

**North Yorkshire County Council**  
**Children and Young People's Service**  
**Working towards a Children and Young People's Arts Strategy**

### **1 Purpose**

The purpose of this paper is to provide an overview on the development of the Children and Young People's Arts Strategy and discuss the development of a C&YP Art Strategy and possible involvement of members of the committee

### **2. Background**

The Arts and Cultural Development Officer and Steering Group, began working towards an arts strategy across a number of C&YP service areas in April 2007.

### **3. The Context**

Nationally there is growing recognition by statutory and voluntary sectors that the arts have a positive impact on communities. The Government increasingly recognises the arts and its positive contribution in reducing crime, improving education standards, health, community cohesion and economics, all factors towards the wellbeing of society.

North Yorkshire County Council (NYCC) has led on significant developments for Arts and Cultural Development. The NYCC: Cultural Strategy and Action Plan (2003-2008) sets out NYCC's priorities for culture over a 5- year period in relation to the sub-regional cultural strategy. It has five priorities that are aligned to the county council's corporate priorities. Specific contribution continues to be made by C&YP Services in developing specific actions within the cultural priorities of Learning: Education in Schools, Inclusiveness: Young People and Joining Development Programmes. NYCC Cultural Strategy 2003- 2008 is currently undertaking a review and planning process to develop a strategy beyond 2008 and the C&YP Arts Strategy will form a key part. NYCC Cultural Strategy is set within the context of a two tier authority. The sub regional framework that includes that of the North Yorkshire Cultural Officer Group (NYCOG) brings together shared vision and delivery of District/Borough Councils and partners.

### **4. The Strategy**

The first stage in the process of developing the strategy has been to identify complementary policies, principals, shared values and how the arts can strategically contribute to service priorities. Specifically in contributing to inclusion issues working with hard to reach and vulnerable groups in helping them to achieve. This strategy is timely and able to respond to the number of strategies citing Arts, Sports, Leisure and Culture as positive contributors to ECM. ,

### **First Findings**

In North Yorkshire there are many services involved in a range of innovative and exemplary arts programmes. Whilst there is much to celebrate in relation to arts with children and young people, there is far more to do.

In the early stages of research it became apparent that there is no overall vision, long term plan or co-ordination of arts opportunities for children and young people. In order to respond effectively and efficiently the C&YP Arts Strategy is positioned well in drawing together a number of initiatives under an overall vision with shared values, actions and clear goals into one document.

### **Emerging Vision**

There is shared recognition that the arts are crucial in engaging and motivating children and young people to reach their full potential at this significant time of their lives.

### **Emerging Shared Values**

There are a number of common principals emerging that identify that the arts:

- positively contribute to personal and social development
- intervene positively at critical times in children and young peoples lives
- progress children and young people's formal learning and raise life aspirations for their futures
- provide a platform for children and young people to work in a safe environment to take positive risks, express themselves and articulate their feelings, thoughts, ideas and issues
- develops skills that leads to their ability to take progressive routes, accessing other opportunities they may not normally take
- contribute to raising aspiration towards gaining access to higher education, improved career development and life skill progression
- bridge the gaps in communication towards understanding differences leading toward community cohesion
- positively contribute to workforce development

There is also agreement that the arts contributes directly to the C&YP plan particularly in regards to goals set under Making a Positive Contribution and Enjoying and Achieving. It also has the potential to cut across all five outcomes when focusing on the spectrum of individual needs of children and young people:

- Universal
- Prevention
- Intervention
- Acute

## Suggested Framework and Priority Outcomes

The process so far has identified the following priorities in developing personalised pathways, diverse and flexible delivery and offering positive activities across services.

The four main themes are:

1. Social Cohesion and Social Messages
2. Wider Opportunities and Access to Arts Provision
3. Developmental Pathways
4. Performance Management

By investing in the arts, the significant benefits and outcomes are:

### 1. Social Cohesion and Social Messages

Delivery of arts activities that contribute to **preventative and intervention** work across services. Effectively engaging with hard to reach children and young people that supports them in gaining personal skills which unlocks their potential back into learning and community life.

Arts activities that encourages children and young people's self expression through different mediums contributing to their **Emotional Well Being**. Providing access to arts therapists, as well as collaborations between physiologists, key professionals and artists; contribute to children and young people's mental health and emotional well being.

**Community Cohesion** arts activities that supports and promotes the building of local identity, ownership, understanding and celebrates differences, amongst the wider community with children and young people's needs being the main focus.

Providing access for **Families and Parents** to arts activities that encourages positive interaction between parents and their children contributing towards family well being.

