

Scope

This strategy supports Hinckley & Bosworth Borough Council's cultural offer for arts, events, heritage, tourism, sport and health & well being interventions.

Purpose

The Culture Strategy aligns to the councils corporate strategy and provides a vision and sets out key delivery themes for the borough. It is underpinned by a Technical Supporting Document which reviews the national and local context. It summarises key issues and challenges, before setting out actions and initiatives to achieve the delivery themes set out below.

Vision

"To enhance and enrich the life of our residents and visitors to the borough via the delivery of a diverse range of high quality wellbeing services through partnership engagement with our communities".

Corporate Plan links

To achieve this vision we have identified 5 key work streams, these are detailed below:



Aim

Delivery theme

1 Increase and celebrate the Arts & Creative Offer within the borough

Strategic links:

- Corporate Plan 2024 to 2028 - People and Places themes
- Rural Strategy
- Community Health & Wellbeing Plan

- We will work alongside the Creative industries, supported by Creative Leicestershire.
- We will develop exciting interventions to target rural areas and contribute to health and wellbeing priorities.
- We will seek to increase participation in the arts by supporting practitioners and promoters of arts activity.
- Seek to increase the number of public art pieces within the borough.



2 Increasing economic spend via a thriving events programme

Strategic links:

- Corporate Plan 2024 to 2028 Prosperity theme
- Rural Strategy
- BID Business Plan
- Economic Development Strategy

- We will deliver a range of safe, vibrant and value for money events.
- We will offer support to the Hinckley BID & Town Centre Partnership and our rural town centres.
- We will advise and support community groups on safe event management.
- Aim to increase footfall and dwell time leading to economic vitality.
- Delivery of the events programme will support the 'Destination Hinckley' concept.

Delivery theme

Aim

3 To value and promote Tourism and Heritage

Strategic links:

- Corporate Plan 2024 to 2028 - Places theme
- Heritage Strategy
- Tourism Strategy 2024 to 2028



- We will develop and support the Hinckley and Bosworth Tourism Partnership, including Bosworth Rural Tourism Association.
- We will align activity to support the countrywide Tourism Growth Plan and national priorities.
- We will assist in delivery of the Heritage Action Plan.
- We will lead in the delivery of the Bosworth 1485 Sculpture Trail project.
- We will clearly demonstrate our support to our Armed Forces veterans.
- Support improvements to Hinckley Museum.



4 Developing Sports opportunities for all

Strategic links:

- Corporate Plan 2024 to 2028 - People and Places themes
- AT Sport & Physical Activity Strategy
- Green Spaces Strategy
- Playing Pitch Strategy
- Volunteering Strategy

- We will attract external funding into the Borough to support the development of facilities, aligned to the Facilities Framework and Green Spaces Strategy.
- We will actively increase participation, especially for underrepresented groups.
- We will increase capacity and skills opportunities for the voluntary work that we value and whom we rely upon.
- We will celebrate success at the annual Sport & Active Awards.

5 Increase physical activity levels and improve health and well-being

Strategic links:

- Corporate Plan 2024 to 2028 People theme
- Hinckley & Bosworth Community Health & Wellbeing Plan
- Active Together Physical Activity Framework 2022 to 2031
- Climate Change & Biodiversity Strategy 2024 to 2028

- We will develop targeted programmes and campaign work based upon key local health priorities.
- We will support, enhance and sustain existing physical activity provision, supported by Public Health colleagues.
- We will promote the benefits of health improvement and the need to deliver preventive workstreams.
- We will work in close partnership with Hinckley Leisure Centre to maximise active well-being opportunities.
- We will work with multiple delivery partners including local GP's, INT, ICB, Patient Participation Groups and Local Area Coordinators.
- Support and grow our Health & Well Being Health Ambassador programme.

Cross cutting principles

- Ensure hard to reach groups are heard and have opportunities for active, meaningful engagement and participation. We will utilise our customer insight and intelligence in developing our services.
- Embrace and celebrate volunteering.
- Provide an equitable offer, we will ensure coverage across all parts of our borough, linking to our Rural Strategy.
- Evaluate our offer to ensure we meet the needs of our growing population and demographic profile.
- Delivery will be achieved via genuine partnership working, achieving shared outcomes.
- Early intervention and prevention will be fundamental when developing services.
- Enhancing community cohesion will be a by-product of our projects, supporting the Community Safety Strategy.
- Encourage behaviour change and upskilling our local workforce will be a golden thread.
- We will be commercially aware and strive for sustainability.
- We will align to climate objectives as identified in the Council's Climate and Biodiversity Strategy.
- We will encourage collaboration with other services and sectors to deliver a whole system approach to delivering our cultural strategy.



For more information please contact:

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**Hinckley & Bosworth
Borough Council**