

**Cultural Heritage Strategy Delivery Plan – 2021 to 2026**

**West Berkshire's Cultural Heritage**

From work undertaken on the Cultural Heritage Strategy, and through working with partners, stakeholders and parish and town councils to create the Delivery Plan, the following was developed to define:

**Our Cultural Heritage Identity - A rich, unique mix of historic buildings, landscape, waterways, folklore and festivals, with traditional artists/makers through to the contemporary arts, digital industries and film production, reflecting the stories and communities, all within a small district.**

**We will recognise, celebrate and use our cultural heritage to improve the lives of residents, support and develop professional cultural heritage organisations and businesses in the following ways:**

Through:

1. **Partnership working and increasing inward investment**
2. **Creative social prescribing, arts, heritage, landscape and health programmes**
3. **Place making and social cohesion**
4. **Increased engagement with education, and using the arts as a means to support children and young people with engaging in education**
5. **Increased access to arts, culture and heritage**
6. **Access to and provision of cultural heritage training and employment opportunities**
7. **Economy – development of cultural heritage tourism, helping to support our cultural heritage sector, and contribution to day and night time economy**

**Delivery Plan Overview**

West Berkshire Council's Cultural Heritage Strategy runs from 2020 – 2030. The Strategy takes a holistic view and the Delivery Plan reflects that approach. The plan covers the period from 2021 to 2026. Some actions are medium or long term, and will be carried forward (subject to review) to the next delivery plan.

- The Cultural Heritage Strategy was designed and written as a partnership document, and the Delivery Plan reflects this.
- This document indicates where actions are linked to multiple strategic themes. This does not necessarily imply actions which meet one strategic theme are less impactful or significant.
- In line with the Cultural Heritage Strategy, projects in the plan respond to the West Berkshire Vision, council strategies and plans, ensuring a cross organisational approach.
- This plan takes into consideration, regional and national strategies from key stakeholders such as the DCMS: Arts Council England, Visit England, and for example, DfE, Historic England, PHE, and local agenda's.
- It should be noted this is a dynamic document and is subject to change in line with shifting sector and community requirements, internal and external factors. This framework provides flexibility, whilst ensuring transparency, and the ability to track progress. •
- This plan will be reviewed annually (subject to agreement)
- West Berkshire Museum is an accredited museum and there are requirements which must be met in order to retain accreditation, these include provision of participatory activity and public access.
- Both West Berkshire Museum and Shaw House having been in receipt of Lottery Funds, are required to have a minimum number of days when they are accessible.
- Core activity for Shaw House currently consists of income generating events and hires.

**Performance Measures**

Measures and KPIs will be developed in order to track progress and indicate where actions are/are not meeting anticipated targets. Measures will include qualitative and quantitative components, and where appropriate, sector specific methodology.

**Timescales**

Predicted duration of project from start date to completion.

Short: 1 to 3 years

Medium: 3 to 5 years

Long: 5 years plus

**Key**

Actions highlighted in blue denote projects/programmes which have commenced

1. Strategic Theme: Sustainability - Ensure our cultural and heritage organisations are sustainable and thrive. This is linked to Economic Development																		
Action: What will be delivered to meet Themes and Objectives	Location	Responsibility	Timescale		Performance Measures	Potential External Partners	Resources	Cost	Funding Available	Indicative Funding Gap	Funding Source	Strategic Themes					Links to WBC Plans/Strategies	
			Start	End								Health and Wellbeing	Education, Training and Employment	Access	Historic Environment	Economic Development		
1	<b>Fundraising and development plan:</b> Identify to research and schedule applications for projects. Where possible take a cross council approach to maximise fundraising potential	n/a	C&L with WBC services and external partners	2022	Long Term	Develop and utilise plan	Strategic level project partners to contribute to document as required, and to work in partnership to develop bids for submission	WBC Officers: C&L in liaison with WBC Officers depending on proposed projects e.g. PH&W, Economy, Development & Planning	Staff resource				X	X		X	X	
1.2	Funding applications, corporate sector sponsorship and CSR schemes, for projects/programmes to lever inward investment and realise project/programmes	District Wide	C&L, working with WBC services	Commenced	Long Term	Submit applications for funding to realise projects/programme. Timescale project/programme dependent. Make approaches to corporate sector for financial support to realise projects/programmes. Timescale project/programme dependent	As required per project/programme	WBC Officers: C&L in liaison with WBC Officers depending on proposed projects e.g. PH&W Economy Development & Planning	Staff resource				X	X		X	X	
<b>1.3 Newbury Town Centre Master Plan: Joint Working with Economy</b>																		
1.3.1	Ensure arts, culture and heritage organisations, SME's, and individual artists/makers are engaged with discussions	Newbury	C&L with Economy	Long Term	Long Term	Consultation to include arts, culture and heritage organisations, culture SME's and individual artists/makers re: Newbury Town Centre Master Plan	Newbury BID Local businesses Creative Industries	WBC Officers: C&L in liaison with Development & Planning/Economy Potential Funding: Central Government Schemes CIL ACE Visit England/South East	Staff resource					X		X	X	Economic Development Strategy Recovery and Renewal Strategy
1.3.2	Contracts and Commissioning: Inclusion where possible, of local/regional creative industries in the design and delivery of the project in order to financially support and benefit local/regional creative industries e.g. commissioning of wayfinding, public art	District Wide	C&L with Economy	Medium Term	Medium Term	Where possible contract local/regional based artists/makers/SME. Timescale dependent on project plan	Newbury BID Local businesses Creative Industries	WBC Officers: C&L in liaison with Development & Planning/Economy Potential Funding: Central Government Schemes CIL ACE Visit England/South East	Unknown, dependent on final development plans.			WBC, external funding, corporate sponsorship		X		X	X	Economic Development Strategy Recovery and Renewal Strategy Environment Strategy
1.3.3	Marketing and Comms: Arts, culture and heritage organisations, SMEs, and individual artists/makers benefit from this large scale project through marketing to promote Newbury and signposting to locations across West Berkshire. Linked to Economy and tourism	District Wide	C&L with Economy	Long Term	Long Term	Inclusion of information re: local artists/makers/SME across the district in promotional material, marketing and Comms. re: the town centre development on completion. Promotional material to be distributed via range of channels for local/domestic visitors. Dependent on New Town Centre project/timescales.	Newbury BID Local businesses Creative Industries	WBC Officers: C&L in liaison with Development & Planning/Economy Potential Funding: Central Government Schemes CIL ACE Visit England/South East	Unknown.			WBC, external funding		X		X	X	Economic Development Strategy Recovery and Renewal Strategy
<b>1.4 Audience/visitor insight Project</b>																		
1.4.1	Commission insight project to gather data on existing audiences/visitors, leading to targeted activity, marketing and comms. To increase attendance/participation rates and generate income	Newbury	C&L	Short Term	Short Term	Museum: Develop 1 survey form. Shaw House: Develop 1 survey.	Audience Agency Arts Council Museum Development.	WBC Officers: C&L Existing budget allocation				Existing Budget				X	X	Economic Development Strategy Recovery and Renewal Strategy

