description of the people and population highlights the significant projected increase in older age groups that influence the Strategy.
- **Looking Ahead** sets out the challenges facing the area and specifically for culture and sport the need for investment in our venues. The pressures on public spending and emphasis on efficiency and making best use of collective resources are highlighted. In responding to the challenges the need for the array of service providers to plan together and make sure that the value culture and sport brings continues to be recognised, is a key message. This chapter also sets out the guiding principles of the Strategy. The crucial role for the Trust as a Leader is highlighted.
- **Aims and Themes.** The Strategy has two aims that flow from the vision:
 - To increase and broaden participation in culture and sport;
 - To help secure recognition for the Falkirk area as a vibrant place.
- The Strategy is organised round the following four themes each of which have three high level objectives:
 - Participation
 - Motivation
 - Venues
 - Partnership
- The context to each theme is described and key opportunities for development are highlighted.
- The **Delivery** section highlights the 3-5 year Delivery Plans and identifies strategy milestones for progress in the first three years under each of the aims. The Delivery Plans will be the means to take forward work to deliver the Strategy. This 3 – 5 year partnership action plans will deliver the vision and objectives of the Strategy. All existing Plans will have been reviewed and updated and new Plans created by the end of 2015. The development of the Delivery Plans will be led by Falkirk Community Trust in its capacity as Policy Advisor to the Council and once finalised Plans will be presented to the Council for approval.

4. Consultation

- 4.1 Officers of the Council have made helpful contributions to drafting the Strategy.

- 4.2 The process to develop the Strategy involved engagement with a range of stakeholder groups, such as national organisations and local arts and sports organisations. Their views of the Strategy as drafted will now be sought and it is hoped that local organisations and Community Planning Partners will be able to endorse the Strategy.
- 4.3 The Trust intends to circulate the Consultative Draft Strategy by the end of June with a view seeking views of a range of stakeholders.
- 4.4 This consultation will specifically seek to find out:
- if the document reflects the aspirations of key stakeholders and partner agencies;
 - if the vision, themes, aims and objectives are sufficiently clear and are something that the area can realistically achieve;
 - if the proposed role of partner organisations and stakeholders in delivering the strategy is clear;
 - whether partner organisations and stakeholder groups are able to endorse the strategy; and
 - ask for their commitment to working collaboratively with partners to develop the Delivery Plans that are relevant to their interests.
- 4.5 The consultation period will run from the end of June to the beginning of September and during that time The Trust plans to meet with key stakeholders both locally and nationally. The consultation will be available on the website for anyone to take part in and will be promoted to key customer groups.

TIMESCALE AND SCOPE OF CONSULTATION TO BE INSERTED

5. Conclusion

- 5.1 The development of a new Culture and Sport Strategy for the Falkirk area will help to drive progress and plans over the next decade. As has been highlighted in the Strategy there is much to be done to improve and renew the Culture and Sport asset base whilst ensuring that programmes and activities respond to community needs and expectations. The Strategy highlights the need for individuals themselves to take greater personal responsibility for their health and wellbeing and 'motivation' is one of the key themes.
- 5.2 The Strategy requires the support of a range of stakeholders for delivery. The document attached gives a clear outline of intent and stakeholders should be able to respond and hopefully align their resources accordingly.
- 5.3 Once approved the Strategy will be brought to fruition through the Delivery Plans outlined in section 7 of the document which in turn will drive the Trusts Business Plan and the local work plans of key partners and stakeholders.

Maureen Campbell
Chief Executive