

Committee: COMMUNITY & LEISURE COMMITTEE
Date: 1 MARCH 2005
Agenda Item No: 4
Title: MULTI-CULTURAL FESTIVAL 2005
Author: GAYNOR BRADLEY (01799 510348)

Summary

- 1 This report updates Members on the progress being made with the development of a Multi-Cultural Festival in the district in 2005.

Background

- 2 A report was submitted to the Community & Leisure Committee on 2 November 2004 seeking Members support for the proposal to hold a Multi-Cultural Festival in 2005. As explained, at that meeting, the reason for holding the Festival is to establish links with minority and hard to reach groups in the community. The aim being to open up dialogue with the wider community to establish if suitable services are available and how best services might be delivered.
- 3 The Steering Group has, after much deliberation, agreed to hold the Festival on the 18 September 2005 between 1.00 and 8.00 p.m. English Heritage owned Audley End House has kindly donated use of the grounds for the event, free of charge.
- 4 The multi-agency Steering Group has now met on 4 occasions. (As previously reported representation on the group comprises Uttlesford District Council, Council for Voluntary Service in Uttlesford, Essex Racial Equality Council and the Rural Community Council.) Other interested individuals from the Community have attended some of the meetings in order to provide advice and guidance. Two sub-groups have been formed, one to deal with funding applications and the other to address communications and contacts.

Contacts

- 5 Flyers and Posters were produced and distributed throughout the 4 main towns in the district to invite people to the last meeting or to make contact if they wish to be involved in the event.
- 6 Letters have been sent to the Secondary Schools in the district inviting them to participate in the planning process and positive responses have been received from the Friends and Felsted Schools. A list of contacts has been devised and officers will be inviting those on the list to either attend the next meeting or to participate in the Festival as they wish.

- 7 Councillors Morson and C M Dean have visited Stansted Airport and met with Terry Morgan, Managing Director, regarding the employment of Philippine and other ethnic minority workers. This has led to contact being established with the Airport's Employees Forum.
- 8 Councillor Murphy has also made contact with the Windwards Banana Company in Little Canfield. The Relationship Director for Windwards Bananas, who was previously the Under Secretary for the Ministry of Agriculture in St. Vincent, is very keen to meet with representatives of the Steering Group to explore the development of the Festival
- 9 It has been established that a Multi-Cultural Festival is held annually in Maldon and officers and Councillor Morson will be visiting the Festival in February to see what lessons might be learned regarding content and format.

Funding

- 10 Officers are in the process of drafting a budget plan for the Festival and the funding sub-group is preparing applications for submission to East England Arts, the Community Safety Partnership and Awards for All. In order to achieve access to a greater number of funding organisations it has been decided that the Steering Group should form a community partnership under the name of "Uttlesford Cultural Partnership". Officers are currently drafting the terms of reference for this group.

Conclusion

- 11 Responses to the idea of such a Festival continue to be positive and the list of contacts continues to expand. It is, therefore, envisaged, at this stage, that the development of such a Festival will provide a greater opportunity to engage with "hard to reach" groups.

RECOMMENDED that Members note the progress made to date on the process of planning a Multi-Cultural Festival and establishing contacts with the wider community in order to establish an ongoing dialogue.

Background Papers: CPA Guidance and Working Group Notes

Committee: COMMUNITY AND LEISURE COMMITTEE
Date: 1 MARCH 2005
Agenda Item No: 5
Title: CULTURAL TOURISM
Author: Gaynor Bradley (01799) 510348

Summary

- 1 This report aims to update Members on and seek support for the Cultural Tourism project being developed in the County.

Background

- 2 The District Council contributes towards East England Arts in conjunction with other Essex local authorities. A proposal has been agreed upon to utilise three year's contributions for the whole of Essex as match funding to raise a larger pot of money to embark on a cultural tourism project for the County. The partnership funding will provide a baseline investment of approximately £200,000 annually (£600,000 over three years) in Essex. This money will be used to lever a further £900,000, which includes a GFA (Grant for Art) bid for £210,000. Together these will amount to an estimated £1.5 million over the three years.