1.4.2	Audience/visitor development project: trial ways to increase audiences/visitors	Newbury	C&L	Short Term	Short Term	Museum and Shaw House : Trial min. of 1 project per site.		WBC Officers: C&L	Unknown			WBC, external funding				X	X	Economic Development Strategy Recovery and Renewal Strategy	
1.4.3	Tracking of attenders/visitor to test efficacy of audience /participant development project	Newbury	C&L	Short Term	Short Term	Track no. of visitors to gauge level of increase. Target % increase TBC dependent on baseline figure from visitor insight project above.		WBC Officers: C&L Existing budget allocation				Existing Budget					X	X	Economic Development Strategy Recovery and Renewal Strategy
<b>1.5 Undertake a Culture &amp; Heritage Capital Assessment</b>																			
1.5.1	In line with DCMS formula to be released, undertake a culture and heritage capital assessment for internal and external use. Link with Defra Natural Capital assessment for West Berkshire	District Wide	C&L	Medium Term	Medium Term	Complete	DCMS Defra District wide cultural heritage organisations AONB BBOWT	WBC Officers: C&L Performance & Research Development & Regulation Economic Development Environment	Staff resource				X	X			X	X	Health & Wellbeing Strategy Economic Development Strategy Environment Strategy Recovery and Renewal Strategy
<b>2. Strategic Theme: Health and Wellbeing – Contribute to the improvement of the health and wellbeing off all our residents</b>																			
	<b>Action: What will be delivered to meet Themes and Objectives</b>	<b>Location</b>	<b>Responsibility</b>	<b>Timescale</b>		<b>Performance Measures</b>	<b>Potential External Partners</b>	<b>Resources</b>	<b>Cost</b>	<b>Funding Available</b>	<b>Indicative Funding Gap</b>	<b>Funding Source</b>	<b>Strategic Themes</b>					<b>Links to WBC Plans/Strategies</b>	
				<b>Start</b>	<b>End</b>								<b>Sustainability</b>	<b>Education, Training and Employment</b>	<b>Access</b>	<b>Historic Environment</b>	<b>Economic Development</b>		
<b>2 Links to Thrive - Creative Social Prescribing: Partnership Project with PH&amp;W and External Partners</b>																			
2.1	Creative social prescribing programme. Sessions developed and delivered by arts organisations in partnership with social prescribers and GP Practices Phase I: Develop a pilot project to develop relationships with partners and trial a range of sessions. Links to Thrive Project Phase 1 commenced. Continuation subject to funding	District Wide	C&L PH&W	Short Term	Short Term	Evaluate pilot project: KPIs: participant no. targets, measure improvements in mental health and wellbeing	The Corn Exchange CCG's	WBC Officers: C&L PH&W WBC investment currently via PH&W Potential Funding Greenham Trust National Lottery Fund National Academy of Social Prescribing CCG's ACE	Delivery: 51,600 Evaluation: 10,918 WBC contribution: 21,718.13	Funding secured	n/a	WBC, Greenham Trust, Corn Exchange	X		X				Health and Wellbeing Strategy
2.1.2	Phase II: Develop and expand provision based on learning from Phase I	District Wide	C&L PH&W	Medium Term	Medium Term	TBC on success of pilot - Roll out the creative social prescribing programme across West Berkshire  % of participants who said that their mental health and sense of wellbeing had improved following the creative social prescribing programme (via survey) Increase the number of beneficiaries	The Corn Exchange CCG's	WBC Officers: C&L PH&W WBC investment currently via PH&W Potential Funding Greenham Trust National Lottery Fund National Academy of Social Prescribing CCG's ACE	Delivery: 42,850 WBC contribution: 10,500	Funding secured	n/a	WBC, Greenham Trust, Corn Exchange	X		X				Health and Wellbeing Strategy
<b>2.2 Creative Wellbeing Walks - Landscape/ Historic Landscape</b>																			
Guided walks in the landscape and responding to the landscape through painting, photography, sketching, creative writing																			
2.2.1	Phase I: Pilot/taster sessions	District wide - according to demand	C&L	Short Term	Short Term	Develop and deliver taster sessions in a minimum of 2 locations. Gather informal feedback re: enjoyment level and sense of wellbeing.	BBOWT AONB City Arts The Corn Exchange	WBC Officers: C&L PH&W Active Travel/Planning & Countryside  WBC investment. Currently via PH&W	2,000	2,000	n/a	WBC	X		X	X			Health & Wellbeing Strategy Active Travel Plan Environment Strategy Recovery and Renewal Strategy
2.2.2	Phase II: Develop Phase I and offer programme more widely. Include creative sessions to develop paintings, writing started and inspired by walks. Sessions to take place at local venues e.g. village halls, library branches, community café's	District wide - according to demand	C&L	Medium Term	Medium term	Depending on results of taster sessions set up a sustainable creative wellbeing walks scheme. Min. of 2 locations. Monitor impact on health and wellbeing to measure improved mental health	BBOWT AONB City Arts The Corn Exchange	WBC Officers: C&L PH&W Active Travel/Planning & Countryside  WBC investment  Potential Funding: Greenham Trust National Lottery Fund Trusts/foundations	5,000 per annum		5,000 per annum	WBC, external funding.	X		X	X			Health & Wellbeing Strategy Active Travel Plan Environment Strategy Recovery and Renewal Strategy
<b>2.3 Creative Heritage and Wellbeing Walks; Historic towns and villages</b>																			
Guided walks, responding to buildings and scenes through painting, photography, sketching, creative writing																			
2.3.1	Phase I: Pilot scheme through taster sessions	District wide - according to demand	C&L	Short Term	Short Term	Develop and deliver taster sessions in a minimum of 2 locations. Gather informal feedback re: enjoyment level and sense of wellbeing.	City Arts The Corn Exchange Local history societies WB Heritage Forum	WBC Officers: C&L PH&W Active Travel/Planning & Countryside  Potential Funding: Greenham Trust National Lottery Fund Trusts/foundations	3,000		3,000	WBC, external funding	X		X	X			Health & Wellbeing Strategy Active Travel Plan Environment Strategy Recovery and Renewal Strategy
2.3.2	Phase II: Develop Phase I and offer more widely. Include creative sessions to develop creative work at local venue e.g. village halls, library branches, community café's	District wide - according to demand	C&L	Medium Term	Medium Term	TBC Depending on results of taster sessions set up a sustainable creative wellbeing walks scheme. Min. of 2 locations. Monitor impact on health and wellbeing to measure improved mental health. Evaluation framework TBC	City Arts The Corn Exchange Local history societies WB Heritage Forum	WBC Officers: C&L PH&W Active Travel/Planning & Countryside  Potential Funding: Greenham Trust National Lottery Fund Trusts/foundations	Dependent on pilot: 3,000 (est) per annum		3,000 per annum	WBC, external funding	X		X	X			Health & Wellbeing Strategy Active Travel Plan Environment Strategy Recovery and Renewal Strategy
<b>2.4 Green Choirs</b>																			
Singing in green space/landscape including long covid recovery																			
2.4.1	Phase I: Pilot sessions Deliver as part of Links to Thrive	District wide - according to demand	C&L PH&W	Short Term	Short Term	Develop and deliver pilot sessions in 2 locations. Measure % who report an improvement in their mental health and wellbeing. Specific evaluation re: those with long covid. Evaluation framework TBC	Corn Exchange Watermill Theatre Berkshire Maestro's Community Choirs BBOWT AONB	WBC Officers: C&L  Potential Funding: Greenham Trust National Lottery Fund Trust/Foundations	Delivery: 7,000 Evaluation: 5,000		Delivery: 7,000 Evaluation: 5,000	WBC, external funding	X		X	X			Health & Wellbeing Strategy
2.4.2	Phase II: Develop Phase I. Work with more choirs and offer more widely	District wide - according to demand	C&L PH&W	Medium Term	Medium Term	Depending on results of taster sessions set up a sustainable creative wellbeing walks scheme. Min. of 2 locations. Monitor impact on health and wellbeing to measure % improvement in mental health and wellbeing on a regular basis. Evaluation framework TBC	Corn Exchange Watermill Theatre Berkshire Maestro's Community Choirs BBOWT AONB	WBC Officers: C&L  Potential Funding: Greenham Trust National Lottery Fund Trust/Foundations	Dependent on pilot			WBC, external funding	X		X	X			Health & Wellbeing Strategy
<b>2.5 Creative and Green Reminiscence Programme</b>																			
Combining reminiscence sessions, with gardening, creating small community gardens' and/or helping with planting and maintaining grounds of historic heritage sites																			
2.5.1	Pilot project at Shaw House: using the house and grounds as the focus for the reminiscence work, leading into gardening, planting and maintaining raised beds.	District wide - according to demand/available sites	C&L PH&W	Short Term	Short Term	Engage participants to attend a min of 10 sessions. Monitor health and wellbeing, increased connection with heritage site. Evaluation framework TBC	Age UK BBOWT – Team Wilder Corn Exchange and partners re: Links to Thrive project Educate Local Horticultural Societies Churches Artists/makers WB Heritage Forum	WBC Officers: C&L PH&W  Potential Funding: National Lottery Fund BBOWT – existing funds and partnership bids Historic England: social prescribing funds via National Academy of Social Prescribing	8,000 (includes plants)		8,000 (includes plants)	WBC, external funding	X		X	X			Health & Wellbeing Strategy