### 2. Wider Opportunities and Access to Arts Provision

More access to **Positive Arts and Culture Activities** for children and young people in North Yorkshire to gain new opportunities and celebrate achievements.

Increase **Access and Inclusion** to arts, cultural and leisure activities. Developing networks, partnerships and programmes that include the voluntary arts and professional arts sector increasing access for children and young people.

**Work Force Development** training programmes that develops creative practice, problem solving, confidence building and supports the promotion and delivery of positive activities for children and young people

### 3. Developmental Pathways

**Career Development** for young people who want to gain a professional career in the arts and creative industry sectors through work placements, apprenticeships and work opportunities as well access to arts accreditation i.e. the Arts Award

Provide new **work experiences** for children and young people who have little access or opportunities due to their personal and social circumstances.

### 4. Performance Management

The arts promote **Children and Young People's Voices**, enabling them to find forms of expression, to share their views and participate in the shaping of their services.

**Performance Management** will underpin the strategy and embed effective evaluation to measure the impact that includes children and young people.

### 5. Next Steps

- Involvement of Members – first meeting is on the 18<sup>th</sup> October at the mid cycle Children and Young People Overview Scrutiny Committee
- Map out services consultation findings already taken with children, young people and their families. Identify their needs in relation to arts activities as well as any gaps in representation or geographical location. Carry out creative consultation where required.
- Consult with key stakeholders on the action plan
- Develop a Map with performance indicators
- Develop links and joint delivery plans with Sports England
- Develop links and join action within NYCC's Cultural Strategy 2008
- Complete strategy by April 2007

Action Plan – Oct 2007

Action	Comment	Date
Members involvement	Attend the mid cycle meeting	18 <sup>th</sup> Oct 2007
Further membership on the C&YP Arts Strategy Steering Group	Identify and invite other key professionals to attend the cycle of meetings	Oct 2007
Consultation with C&YP	Involve key professionals in services – include CYC	End Jan 2008
Consult on Action Plan		End Jan 2008
Consult and develop map	Working with GIS	End of Feb 2008
Draft Strategy		End March 2008
Complete Strategy		April 2008

## Consultation

The following people and organisations have contributed to this study to date:

### Quality & Improvement

Heather Newman – Advisor  
Dianne McConnell - Equality and Diversity  
Cathy Roberts – Music Advisor  
Jonathan Shardlow – Acting Head of Music Service  
Jo York – Visual Arts Consultant  
Joan Ashmore – Principal Advisor

### Schools

Ryedale School  
St John Fishers  
Selby High School  
Spring Head School

### Learning Youth and Skills

David Walker – Education Officer Inclusion  
Sarah Hartley – C&YP Community Cohesion Co-ordinator  
Terry Begley – Principal Youth Officer  
Paul Carswell – Youth Officer 4Youth and CYC  
John Rose – CYC Support Manager  
Fran Lett – Adult Services  
Andy White – Curriculum Development Manager

### Access and Inclusion

Access and Inclusion Senior Management Team  
Margaret Bennett  
Nigel Ogilvy  
Mike Cotton  
Ros Kendrew

### Children Social Care

Paul Dixon – Children Social Care  
Martin Kelly – Children Care Home Manager  
Children Home Managers Group  
Jerry Barnes – Performance and Quality Officer  
Cathy Peacock – Children’s Rights Officer  
Deborah Sandles – Centre Manager

### Extended Services

Carolyn Bird – Service Development Manager  
Stuart Gregory – Integrated Service Manager

### Members Committees

Stephanie Bratcher – Scrutiny Support Officer

### NYCOG Arts Sub Group

### District and Borough Councils

Kate Staines – Arts Officer Hambleton District Council  
Rowena Marsdon – Arts Officer Scarborough  
Gill Copper and Arts Service Team – York City Council  
Yvette Turnbull – Arts Officer – Ryedale District Council  
Catherine Evans – Arts Officer, Craven District Council

### Arts Organisations

Chrysalis Arts  
Blaize  
Georgian Theatre, Richmond  
North Country Theatre  
CREATE  
Get Moving!

In the last four years there have been several initiatives that need consideration in order to give a wider context and frame work to the strategy.

This is by no means a comprehensive list and a further review is required in order to ensure all relevant initiatives are captured.

