

## Arts and Events Strategy Action Plan 2013 – Year 3

Task Title	Measure of Success (SMART)	Start Date	Finish Date	Resource	Lead	Priority (H, M, L)	Comments / Updates / Outcomes
To deliver Year 3 of the Arts and Events Strategy. To ensure that a flexible approach is adopted, responding to change and new opportunities, to ensure the delivery of the Arts and Events Strategy Year 3 Action Plan.	Deliver and achieve Year 3 of the Arts and Events Strategy Action Plan.	April 2013	March 2014	Bromsgrove District Council (BDC) and external partners including the Artrix and Bromsgrove Arts Alive! (BAA)	BDC	High	
To continue to facilitate a project team with external partners to deliver Year 3 of the Arts and Events Strategy Action Plan (A&ESAP).	Project team responsible for delivering Year 3 of the A&ESAP.	April 2013	March 2014	BDC and external partners including the Artrix and BAA	BDC	High	
To write an action plan with external partners to deliver Year 3 of the A&ESAP.	Action plan written and agreed by the project team, focusing on outcomes. Themed outcomes will be –  1. Marketing and	April 2013	July 2013	BDC and external partners including the Artrix and BAA	BDC	High	

	<p>Advocacy</p> <p>2. Strategic Thinking, Planning and Outcomes, Aligned to Strategic Groups</p> <p>3. Development of Strategic Capacity, Infrastructure and Resources</p> <p>4. Audience Development</p> <p>5. Utilising the Arts to Deliver Wider Community, Economic and Social Needs.</p>						
To strengthen arrangements and partnerships with a range of arts, community and cultural partners and providers to delivery the A&ES.	Action plan will identify arrangements and partnerships and how to capitalise and improve upon these.	July 2013	March 2014	BDC and external partners including the Artrix and BAA	BDC	High	
To ensure that the delivery of the A&ES continues to actively support the delivery of the corporate aims and objectives.	To work with the corporate communications team and the policy team to identify opportunities to use the arts and events	April 2013	March 2014	BDC and external partners including the Artrix and BAA	BDC	High	

	programmes to deliver current corporate aims, initiatives and objectives.						
To support the inception, facilitation and enhancement of an arts, community and cultural activities and event programmes that delivers the A&ES, through BDC and partners.	The action plan will identify strategic inception, facilitation and enhancement of arts, community and cultural activities and an events programme and capture information and performance data pertaining to activities and programmes associated with BDC and partners.	July 2013	March 2014	BDC and external partners including the Artrix and BAA	BDC	High	
To ensure that to deliver the A&ES the project team will need to identify how the arts, community and cultural sector is able to meet the wider community, economic and social needs of Bromsgrove residents and visitors.	The action plan will identify strategic work focused on delivering wider community, economic and social needs to Bromsgrove residents and visitors.	July 2013	March 2014	BDC and external partners including the Artrix and BAA	BDC	High	

<p>To continue to deliver BDC / Redditch Borough Council (RBC) Shared Services timetable and manage the outcomes of the process to enable the delivery of the A&amp;ES. To manage the outcomes (where applicable) of the Worcestershire Art Services Review, the West Midlands Culture and Sports Improvement Network Arts Review (and similar regional reviews) and changes with Arts Council England to enable the delivery of the A&amp;ES.</p>	<p>The action plan will continue to identify the outcomes of the BDC / RBC Shares Services timetable and manage the process to enable the delivery of the A&amp;AE. The action plan will identify the outcomes and manage the process (where applicable) of the Worcestershire Art Services Review, the West Midlands Culture and Sports Improvement Network Arts Review (and similar regional reviews) and changes with Arts Council England to enable the delivery of the A&amp;ES.</p>	<p>April 2013</p>	<p>March 2014</p>	<p>BDC and RBC</p>	<p>BDC</p>	<p>High</p>	
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