2.5.2	Once garden established explore use for outdoor arts e.g. painting, photography, creative writing for community groups, art therapy and social prescribing	District wide - according to demand/available sites	C&L PH&W	Medium Term	Medium Term	TBC -dependent on progression of above programme.	Age UK BBOWT – Team Wilder Corn Exchange and partners re: Links to Thrive project Educafe Local Horticultural Societies Churches Artists/makers WB Heritage Forum	WBC Officers: C&L PH&W  Potential Funding: National Lottery Fund BBOWT – existing funds and partnership bids Historic England: social prescribing funds via National Academy of Social Prescribing	WBC/partner social prescribing Delivery: 8,000 per annum	6,000 per annum	WBC, partner, external funding	X		X	X		Health & Wellbeing Strategy	
2.5.3	Outreach programme: Phase I: Pilot project. use model to trial outreach programme at heritage locations: e.g. churches, listed buildings, historic sites across West Berkshire. Phase II: Depending on Phase I, expand project. Aim: to develop volunteer groups to assist with garden/grounds	District wide - according to demand/available sites	C&L PH&W	Medium Term	Medium Term	Run 1 pilot project in 2 settings. Min of 10 participants, 10 sessions per setting. Phase II: min. of 2 additional locations, 2 groups of participants, min. of 15 sessions	Gardens Trust Age UK BBOWT – Team Wilder Corn Exchange and partners re: Links to Thrive project Educafe Local Horticultural Societies Churches Artists/makers WB Heritage Forum	WBC Officers: C&L PH&W  Potential Funding: National Lottery Fund BBOWT – existing funds and partnership bids Historic England: social prescribing funds via National Academy of Social Prescribing	Phase I Pilot: 6,000 Phase II: 9,000	Phase I Pilot: 6,000 Phase II: 9,000	WBC, partner, external funding	X		X	X		Health & Wellbeing Strategy	
2.5.4	Develop reminiscence boxes for each location working with the library service, and local history groups	District wide - according to demand/available sites	C&L PH&W	Medium Term	Medium Term	Produce 1 box for pilot project. Produce 6 boxes for phase II dependent on outcome of pilot.	Gardens Trust Age UK BBOWT – Team Wilder Corn Exchange and partners re: Links to Thrive project Educafe Local Horticultural Societies Churches Artists/makers WB Heritage Forum Berkshire Records Office	WBC Officers: C&L PH&W  Potential Funding: National Lottery Fund BBOWT – existing funds and partnership bids Historic England: social prescribing funds via National Academy of Social Prescribing	600	600	WBC, external funding	X		X	X		Health & Wellbeing Strategy	
<b>2.6 Arts &amp; Health for Healthcare Professionals – Links to Thrive</b> Programme of creative sessions e.g. visual arts, creative writing, singing, for healthcare professionals as a means of supporting health and wellbeing. Offered in a range of settings																		
2.6.1	Phase I: Pilot scheme. Develop as part of Links to Thrive	District wide	C&L and PH&W	Short Term	Short Term	Develop and deliver taster sessions. Min. of 2 groups in 2 locations. re: Gather feedback re: enjoyment, mental health and wellbeing. Measure % increase in improvement in mental health and wellbeing. Evaluation framework TBC	Corn Exchange BBOWT CCG's Culture, Health and Wellbeing Alliance	WBC Officers: C&L PH&W  Potential Funding: Greenham Trust National Lottery Fund National Academy of Social Prescribing CCG's AHRC	Delivery: 6,000	Delivery: 6,000	WBC, partner, external funding	X		X			Health & Wellbeing strategy	
2.6.2	Phase II: Depending on Phase I results, develop programme and offer to more healthcare professionals	District wide	C&L and PH&W	Medium Term	Medium Term	Depending on results of taster sessions set up a sustainable scheme. Increase number of participants. Measure % increase in improvement in mental health and wellbeing. Evaluation framework TBC	Corn Exchange BBOWT CCG's Culture, Health and Wellbeing Alliance	WBC Officers: C&L PH&W  Potential Funding: Greenham Trust National Lottery Fund National Academy of Social Prescribing CCG's AHRC	dependent on pilot		WBC, partner, external funding	X		X	X		Health & Wellbeing strategy	
<b>2.7 Social Prescribing for Healthcare Professionals – Links to Thrive</b>																		
2.7.1	Phase I: Pilot creative programmes, including creativity in the landscape specifically designed for healthcare professionals who are experiencing health and wellbeing difficulties as a result of their work. Offered in locations outside of the workplace e.g. Corn Exchange, Museum, Shaw House, City Arts, Libraries, BBOWT, AONB	District wide	C&L PH&W	Short Term	Short Term	Develop and deliver taster sessions. Min. of 2 groups in 2 locations. re: Gather feedback re: enjoyment, mental health and wellbeing. Gather feedback and evaluate.	Professional arts and heritage organisations Corn Exchange BBOWT CCG's Culture, Health and Wellbeing Alliance HEI	WBC Officers: C&L PH&W  Potential funding ACE CCG AHRC	Delivery: 40,000	Delivery: 40,000	Partners, external funding	X		X			Health & Wellbeing strategy	
2.7.2	Phase II: Develop programme and offer to more healthcare professionals	District wide	C&L PH&W	Medium Term	Medium Term	Depending on results of taster sessions set up a sustainable scheme. Increase number of participants. Monitor impact on health and wellbeing to assess levels of improvement	Professional arts and heritage organisations Corn Exchange BBOWT CCG's Culture, Health and Wellbeing Alliance HEI	WBC Officers: C&L PH&W  Potential funding ACE CCG AHRC	dependent on pilot		Partners, external funding	X		X			Health & Wellbeing Strategy	
<b>2.8 Creativity &amp; Health Alliance</b>																		
2.8.1	Developed through Links to Thrive. Joint initiative with healthcare, cultural heritage and associated strategic partners to pilot, develop and progress arts, heritage and health activity  To ensure pilot schemes, projects/programmes are robustly monitored and evaluated, sharing results and good practice with local and national partners  Establish partnerships with HEI's to develop practice, offer funded Postgraduate research opportunities	District wide	C&L PH&W	Long Term	Long Term	Establish the group, consisting of partners and stakeholders with a focus on health and wellbeing and creativity, and projects/programmes which benefit residents and professionals across the district	Corn Exchange The Watermill Theatre City Arts CCG HEI's Culture, Health and Wellbeing Alliance	WBC Officers: C&L PH&W	Staff resource				X		X			Health & Wellbeing Strategy
<b>2.9 West Berkshire Arts &amp; Health Hive</b>																		
2.9.1	Feasibility Study into the development of an Arts and Health Hive for West Berkshire, taking into consideration of models across UK and District and surrounding area requirements. Key into developments re: Integrated Care System. Draft proposal/diagram attached	District wide	Cross Service. Led by C&L and PH&W Adult Social Care Children and Families Services Education/Education Psychology Service Building Communities	Short Term	Short Term	Commission Feasibility Study	Corn Exchange Berkshire Music Education Hub (Berkshire Maestro's)	C&L PH&W Social Care Children and Families Services Education/Education Psychology Service Building Communities	Adult	Unknown	WBC	X		X		X	Health & Wellbeing Strategy	
	Identify location. Undertake necessary works. Establish Arts and Health Hive. Centre for arts, creative health and wellbeing activity. Social prescribing, CPD and Training. If outdoor space is available, scheme to include green social prescribing, and outdoor creative health sessions. Draft proposal/diagram attached.	District wide	Cross Service. Led by C&L and PH&W Adult Social Care Children and Families Services Education/Education Psychology Service Building Communities	Long Term	Long term	Measures TBC	List of partners included in draft proposal	Cross Service. Led by C&L and PH&W Adult Social Care Children and Families Services Education/Education Psychology Service Building Communities	Unknown, dependent on scope		WBC, CL, External funding: CCGs, Central Government Schemes, ACE, Greenham Trust, Corporate Sponsorship/CSR	X		X		X	Health & Wellbeing Strategy	
<b>3. Strategic Theme: Education, Employment and Training</b>																		
	Action: What will be delivered to meet Themes and Objectives	Location	Responsibility	Timescale		Performance Measures	Potential External Partners	Resources	Cost	Funding Available	Indicative Funding Gap	Funding Source	Strategic Themes			Links to WBC Plans/Strategies		
				Start	End								Sustainability	Health and Wellbeing	Access	Historic Environment	Economic Development	
3	West Berkshire Local Cultural Education Partnership (LCEP): Joint working across WBC and in partnership with external partners																	

