



Suffolk County Council

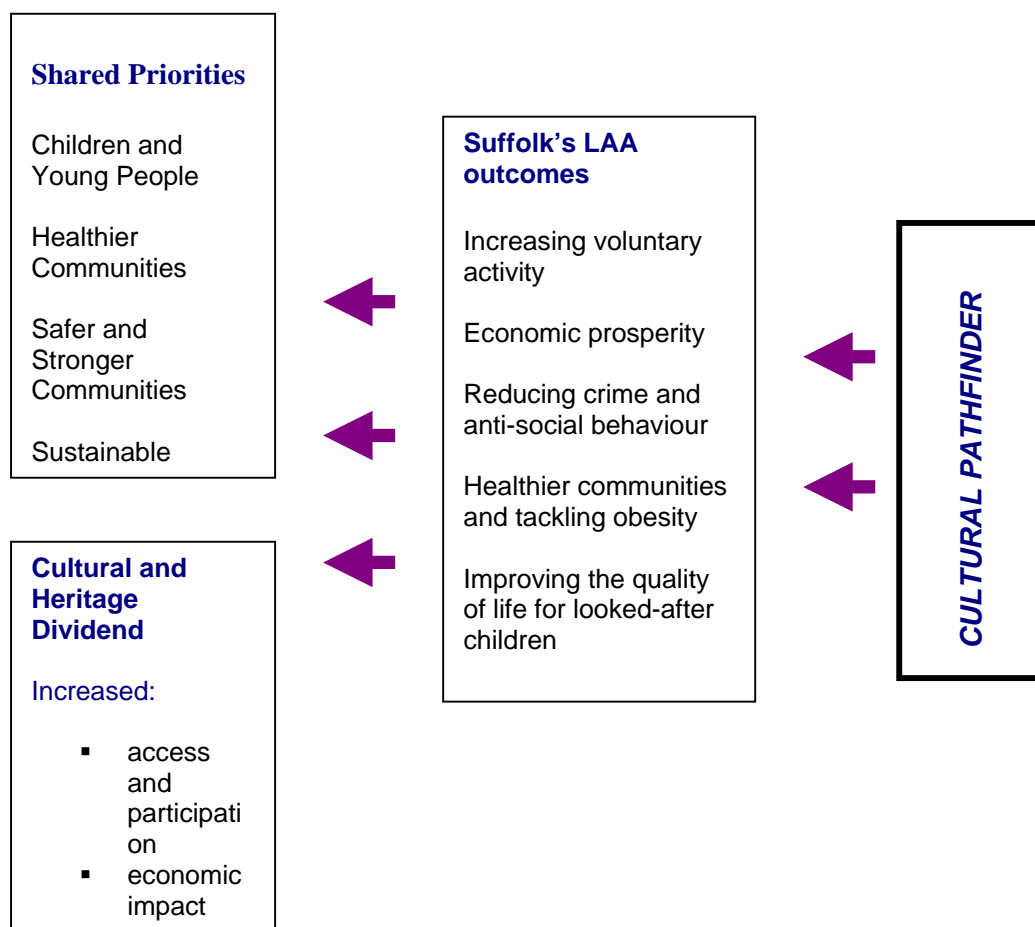
Realising the cultural and
heritage dividend

Overview

What makes Suffolk's approach unique is the intention to link the Pathfinder Programme with wider Local Area Agreement (LAA) outcomes. This will provide cultural partners across Suffolk with the opportunity to promote a series of projects and programmes that illustrate their impact or 'dividend', in relation to achieving these outcomes. Within this context there is a clear synergy with the shared priorities.

Furthermore, the Pathfinder Programme is the tool for achieving the Cultural and Heritage Dividend, a key part of Suffolk's Community Strategy with the aim of:

- enhancing access to cultural, heritage and sports activities for all and providing opportunities to develop their talents to the full while enjoying the full benefits of participation
- increasing the economic impact of cultural and heritage investment
- broadening the impact of cultural investment and contributing to the build of stronger, healthier and safer communities



Partnership focus

Fully endorsed by the Suffolk Strategic Partnership (SSP) and shaped by Suffolk's Cultural Officers Group (COGS), this ambitious programme is a real example of cross-sector partnership working.

Aims and objectives

The Pathfinder Programme will be used to:

- act as an example of how Suffolk's LAA consortium can involve wider sections of the community, to contribute to the county's improvement priorities
- quantify the cultural contribution to LAA targets and encourage investment in cultural services
- promote collaborative partnership working across all tiers of local government and across public, private and voluntary sectors
- enhance Suffolk's inward investment from external funding
- raise the profile of cultural services in Suffolk and celebrate our cultural diversity

Outcomes

An overarching outcome will be the production of a substantive measurable evidence base for the cultural impact on our communities. The programme will focus on developing and supporting projects that help to achieve the following LAA outcomes:

- increasing voluntary activity, promoting a sense of place and community identity
- economic prosperity
- reducing crime, tackling re-offending and anti-social behaviour
- healthier communities and tackling obesity
- improving the quality of life of looked-after children

Underpinning all of these priorities is a strong commitment to learning through culture, both informally, and in terms of individual attainment.

Projects

This is a multi-project approach, which consists of current projects plus new, innovative projects that are developed in conjunction with a wide range of partners. Examples include:

- Making Art Work provides artists in Suffolk with training, advice, information and networking, to enable them to develop dynamic, entrepreneurial, competitive businesses
- The Museums Development Programme provides museum volunteers and staff in Suffolk with training and networking, to enable them to develop dynamic, user-focussed and professional quality services
- Positive Futures is a national social inclusion programme that uses sport and leisure activities, to engage with disadvantaged and socially marginalised young people

- Amplifier provides young people and musicians in Suffolk with the opportunity to develop their ability to play rock and pop music, manage bands, develop safe gigs, promote CDs, share and teach skills, and achieve appropriate qualifications
- The Active Sports programme is hosted by Waveney District Council and is the operational arm of Suffolk Sport. Funding is provided through the Sport England Lottery Fund, DCMS, governing bodies of sport and local authority partners
- The Rural Activity Partnership has been created through a multi- agency alliance, to tackle the issues of inactivity and lack of sporting and recreational opportunities among disadvantaged and marginalised young people in rural communities
- Sunday libraries in Suffolk reach out to a diverse audience, including families, youth and ethnic minorities, encouraging wider participation in cultural, leisure and learning activities. There are plans to further extend the Sunday service through increased county-wide marketing, more training for Sunday staff and through the development of a marketing plan for each library with a number of community driven activities
- Gainsborough library centre: this opens seven days a week and offers a variety of programmes and facilities aimed at learning and leisure, building skills, self esteem and community engagement. Activities include: a lottery-funded Homework Club, specific sessions targeted at young people; Surestart activities; and Skills for Life classes



For further information please contact:

Richard Hunt,
 Head of Culture and Heritage
 Tel: 01473 264626
 Email: richard.hunt@policy.suffolkcc.gov.uk

Gwion Thorpe
 Libraries and Heritage
 Tel: 01473 264606
 Email: gwion.thorpe@resman.suffolkcc.gov.uk