

CULTURAL OFFER BID – KEY OUTCOMES FROM STRATEGIES AND LOCAL AREA AGREEMENT

CULTURAL STRATEGY	DEVELOPING KNOWLEDGE COMMUNITIES	EVERY CHILD MATTERS	PLAY STRATEGY	LOCAL AREA AGREEMENT
<p>UPWARDS AND OUTWARDS</p> <ul style="list-style-type: none"> • Nurturing local gifted and talented people. • Developing cultural ambassadors and champions as role models. • Strengthening decision-making in cultural provision. 	<ul style="list-style-type: none"> • Raising people’s confidence and changing their life chances • Giving communities a more active role in decision-making within their neighbourhoods and the district as a whole • Stimulating pride in Wakefield as a great place to live, play, work and visit 	<ul style="list-style-type: none"> • Help organisations explore how they can develop cultures and infrastructures which sustain and embed participation throughout all their activity • Identify and illustrate the benefits of child and youth participation 	<ul style="list-style-type: none"> • Develop inclusive free play opportunities in schools and in other staffed settings 	<ul style="list-style-type: none"> • Young people’s participation in positive activities • Civic participation in the local area
<p>PEOPLE AND NEIGHBOURHOODS</p> <ul style="list-style-type: none"> • Increasing access to cultural opportunities. • Targeting cultural provision at underrepresented groups and particular areas of the district e.g. Youth Offending Team, Black and Minority Ethnic (BME) communities, the South East of the district. • Strengthening local involvement and decision-making in cultural provision. • Developing volunteering opportunities. • Strengthening cultural sector involvement in decision-making relating to cultural offer. • Improving information, co-ordination and communication of cultural opportunities. • Dovetailing cultural and environmental projects to increase local people’s ability to transform their neighbourhoods/quality of life. 	<ul style="list-style-type: none"> • Antisocial behaviour – helping young people at risk of becoming or involved in crime, tackling issues in neighbourhoods • Supporting cohesion through promoting understanding of different cultural backgrounds and local traditions • Increasing levels of participation in social networks and leisure activities • Supporting cohesion through promoting understanding of different cultural backgrounds and local traditions • Increasing awareness of healthy eating and living 	<ul style="list-style-type: none"> • All schools actively seek to engage parents in children and young people's education, helping parents to understand what they can do at home to work with the school. • Children's centres and extended schools develop a coherent set of services both to support parents and to involve them properly at all stages of a child's learning and development. • Guide organisations in thinking about how to create appropriate environments in which children and young people can be involved in meaningful ways, so that their views are listened to and acted upon 	<ul style="list-style-type: none"> • Raise the profile of inclusive free play and promote the benefits of play for children, young people, their families and wider community • Social development achieved through young people playing • Health development • Benefits to families 	<ul style="list-style-type: none"> • Communities that feel safer with a reduction in the harm caused by crime and anti-social behaviour especially in the most deprived areas of the district • Improved health and reduced health inequalities through reducing the prevalence of harmful lifestyles • That all children throughout the district are safe and healthy • More cohesive communities where people are involved and are able to influence what happens in their neighbourhoods • Increasing levels of participation in social networks and leisure activities
<p>PLACES, SPACES AND MAJOR EVENTS</p> <ul style="list-style-type: none"> • Improving the quality of public spaces. • Integrating culture within the development of the urban centres and rural communities. • Developing a partnership approach to and delivering a high quality, innovative and district-wide festivals and events programme. • Delivery of cultural celebrations in 2010 and 2012. 	<ul style="list-style-type: none"> • Improving environmental awareness and responsibility, particularly in respect of local neighbourhoods 		<ul style="list-style-type: none"> • Improving access to outdoor play spaces 	<ul style="list-style-type: none"> • A cleaner, well maintained and valued environment for the benefit of and in cooperation with those who live, work and visit the district

CULTURAL STRATEGY	DEVELOPING KNOWLEDGE COMMUNITIES	EVERY CHILD MATTERS	PLAY STRATEGY	LOCAL AREA AGREEMENT
<p>JOBS AND WEALTH</p> <ul style="list-style-type: none"> Improving information, co-ordination and communication of employment opportunities in this sector. Supporting the development the creative and cultural business sector. Supporting improved training and development opportunities for this sector. 	<ul style="list-style-type: none"> More people spending their leisure time locally Supporting neighbourhoods where most people are not in work or training Developing a higher skills workforce Encouraging more businesses to locate to the district Creating the right business environment for creative and cultural industries 	<ul style="list-style-type: none"> Percentage of children aged 11, looked after for at least 12 months, who obtain level 4 in Key Stage 2 English and Maths Percentage of young people, looked after for at least 12 months, who reach school leaving age without having sat a GCSE equivalent exam Percentage of young people, looked after for at least 12 months and in Year 11, who achieve five or more GCSEs graded A*-C or equivalent Reduction in the number of 16-18 year olds not in education, employment or training (NEET) 		<ul style="list-style-type: none"> A reduction in the rate of worklessness throughout the district, and in particular those neighbourhoods with higher than average rates A highly skilled and enterprising workforce An increased stock of sustainable businesses in the district, in particular knowledge based enterprises A higher level of achievement for all young people
<p>BRAND AND PROFILE</p> <ul style="list-style-type: none"> Improving national and international recognition by enhancing the cultural profile of the district and our involvement in cultural projects across international boundaries. Supporting the sustainable development of our cultural offer and infrastructure. Establishing Wakefield as a leading cultural player within Yorkshire. Developing a cultural ambassadors scheme to sell our brand 'on the till' 	<ul style="list-style-type: none"> Creating an up and coming visitor destination, which contributes to the areas economic growth 			