3.1.	Test partner commitment for developing a West Berkshire LCEP	District wide	C&L	Short Term	Short Term	Completed: Secured partner and stakeholder commitment	Artswork Professional arts and cultural organisations Individual artists/creatives Schools, PRU's and Education Sector Berkshire Youth CCG - CAHMS Children's Services Youth Justice Culture, Health & Wellbeing Alliance  Internal: Library service (subject to Library review)	WBC Officers: C&L with Education Service Children & Family Services PH&W  Potential Funding: Access to further funding from ACE Greenham Trust The National Lottery DIE Trusts/foundations	Staff resource				X	X		X		Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Equalities Plan
3.1.2	Liaison with ACE and Artswork to ascertain strategic 'buy in' and level of support	District wide	C&L	Short Term	Short Term	Secure support and funding required to establish and deliver LCEP activity	Artswork Professional arts and cultural organisations Individual artists/creatives Schools, PRU's and Education Sector Berkshire Youth CCG - CAHMS Children's Services Youth Justice Culture, Health & Wellbeing Alliance  Internal: Library service (subject to Library review)	WBC Officers: C&L with Education Service PH&W  Potential Funding: Access to further funding from ACE Greenham Trust The National Lottery DIE Trusts/foundations	Staff time				X	X		X		Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Equalities Plan
3.1.3	Secure funding to establish a LCEP: work with core partners to share information and evidence on areas of most need. Consultation with young people. Develop vision and delivery plan to deliver educational, cultural, and health wellbeing projects/programmes	District wide	C&L	Short Term	Short Term	Secure funding required to establish LCEP 10K for Phase I: Arts Council England. 50K from COMF Budget. 50K pending. On condition of receipt of funding; Conduct consultation with young people and develop 3 year delivery plan with core partners, set KPI's and measures to assess progress and efficacy in accordance with Arts Council England, partner and Council requirements. Approval of LCEP Delivery Plan. Dates TBC	Artswork Professional arts and cultural organisations Individual artists/creatives Schools, PRU's and Education Sector Berkshire Youth CCG - CAHMS Children's Services Youth Justice Culture, Health & Wellbeing Alliance  Internal: Library service (subject to Library review)	WBC Officers: C&L with Education Service PH&W  Funding to establish West Berkshire LCEP: ACE/Artswork: 10k secured Potential Funding: Access to further funding from ACE Greenham Trust The National Lottery DIE Trusts/foundations	Phase I: 10,000 secured from ACE.	10,000 (ACE)		ACE	X	X		X		Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Equalities Plan
3.1.4	Phase II: Commence delivery	District wide	C&L	Long Term	Long Term	Deliver minimum of one project in year 1 with Education Service, arts partners, and schools, with a focus on improving children and young people's mental health post pandemic. Teacher CPD	Artswork Professional arts and cultural organisations Individual artists/creatives Schools, PRU's and Education Sector Berkshire Youth CCG - CAHMS Children's Services Youth Justice Culture, Health & Wellbeing Alliance  Internal: Library service (subject to Library review)	WBC Officers: C&L with Education Service PH&W 50k secured via Covid/mental health recovery funding  Potential Funding: Access to further funding from ACE Greenham Trust The National Lottery DIE Trusts/foundations	Phase II: Year 1: 50,000 WBC COMF Budget. Up to 50,000 Greenham Trust per annum for total three years (pending) subject to match funding from WBC	50,000 WBC COMF secured. Up to 50,000 match funding per annum from Greenham Trust pending. Dependent on match from WBC.	Up to 50,000 per annum for two years to release match funding from Greenham Trust (pending)	WBC Greenham Trust (pending)	X	X		X		Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Equalities Plan
<b>3.2</b>	<b>Arts and Creativity in Healthcare: Partnership Project with PH&amp;W and External Partners: Links to Thrive</b>																	
3.2.1	Phase I: Explore feasibility and develop pilot re: scheme with e.g. Senior Lecturer in Nursing/Medicine, Southampton University, a programme of training for medical students, and CPD for qualified medical professionals in the use of the arts and creativity in healthcare with a focus on social prescribing.	District wide	C&L PH&W	Short Term	Short Term	Undertake pilot scheme depending on results of feasibility work. Set measures and targets in consultation with partner organisation. To include: TBC - dependent on feasibility study. Develop and deliver a pilot Arts and Creativity in Healthcare programme. Location TBC Evaluation framework TBC. Will include % of participants who had increased their understanding and felt that they would use an arts and creativity in healthcare approach	University of Southampton National Academy of Social Prescribing Culture, Health & Wellbeing Alliance Arts & Health Alliance South East  Delivery Partners: Arts and Cultural Organisations Education Sector CCG's	WBC Officers: C&L PH&W Adult Social Care Children and Family Services  Potential Funding: Partner HEI's National Academy for Social Prescribing	Development and delivery: dependent on funds		Development and delivery: dependent on funds	WBC, external funding, partner contribution	X	X		X		Health & Wellbeing Strategy
3.2.2	Phase II: Roll out training and CPD programme.	District wide	C&L PH&W	Medium Term	Medium Term	TBC Depending on pilot scheme, establish a sustainable programme with KPIs and measure re: to include % of participants increased understanding and likelihood of using an arts and creativity in healthcare approach	University of Southampton National Academy of Social Prescribing Culture, Health & Wellbeing Alliance Arts & Health Alliance South East  Delivery Partners: Arts and Cultural Organisations Education Sector CCG's	WBC Officers: C&L PH&W Adult Social Care Children and Family Services  Potential Funding: Partner HEI's National Academy for Social Prescribing	dependent on Pilot			WBC, external funding, contribution from WBC and partners	X	X		X		Health & Wellbeing Strategy
<b>3.3</b>	<b>Social Prescribing and Creative Practitioners: Partnership Project with PH&amp;W and External Partners: Links to Thrive</b>																	
3.3.1	Pilot Phase I: Develop and deliver CPD for creative practitioners delivering social prescribing sessions.	District wide	C&L with PH&W	Short Term	Short Term	Undertake and evaluate CPD. For practitioners delivering Links to Thrive Pilot. Assess feedback re: level of usefulness of CPD when delivering Links to Thrive sessions	Corn Exchange CCG's Links to Thrive project partners Culture, Health & Wellbeing Alliance	WBC Officers: C&L PH&W Potential Funding: National Academy for Social Prescribing ACE	3,240	funding secured		WBC, Greenham Trust, Corn Exchange	X	X		X		Health & Wellbeing Strategy Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Apprenticeship Strategy Equalities Plan
3.3.2	Phase II: Develop and deliver training for arts professionals managing creative social prescribing programmes including supervision of creatives delivering sessions. Informed by learning from Phase I	District wide	C&L with PH&W	Medium Term	Medium Term	TBC -dependent on pilot. Access feedback re: level of usefulness of CPD when delivering Links to Thrive	Corn Exchange CCG's Links to Thrive project partners Culture, Health & Wellbeing Alliance	WBC Officers: C&L PH&W Potential Funding: National Academy for Social Prescribing ACE	3,500	% of funding secured		WBC, Greenham Trust, Corn Exchange	X	X		X		Health & Wellbeing Strategy Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Apprenticeship Strategy Equalities Plan
3.3.3	Develop nationally accredited training for creative practitioners delivering social prescribing	District wide	C&L with PH&W	Long Term	Long term	TBC -dependent on Phase II. Work with partners to test feasibility to develop and deliver a nationally accredited CPD programme. TBC - depending on results of feasibility exercise, develop and co-deliver nationally accredited programme meeting KPI's required by accredited training. Evaluation framework TBC	Corn Exchange CCG's Links to Thrive project partners Culture, Health & Wellbeing Alliance	WBC Officers: C&L PH&W Potential Funding: National Academy for Social Prescribing ACE	Unknown			WBC, Greenham Trust, Corn Exchange, ACE, National Academy for Social Prescribing	X	X		X		Health & Wellbeing Strategy Schools Improvement Strategy SEND Strategy Health & Wellbeing Strategy Apprenticeship Strategy Equalities Plan