The Project

- 3 A company of arts consultants named "Circling the Square" have been engaged to develop this project in conjunction with arts and tourism officers. A business plan has been produced and schemes will be drawn up in consultation with the local authorities and other partners.
- 4 The project is entitled INSITE and comprises the following three strands:

Strand 1	New Perceptions	Ideas for high profile countrywide programmes of work
Strand 2	Innovations	Ideas for projects for increasing internal tourism in Essex
Strand 3	Resources	Ideas for developing the capacity of Essex Arts/Cultural Sector

- 5 The aims of the project are
- ❑ Further develop Essex as a cultural destination of choice.
 - ❑ Challenge current perceptions by increasing awareness of Essex as a vibrant and diverse county.
 - ❑ Celebrate Essex's distinctiveness and convey positive images through a diverse programme of arts & cultural tourism initiatives.
 - ❑ Profile Essex as a place for artists to live, work and thrive and for visitors to engage with creative activity.
 - ❑ Further support the skills development of young people, artists, teachers, creative industries, arts and cultural organisations.
 - ❑ Develop the capacity of Essex Local Authorities to deliver ambitious partnership initiatives.

Project Management

- 6 A cross-sector steering group will be established to oversee the development and management of the programme. The Group will consist of representatives from Essex Arts Officers Group, Arts Council England East, Essex Association of Cultural & Leisure Officers, Essex County Council, ExDRA (Essex Development & Regeneration Agency), a representative from the Regionally Funded Organisations and the Essex business sector. Uttlesford's representation will be via the Essex Arts Officers Group and the Essex Association of Cultural & Leisure Officers.
- 7 The Steering Group will have responsibility for:
- ❑ Ensuring the delivery of the aims of the partnership through the programme and agreed projects.
 - ❑ Agreeing projects to prioritise and pursue.
 - ❑ Managing the project director & marketing agency both directly and where appropriate through the host organisation
 - ❑ Agreeing funding levels for projects.
 - ❑ Overseeing and monitoring the delivery of the programme strands and project evaluation.
 - ❑ Advocating and supporting the strategic objectives of the Partnership.

The Business Plan also includes evaluation and exit strategies for the future.

- 8 Discussions have been held regarding an organisation taking on the role of host for the project i.e. to hold funds and provide line management for the staff. ExDRA has agreed to be the host agency for this project. A Project Manager and Marketing Agency are to be appointed to work on behalf of the INSITE partnership.

Conclusion

- 9 This is a major project that will provide the opportunity to develop cultural tourism and sustainable improvements in the future of cultural initiatives in both Uttlesford and Essex.

RECOMMENDED that Members note and support the development of the INSITE project.

Background Papers: INSITE Project Plan

Committee: COMMUNITY AND LEISURE COMMITTEE
Date: 1 MARCH 2005
Agenda Item No: 6
Title: LEISURE CENTRE'S CONCESSION CARD SCHEME
Author: GAYNOR BRADLEY (01799) 510348

Summary

- 1 This report provides Members with an update on the development of the Concession Card Scheme available in the Leisure Centres.

Background

- 2 A Concession Card scheme was negotiated with Leisure Connection Ltd., to provide Uttlesford residents on a low income discounted access to the Leisure Centres.
- 3 The Card was launched in the Spring of 2004 and the details are as follows:
 - a) Provides access to all three Leisure Centres in the district
 - b) Available to residents in receipt of the following:
 - Income Based Job Seekers Allowance
 - Income Support
 - Working Tax Credit
 - Housing Benefit, and
 - Disabled Persons
 - c) The Concession Card costs per annum are:

Adult £11.00
Family £24.00
 - d) Any admissions fees payable for entry into the leisure Centres are waived as for the membership schemes but charges are made for activities.

Current Take-up

- 4 The number of cards purchased to date is as follows:

Lord Butler Fitness & Leisure Centre	1 Card
Great Dunmow Leisure Centre	5 Cards
Mountfitchet Romeera Leisure Centre	Nil

- 5 The information leaflets have been given to the GP Surgeries' Practice Managers but the purchase of the Cards has been disappointing and at a recent PFI Contract Liaison Meeting Leisure Connection Ltd., was requested to ensure that the card is marketed more widely.
- 6 Additionally, officers have ensured that the leaflets have also been distributed to the Uttlesford Council for Voluntary Services, the Children & Young People's Strategic Partnership, Libraries and Parish Councils.

Monitoring

- 7 The take-up of the card will continue to be monitored on a monthly basis via report to the regular Contract Liaison meetings.

Way Forward

- 8 Officers and Leisure Connection Ltd. will also explore other potential avenues of distribution and future marketing of the scheme.

RECOMMENDED that Members note the contents of this report and that greater effort will be made to market the scheme in future and progress will be reported back to a future meeting of the Community & Leisure Committee.

Background Papers: Concession Card Leaflet