- 2.1 A cultural framework for North Yorkshire was produced in 2002 by the North Yorkshire Cultural Officer Group consisting of representatives from North Yorkshire County Council the Borough and District Councils, York City Council, ALMC, North Yorkshire Sports and Yorkshire Culture and the two National Parks. It provides an action plan until 2010 with medium and short term goals. The overall vision is that by 2010 York and North Yorkshire will be a region of high quality accessible cultural activity. The vision has five transformational themes; Outdoor Adventure, Creative Industries, Yorkshire's People, Heritage Landscape, Festival and Events
- 2.2 North Yorkshire County Council's sub regional initiatives are the Voluntary Arts and Arts in Education development plans.
- 2.3 North Yorkshire County Council produced a Cultural Strategy (2003 -2008) that drew together in one document the Council's service targets with regards to its lead priorities on cultural activities. Arts with Children and Young People were sited in the document under three of its five main priorities; Creative Industries; School and Communities Working Together; and Young People and Vulnerable Adults. One of the main tangible outcomes was the establishment of a dedicated Arts Officer for NYCC.
- 2.4 The Youth Service '4Youth' also developed a Youth Arts Strategy (2001-2003). There were five main priorities; opportunities, partnerships, good quality arts resource, training and continuing professional development (CPD), career and communications and networking.
- 2.5 Over the last 12 years North Yorkshire County Council's Youth Service has developed a specialist youth arts unit "Connecting Youth Culture" (CYC). CYC is highly regarded countywide, regionally and nationally. The work of Connecting Youth Culture's Connect Course has won two regional awards; North East Prison Aftercare Award and Yorkshire and Humberside Staff Team Awards in Education and Work Skills. It reached Level 1 in all three categories of the Regionally Assurance Inspection. Connecting Youth Culture as a whole has been sited in Joint Area Review and received exceptional praise. CYC has also contributed in National reports such as "Taking it seriously – youth arts in the real world' published by National Youth Agency. It is considered as a strategic enabler in working across organisations in both the youth and arts sector in order to deliver arts programmes that have a social and economic impact for young people in North Yorkshire. CYC is integral in strategies that embrace culture as a key for transforming organisations in developing delivery methods that impact young people's lives, embracing their culture and impacting the wider community and employment trends.
- 2.6 CYC developments include:-
  - Youth Services' arts programmes and projects
  - NYCC internal and also external arts projects across Children and Young People's Service
  - Connect - arts and basic skills activity in Northallerton Remand Centre
  - The Vibe – the out of school performing arts provision
  - Dance development
  - 6k – music development
- 2.7 The Quality and Improvement service area in the Children and Young People's Service (formally CAMAS) sited the arts in their Education Development Plan (2003 – 2008) under Priority 8 – Creative, arts, sports and play.
- 2.8 Q & I developments include:-
  - Providing High Quality Music Curriculum Provision across North Yorkshire Schools

including a diverse range for equal opportunities for children and young people to access music making

- Increasing access for children and young people to play an instrument through Music Service Centres
- CPD through Top Dance
- LAA – ‘Stretch Targets ‘ – has enabled new funding to enable a Action Research Project in Schools with Year 10 Students with goals towards encouraging innovative activity – outside the curriculum
- An established network of Arts Specialist Schools
- Arts in Education plan
- Visual Arts within schools and on CPD led by Arts Consultant
- Representation on the X Directorate Cultural Group

**Appendix 3**

**National Context**

The arts along with sport and play activities provide "things to do, places to go" for children and young people, but they also have an important role to play in delivering the Every Child Matters: Change for Children programme. They contribute to the achievement of the five outcomes - being healthy, staying safe, enjoying and achieving, making a positive contribution and achieving economic well-being.

Other Key documents that cite the arts

- Aiming High for Young People: a ten year strategy for positive activities (AHYP)
- Music Manifesto
- Care Matters

The following list are key policies that are influencing current thinking, discourse and planning of services that need to be born in mind to develop strategic links and to strengthen the value of the C&YP arts. This is not a comprehensive list and further scoping needs to be applied.

"All our Futures: Creativity, Culture and Education"  
National Advisory Committee on Creative and Cultural Education  
(1999)

"Nurturing Creativity in Young People"  
Paul Roberts  
(2006)

"Culture and Creativity"  
Department of Culture, Media and Sport  
(2007)

Qualification and Curriculum Authority  
14 – 19 Curriculum and Qualifications reform working group  
"Creativity find it, promote it"

Arts Council policies and reports including:-  
'Agenda for the Arts'  
'Children and Young People'  
'Response to Youth Matters'  
'Arts in the Youth Justice System'  
'Arts in Health'  
Arts Awards.

'Dramatic Learning in Primary Schools and Visual Learning In the Community School', 2005  
Shirley Brice Heath and Shelby Wolf

'Youth Arts Development and the Arts in Non school Hours by Shirley Brice Heath and Elisabeth Soep (Grant makers in the arts, Volume 9, Number 1 Spring 1998