**West Berkshire Local Cultural Education Partnership**

- Part of a national scheme to develop and deliver a range of high quality creative programmes in the education sector in partnership with the cultural, health, children's/adult services, and related sectors. Pupils benefit from access/increased access to creative projects/programmes developed and delivered in partnership with the cultural sector and specialists.
- Pupils can undertake recognised awards scheme Arts Awards suitable for all ages and abilities.
- Programmes/projects are based on evidence that participating in cultural activity raises academic attainment and where relevant school attendance.
- Teacher CPD is included in many programmes.
- Cultural Education Partnerships work with their regional Bridge Organisation (Arts Council England), Music Education Hubs and other partners - e.g. British Film Institute

The following organisations have agreed/are to confirm pending approval, being core partners should we proceed:

The Corn Exchange  
The Watermill Theatre  
Berkshire Maestros  
Newbury College  
Berkshire Youth  
City Arts  
WBC colleagues have been consulted, and the following would be included in partnership meetings.  
Education Services  
Public Health and Wellbeing  
Building Communities

4. Strategic Theme: Access – Improve access to cultural heritage and activities for all																		
Action: What will be delivered to meet Themes and Objectives	Location	Responsibility	Timescale		Performance Measures	Potential External Partners	Resources	Cost	Funding Available	Indicative Funding Gap	Funding Source	Strategic Themes					Links to WBC Plans/Strategies	
			Start	End								Sustainability	Health and Wellbeing	Education, Training and Employment	Historic Environment	Economic Development		
4.1	Public Art and Place making Plan* in discussion with Economy and Development & Planning re: Newbury Town Centre Master Plan, and Public Arts Trails proposed by PTC's	District wide	C&L Planning & Management Economy	Medium Term	Long term	Develop and adopt plan		WBC Officers C&L Development & Regulation Economy	Staff time				X	X		X	X	Economic Development Strategy Recovery and Renewal Strategy Berkshire West Health & Wellbeing Strategy Environment Strategy
4.2	Public Art and Place making																	
4.2.1	Newbury Master Plan, Newbury: Public art, wayfinding, street furniture, murals, digital installations	Newbury	C&L with Economy	Medium Term	Medium Term	TBC, dependent on Newbury Town Centre Master Plan delivery and funding.	Schools Berkshire youth Community groups Newbury BID	WBC Officers: C&L Economy Development & Regulation Building Communities Potential Funding: Developers Housing Associations Corporate sponsorship/CSR CIL ACE	TBC, dependent on design/scope.			WBC, Newbury BID, external funding, corporate sponsorship	X	X				Economic Development Strategy Recovery and Renewal Strategy Berkshire West Health & Wellbeing Strategy Environment Strategy
4.2.2	Develop public art and place making programme for new housing developments to bring residents together (social cohesion), create a sense of community, and place making taking a % for Arts approach	District wide	C&L with Economy	Long Term	Long term	Secure funds to undertake place making project, work with a minimum of 2 communities to test efficacy of project. Participants will reflect the demographic of the community. Commission artists to work 'in residence' with communities. Participants to gain greater sense of community and their place in it, sense of shared ownership. Subject to evaluation further funds to be secured to continue programme subject to need	Developers Housing Associations, schools, Berkshire Youth	WBC Officers: C&L Economy Development & Regulation Building Communities Potential Funding: Developers Housing Associations Corporate sponsorship/CSR CIL ACE	Unknown			WBC, CIL, external funding, corporate sponsorship	X	X				Economic Development Strategy Recovery and Renewal Strategy Berkshire West Health & Wellbeing Strategy Environment Strategy
4.3	Public Art Delivery Plan: Public Art Trail and Place making Initiative																	
4.3.1	Public Art Trails: Intergenerational work with communities and an artists 'in residence' to develop art trails celebrating local heritage in selected villages/towns, and linked to form a district wide trail.	District wide	C&L Development & Planning Building Communities Economy	Medium Term	Medium Term	Develop and adopt plan Secure funding - measure dependent on project requirements Completion of min. of 4 trails. 1 group of participants per trail. 1 artist per trail. No. and type of sessions to be determined in consultation with communities and artists. Size and scope of project subject to funding levels. Evaluation framework TBC dependent on size and scope of project.	Community groups, schools, local businesses	WBC Officers C&L Building Communities PH&W Development & Regulation Rights of Way Planning & Countryside Potential Funding: CIL ACE National Lottery Fund Trusts/Foundations Corporate sponsorship/CSR	Unknown	Includes in WBC UKSPF submission for completion of 2-3 sites - dependent on level of funds allocated. Additional funds required for full project completion		UKSPF WBC, CIL, external funding, corporate CSR	X	X		X	X	Health & Wellbeing Strategy Recovery and Renewal Strategy Local Cycling & Walking Plan Rights of Way Improvement Plan Active Travel Plan Environment Strategy Economic Development Strategy
4.3.2	Trails to be used as part of Creative Wellbeing Walks programme Subject to pilot/master sessions and funding	District wide	C&L with PH&W	Medium Term	Medium Term	Establish Creative Wellbeing Walks using trails subject to local demand and availability of volunteer walk leaders. Timescale and measures TBC as dependent on completion of trails.	Community groups	WBC Officers: C&L Economy	n/a				X	X		X		Health & Wellbeing Strategy Active Travel Plan
4.3.3	Economic Development: Trails promoted as part of tourism offer	District wide	C&L with Economy	Medium Term	Medium Term	Develop marketing and comms. Promotion of trails pre and during peak visitor times using channels with the most effective reach for target demographic. Online: google analytics to track no. of visits to website. Promotion of trails TBC as dependent on completion of trails project	Newbury BID	WBC Officers: C&L Economy	n/a				X			X	X	Economic Development Strategy Recovery and Renewal Strategy
4.4	Accessible Maps: For existing walks and Public Art Trails (above): Joint working with Environment Board meeting to Action HC003																	
4.4.1	Maps created for a variety of users including those with e.g. visual impairment, neurodivergent, learning disabilities, mental health challenges working with artists, target residents and regional/national partners e.g. RNIB, Mencap. Initial scoping with Environment Delivery Board. Links to Action HC003	District wide	C&L with Environment Delivery Board	Short Term	Short Term	Dependent on funds being secured. Measures TBC dependent on size and scale of project. TBC but likely to include: Work with partners and designers/artists to develop min. of 4 maps taking a phased approach Provision of maps in variety of accessible formats: online, hard copies. Promote maps to target users and general public. Evaluation framework TBC	Artists/makers Creative SME's Inside Out RNIB Mencap Mind HEI	WBC Officers: C&L Environment Delivery Board Potential Funding: ACE The National Lottery Trusts/Foundations Corporate CSR HEI AHRC	15,000		15,000	WBC, external funding	X	X		X		Health & Wellbeing Strategy Local Cycling & Walking Infrastructure Plan Rights of Way Improvement Plan Active Travel Plan Environment Strategy Equality & Diversity Plan Apprenticeship Strategy SEND Strategy
4.4.2	Work created to be exhibited across district, with accompanying workshops and talks led by those who self- define as having a disability.	District wide	C&L with Environment Delivery Board	Short Term	Short Term	Exhibit work at a minimum of 2 locations. Minimum of 2 talks. 2 workshops. Measures: % of participants likely to use maps to walk one or more trails, % of participants who had attended an exhibition, talk and or workshop due to the inclusive subject and/or leader, % participants who would engage with future activities of this nature.	Artists/makers Creative SME's Inside Out RNIB Mencap Mind HEI Schools and Colleges	WBC Officers: C&L Environment Delivery Board Potential Funding: ACE The National Lottery Trusts/Foundations Corporate CSR HEI AHRC	6,000		6,000	WBC, external funding	X	X		X		Health & Wellbeing Strategy Local Cycling & Walking Infrastructure Plan Rights of Way Improvement Plan Active Travel Plan Environment Strategy Equality & Diversity Plan Apprenticeship Strategy SEND Strategy
4.4.3	Consider opportunity for paid internship	District wide	C&L with Environment Delivery Board	Short Term	Short Term	If feasible, host 1 internship/apprenticeship. Measures to include leaning outcomes framework.	Artists/makers Creative SME's Inside Out RNIB Mencap Mind HEI	WBC Officers: C&L Environment Delivery Board	21,000		21,000	WBC apprenticeship/placement	X	X		X		Health & Wellbeing Strategy Local Cycling & Walking Infrastructure Plan Rights of Way Improvement Plan Active Travel Plan Environment Strategy Equality & Diversity Plan Apprenticeship Strategy SEND Strategy
4.5	Increase and develop accessibility of WBC and partner venues, and sites of cultural heritage interest (e.g. AONB, waterways)																	
4.5.1	Introduce and increase use where required, of digital interpretation, audio guides, large print, signage to aid and increase access to cultural heritage sites for a wide demographic of visitors e.g. neurodivergent, visually/hearing impaired.	District wide	C&L	Medium Term	Medium Term	TBC	VocalEyes Access specialists Local/regional disability groups and organisations Digital interpretation specialists	WBC Officers: C&L Digital Services Potential Funding: Greenham Trust The National Lottery Trusts/Foundations Corporate CSR	Unknown.			WBC (Shaw House, Museum), partner, external funding	X	X		X		SEND Strategy Equality & Diversity Plan Health & Wellbeing Strategy

4.5.2	Identify and provide training where required with e.g. Museum, Shaw House, Corn Exchange, Watermill Theatre, City Arts, BBOWT	District wide	C&L	Medium Term	Medium Term	Provision of training based on identified need of WBC and partner organisations	VocalEyes Access specialists Local/regional disability groups and organisations Digital interpretation specialists University of Portsmouth	WBC Officers: C&L  Potential Funding: Greenham Trust The National Lottery Trusts/Foundations Corporate CSR	Unknown			WBC (Shaw House, Museum), partner, external funding	X	X		X		SEND Strategy Equality & Diversity Plan Health & Wellbeing Strategy
<b>4.6 Training Scheme: Artists/Designers who self-define as having a disability/neurodivergent. Links with Accessible Maps project.</b>																		
4.6.1	Phase I: Pilot Scheme to provide training in exhibition curation, interpretation, workshop design and facilitation for those who self-identify as having a disability. Link with Accessible Maps project. Partnership with the Wellcome Trust, Outside In, and Accentuate project partners to introduce existing training and professional development model. Potential to link with HEI.	Newbury District wide	C&L	Short Term	Short Term	Project dependent on funding being secured. Measures and evaluation framework TBC. To include delivery of pilot. Recruit and work with participants (timeframe TBC). Gauge % increase in participant's knowledge, experience and skills in exhibition curation, interpretation, workshop design and facilitation.	Outside In The Wellcome Trust Accentuate project partners Berkshire Youth Cultural Heritage organisations National Trust City Arts Schools/Colleges University of Reading Recovery in Mind	WBC Officers: C&L Education Service Link to West Berkshire Cultural Education Partnership  Potential Funding: ACE Greenham Trust The National Lottery Trusts/Foundations Corporate CSR	Staff resource to support. Delivery: 8,000		8,000	WBC, external funding, partnership, HEI	X	X		X	X	Economic Development Strategy SEND Strategy Supported Employment Strategy Equality & Diversity Plan
4.6.2	Delivery of workshops linked to exhibitions, and projects, designed by and led by training scheme participants for: Specialist groups Schools General public  Potential settings to include: Shaw House Libraries (subject to Library Review) Corn Exchange City Arts National Trust sites Historic England	Newbury District wide	C&L	Short Term	Short Term	Min. no. of 2 workshops to be designed, delivered by project participants. Gauge increase in skills, confidence and experience through feedback. Evaluation framework TBC	Outside In The Wellcome Trust Accentuate project partners Berkshire Youth Cultural Heritage organisations National Trust City Arts Schools/Colleges University of Reading	WBC Officers: C&L Education Service Link to West Berkshire Cultural Education Partnership  Potential Funding: ACE Greenham Trust The National Lottery Trusts/Foundations Corporate CSR	4,000		4,000	WBC, external funding, partnership, HEI	X	X		X	X	Economic Development Strategy SEND Strategy Supported Employment Strategy Equality & Diversity Plan
4.6.3	Phase II: Depending on results of the pilot scheme, secure funding to develop ongoing programme	Newbury District wide	C&L	Medium Term	Medium Term	TBC - dependent on pilot project.	Outside In The Wellcome Trust Accentuate project partners Berkshire Youth Cultural Heritage organisations National Trust City Arts Schools/Colleges University of Reading	WBC Officers: C&L Education Service Link to West Berkshire Cultural Education Partnership  Potential Funding: ACE Greenham Trust The National Lottery Trusts/Foundations Corporate CSR	Dependent on Pilot project			WBC, external funding, partnership, HEI	X	X		X	X	Economic Development Strategy SEND Strategy Supported Employment Strategy Equality & Diversity Plan
<b>4.7 Public events and activities to increase participation and engagement with local heritage and museum collections</b>																		
4.7.1	Family Drop-In activity sessions Phase I: Pilot project: develop a new drop-in morning session for the under 5s and their families including an art and craft linked to a museum exhibition and/or object as well as a self-led museum hunt for an object linked with the art and craft activity.	Newbury	C&L/West Berkshire Museum	Short Term	Short Term	Min. of 4 families participating in pilot. Gain feedback via feedback cards to assess likelihood of repeat visit.	West Berkshire Nurseries and preschools, Educafe	WBC Officers: C&L Museum Budget allocated				Existing Budget	X	X		X	X	Communications and Engagement Strategy Equality & Diversity Plan
4.7.2	Phase II: continue subject to success of Phase I	Newbury	C&L/West Berkshire Museum	Medium Term	Medium Term	TBC -depending on pilot. Minimum of 4 families participating in pilot session. Gain feedback via feedback cards to assess likelihood of repeat visit. Evaluation framework TBC.	West Berkshire Nurseries and preschools, Educafe	WBC Officers: C&L Museum Budget allocated				Existing Budget	X	X		X	X	Communications and Engagement Strategy Equality & Diversity Plan
4.7.3	Seasonal talks programme (Sept-Apr) delivered both in-person and online, low admission cost or free-of-charge. Talks delivered by partners, volunteers, members of the local heritage community based on themes that link to local history, the permanent and special exhibitions, and the collections.	Newbury	C&L/West Berkshire Museum Shaw House	Long Term	Long term	Minimum of 5 talks per season from September to April, and to maintain the number of participants (from 31 March 2021-1 April 2022 Talking History programme).	Local groups, societies, partner museum/heritage venues	WBC Officers: C&L Museum Budget allocated				Existing Budget	X	X		X	X	Communications and Engagement Strategy Equality & Diversity Plan
4.7.4	Creative activity days linked with national events Kids in Museum's Takeover Day, The Festival of Archaeology, Heritage Open Days	Newbury	C&L/West Berkshire Museum	Long Term	Long term	Minimum of 3 activities and to maintain the number of participants (from 31 March 2021-1 April 2022).	Corn Exchange, Council for British Archaeology, Kids In Museums, Heritage Open Days	WBC Officers: C&L, Archaeology Team Museum Budget allocated				Existing Budget	X	X		X	X	Communications and Engagement Strategy Equality & Diversity Plan
4.7.5	Arts Awards To deliver with the Corn Exchange and Newbury Library an Arts Award Discover morning once a year for up to 10 children	Newbury	C&L/West Berkshire Museum	Commenced	Long term	To offer at least one Arts Award Discover every year in partnership with the Corn Exchange and Newbury Library, with a minimum of 10 participants.	Corn Exchange and Newbury Library	WBC Officers: C&L Museum Budget allocated				Existing Budget	X	X		X	X	Communications and Engagement Strategy Equality & Diversity Plan
4.7.6	The Museum to continue to offer an Arts Award Explore, including arts and craft workshops and a pop-up exhibition, for a maximum of six children over the school summer holiday	Newbury	C&L/West Berkshire Museum	Medium Term	Medium Term	To offer at least one small group Arts Award Explore every year in partnership with local schools, with a maximum of 6 participants.	West Berkshire schools	WBC Officers: C&L Museum Budget allocated				Existing Budget	X	X		X	X	Communications and Engagement Strategy Equality & Diversity Plan
<b>4.8 Provide opportunities for LGBTQIA+ communities to feel included and influential in heritage spaces and activities</b>																		
4.8.1	Family Drop-in sessions Phase I: Pilot project: develop a LGBTQIA+ family morning, creating a space at the Museum for local LGBTQIA+ families to meet one another.	Newbury	C&L West Berkshire Museum	Short Term	Short Term	Minimum of 4 LGBTQIA+ families engaging with pilot project. Gain feedback via feedback cards including likelihood of return visit.	Newbury Pride, West Berkshire Schools Educafe	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
4.8.2	Phase II: Develop into a sustainable programme depending on Phase I	District wide	C&L West Berkshire Museum	Medium Term	Medium Term	TBC - dependent on pilot.	Newbury Pride, West Berkshire Schools Educafe	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
<b>4.9 Museum Collections Development project Collaborating with LGBTQIA+ communities to grow the Museum Collections</b>																		
4.9.1	Expand and develop museum collections and improve knowledge	District wide	C&L West Berks Museum	Short Term	Short Term	1 x volunteer from the LGBTQIA+ community to be recruited. 1 x workshop. Min. 10 object records from the museum collection with LGBTQIA+ narratives to be improved. Min. of 5 new collection items with LGBTQIA+ narratives. Gain feedback on content and delivery of workshop. To inform future workshops. Full evaluation framework TBC	Newbury Pride Museum Development Network Local community groups/networks	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
4.9.2	Co-curate temporary exhibition	District wide	C&L West Berks Museum	Short Term	Short Term	1 co-curated exhibition: Date TBC. Content TBC. Evaluation framework TBC	Newbury Pride Museum Development Network Local community groups/networks	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
4.9.3	Produce improved interpretation of long-term exhibitions	District wide	C&L West Berks Museum	Long Term	Long term	1 exhibition interpreted. Date TBC. Content TBC. Evaluation framework TBC	Newbury Pride Museum Development Network Local community groups/networks	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
<b>4.10 Provide opportunities for those who self-identify as having a disability to feel included and influential in heritage spaces and activities</b>																		
4.10.1	Phase I Pilot project: develop a relaxed morning for children with additional needs and their families e.g. session (in a school holiday) on a day the Museum is closed to the public. This session might include a family art and craft activity, access to the galleries with a self-led themed museum trail.	Newbury	C&L West Berks Museum	Short Term	Short Term	Minimum of 4 families to engage with pilot project, during school summer holiday. Feedback gathered via feedback cards to assess content and design suitability for target group, and likelihood of return visit to targeted activity	West Berkshire Schools	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
4.10.2	Phase II: develop sustainable programme depending on Phase I	Newbury	C&L West Berks Museum	Medium Term	Medium Term	TBC - dependent on pilot	West Berkshire Schools	WBC Officers: C&L  Museum budget allocated				Existing Budget	X	X		X		Communications and Engagement Strategy Equality & Diversity Plan
<b>4.11 Provide opportunities for ethnically diverse communities to feel included and influential in heritage spaces and activities</b>																		



5.1.1	Identification of sites of historic significance and installation of blue plaques. Project to be led by WB Heritage Forum with partners.	District wide	Development & Regulation C&L	Medium Term	Medium Term	Complete identification of sites. Complete installation of blue plaques subject to funds and volunteer availability. No specified dates due to nature of activity	WB Heritage Forum Newbury BID	WBC Officers: C&L, Development & Regulation Project led by WB Heritage Forum	n/a												
5.1.2	Promote as points of interest re: tourism offer	District wide	Development & Regulation C&L	Medium Term	Medium Term	dependent on progress with site identification and installation of blue plaques. Include information regarding blue plaques, their significance and location in tourism and District promotional material for visitors. Measures TBC	WB Heritage Forum Newbury BID	WBC Officers: C&L, Development & Regulation Project to be led by WB Heritage Forum -subject to approval	Unknown									X			Economic Development Strategy

**5.2 Digital Archives and Oral History Project**

5.2.1	Recording and cataloguing individual villages/parish history led by professional organisation with volunteer scheme to include training, to undertake e.g. oral history interviews, timed summaries, archive collection, cataloguing, digitisation.	District wide	C&L with Digital Services Team	Medium Term	Medium term	Develop project planning and delivery partnership group. Date: TBC  Develop project plan with quantitative KPIs re: number of records, oral histories, training sessions, and project participants. Date: TBC Secure funding to undertake project. Date: TBC Project size and delivery subject to funding being secured. Measures TBC	Proposed by Clr. Cole Local history groups/societies	WBC Officers: C&L, Digital Services  Potential Funding: Lottery Fund	Cost unknown, dependent on project scope which is TBC.										X	X		
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**5.3 Museum: Digital preservation and management of collections and records**

5.3.1	Review, document and make historic assets accessible through digital and online pathways to increase access and engagement to local heritage	Newbury	West Berkshire Museum	Medium Term	Medium Term	Date: TBC. Develop working group to scope project  Date: TBC. Develop project plan with KPIs e.g. number of digital assets processed, no. of people accessing digital assets  Date: TBC. Secure additional funding as required. Report against measures TBC	Berkshire Records Office, Wessex Film and Sound Archive	WBC Officers: C&L, Digital Services/IT  Museum budget allocated					Existing Budget		X					X	X	Apprenticeship Strategy Communications and Engagement Strategy Digital Strategy
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**5.4 Deliver a co-curated programme of Museum exhibitions which promote local cultural heritage**

5.4.1	A programme of exhibitions, co-curated with local communities, with a focus on promoting the heritage and cultures of West Berkshire and providing a sense of place for residents and visitors.	Newbury	C&L west Berkshire Museum	Medium Term	Medium Term	Exhibition feedback forms, customer service forms, visitor figures	West Berkshire history groups, societies, schools, colleges,	WBC Officers: C&L Communications  Museum budget allocated					Existing Budget		X	X			X	X	Communications and Engagement Strategy H&W Strategy
5.4.2	The Museum will work with volunteers and at least one community group or organisation to develop each exhibition.	Newbury	C&L west Berkshire Museum	Medium Term	Medium Term	Dates: TBC. Record no. of volunteers involved with co-curation. Record name and details of community organisations involved with co-curation. Gain feedback from volunteers and community organisations to gauge increased knowledge of local history. Capture feedback from visitors to gauge level of increased knowledge of local history.	West Berkshire history groups, societies, schools, colleges,	WBC Officers: C&L Communications  Museum budget allocated					Existing Budget		X	X			X	X	Communications and Engagement Strategy H&W Strategy

**5.5 Museum will seek collaborations that provide opportunities for creators, groups, societies and businesses to identify and promote what is important about their communities and culture.**

5.5.1	Hold community focused exhibitions in Gallery 5	Newbury	West Berkshire Museum/C&L	Medium Term	Medium Term	Dates: TBC Customer and Exhibition Feedback Forms to capture feedback to gauge level of engagement and response to exhibitions.	Open Studios, Local history groups, societies, schools, colleges, local business e.g. Mrs B's Kitchen Café and Happy Larder	WBC Officers: C&L, Communications, Museum budget allocated.					Existing Budget		X				X	X	Communications & Engagement Strategy Economic Development Strategy
5.5.2	Partnering with local businesses to develop more customer focussed and unique Museum shop and café stock	Newbury	West Berkshire Museum/C&L	Medium Term	Medium Term	Customer service forms to gauge satisfaction levels with café and shop stock Sales figures/income	Open Studios, Local history groups, societies, schools, colleges, local business e.g. Mrs B's Kitchen Café and Happy Larder	WBC Officers: C&L, Communications, Museum budget allocated					Existing Budget		X				X	X	Communications & Engagement Strategy Economic Development Strategy

**5.6 Improved access and promotion of local history resources in the Museum Library and around the area**

5.6.1	Recruit and train Enquiries and Research Volunteer	Newbury and District wide	West Berkshire Museum/C&L	Medium Term	Medium Term	Date: TBC recruit 1 volunteer	Berkshire Records Office, Wessex Film and Sound Archive	WBC Officers: C&L Communications Digital Services/IT Museum budget allocated					Existing Budget		X				X	X	Communications and Engagement Strategy Digital Strategy
5.6.2	Market Museum Library and other local history resources on website and social media	Newbury and District wide	West Berkshire Museum/C&L	Long Term	Long term	Dates: TBC. Record number of research enquiries to gauge effectiveness of marketing	Berkshire Records Office, Wessex Film and Sound Archive	WBC Officers: C&L Communications Digital Services/IT					Existing Budget		X				X	X	Communications and Engagement Strategy Digital Strategy
5.6.3	Create and maintain public PC/workspace to allow on-site digital access to collections database. Links to Digital Preservation Policy	Newbury and District wide	West Berkshire Museum/C&L	Long Term	Long term	Date: TBC. Track no. of pc users. Gather user feedback to inform programme delivery and improvements where possible.	Berkshire Records Office, Wessex Film and Sound Archive	WBC Officers: C&L Communications Digital Services/IT	IT and external developer fees: 10,000				WBC, external funding		X				X	X	Communications and Engagement Strategy Digital Strategy

**5.7 Shaw House and West Berkshire Museum**

5.7.1	Maintain West Berkshire Heritage website, a source of information for historic content, venue hire, visitor information, events and links to WBC archaeology officers and local heritage groups and organisations.	District wide	C&L	Long Term	Long term	Digital data, analytics, sales figures and customer feedback used to assess effectiveness of actions. Data gathered measured against Shaw House KPIs for income and visitor numbers.		WBC Officers: C&L Archaeology Marketing budget allocated					Existing Budget		X	X			X	X	Communications and Engagement Strategy Digital Strategy
5.7.2	Promotion of Shaw House and West Berkshire Museum as visitor attractions. Using full marketing mix to increase audience engagement, website, social media, e-newsletters, events brochure, press and advertising.	District wide	C&L	Long Term	Long term	Digital data, analytics, sales figures and customer feedback used to assess effectiveness of actions. Data gathered measured against Shaw House KPIs for income and visitor numbers. 5% Increase in attendance figures		WBC Officers: C&L Archaeology Marketing budget allocated					Existing Budget		X	X			X	X	Communications and Engagement Strategy Digital Strategy
5.7.3	Develop interpretation materials, visitor guides and exhibition guides. Provide and develop materials translated into different languages to improve accessibility.	District wide	C&L	Medium Term	Medium Term	Monitor sales figures for guides sold in the gift shop and online shop. Gather customer feedback via paper form, online form and visitor book used to assess effectiveness. Data and feedback gathered is measured against existing KPIs. Monitor usage of translated materials and requests for additional languages.		WBC Officers: C&L Archaeology Marketing budget allocated					Existing Budget		X	X			X	X	Communications and Engagement Strategy Digital Strategy

**6. Strategic Theme: Economic Development - Increase domestic and international tourism to generate income, investment and increase economic resilience. This is linked to Sustainability. Note: Objectives under Heritage and the Historic Environment to 'promote our unique cultural history, heritage and historic environment' are delivered through the above strategic themes.**

Action: What will be deliver to meet Themes and Objectives	Location	Responsibility	Timescale		Performance Measures	Potential External Partners	Resources	Cost	Funding Available	Indicative Funding Gap	Funding Source	Strategic Themes					Links to WBC Plans/Strategies				
			Start	End								Sustainability	Health and Wellbeing	Education, Training and Employment	Access	Historic Environment					
6.1 To consider the development of a Cultural Heritage Tourism Strategy. Initial discussions with Newbury BID and Economy, PTC's	District wide	C&L with Economy	Medium Term	Medium Term	Date: TBC Complete strategy. Approved.	Visit Britain/England/ SE England Newbury BID TVB LEP Cultural Heritage Organisations Artists/Makers Hospitality Retail	WBC Officers: C&L, Comms, Economy, Environment	n/a				X				X	X				Recovery and Renewal Strategy Economic Development Strategy Environment Strategy



6.2 Cultural Heritage Tourism Delivery Plan																		
6.2.1	<p>To include:</p> <ul style="list-style-type: none"> <li>Develop partnership with Visit South East to access advice, visitor insight data, and funding</li> <li>Branding, marketing and comms. to promote West Berkshire in conjunction with Newbury BID Visit Newbury campaign</li> <li>Promote existing events, festivals, markets, artisan retail, performances, and venues, buildings and locations</li> <li>Develop experiential tourism for domestic and international visitors, generating investment and income</li> <li>Develop packages with local hospitality providers, retail and transport Services</li> <li>Develop links with national and international tourism providers</li> <li>Destination Management Organisations providing opportunities to sell packages to e.g. tourists visiting London, Oxford, South Coast, East Sussex</li> <li>Opportunities for vocational training, paid internships, placements and Employment</li> <li>Promote sustainable travel options</li> <li>Refer to notes in box below*</li> </ul>	District wide	C&L with Economy	Medium Term	Medium Term	Date: TBC. Complete delivery plan. Subject to approval undertake actions in line with plan. Measures will be included in plan.	<p>Newbury BID</p> <p>TVB LEP</p> <p>Cultural Heritage Organisations</p> <p>National Trust</p> <p>Privately owned cultural heritage sites</p> <p>SME's</p> <p>Artists/Makers</p> <p>Hospitality</p> <p>Retail</p> <p>DCMS: Visit Britain/England/ South East</p> <p>ACE</p>	<p>WBC Officers:</p> <p>C&amp;L, Economy, Environment,</p> <p>Potential Funding to deliver the plan:</p> <p>DCMS: Visit Britain/England/ South East</p> <p>ACE</p> <p>Newbury BID</p> <p>Corporate partnerships</p>	Unknown				X			X	X	<p>Recovery and Renewal Strategy</p> <p>Economic Development Strategy</p> <p>Environment Strategy</p>

**West Berkshire Cultural Heritage Tourism\***

West Berkshire as a district has: a historic market town, with Shaw House and the Museum, picturesque villages, a rich history, places of interest, a strong cultural, retail and hospitality offer, and an Area of Outstanding Natural Beauty

Cultural Heritage Tourism Offer

1. Experiential Tourism:

- 1.1 Arts, culture, heritage organisations hosting visits and including participation in a creative activity
- 1.2 Arts, culture and heritage activity coupled with a visit to e.g. wine producers, artisan food producers to see how food/drink is produced and have lunch. Accompanying offer with B & B's, hotels, restaurants, retail
- 1.2 Green tourism - combining green spaces and historic landscapes with heritage sites and cultural heritage activity Food and drink – highlight tours and activity linked to local producers
- 1.3 Food and drink – highlight tours and activity linked to local producers

2. Strengths:

- 2.1. Close proximity to London and Oxford – two of the highest ranking destinations for tourism in terms of visitors
- 2.2 Day travel distance to the South Coast, and to East Sussex both with a strong visitor offer
- 2.3 Opportunities to attract domestic and international visitors with an interest in cultural heritage visiting the East Coast or London (key destinations) to combine with a visit to West Berkshire

3. Opportunities

- 3.1 Work with Destination Management Organisations and cultural heritage tourism providers/schemes e.g. Sussex Modern, Experience West Sussex
- 3.2 Work with national and international tourist companies to promote cultural heritage packages
- 3.3 Utilise Visit England/Britain data re: domestic and international tourism (pre pandemic) and maximise on current trends for domestic travel. Maximise on developing offer for future international travel
- 3.4 Access funds and inward investment via DCMS/Visit England/Visit Britain/Visit South East schemes for professional, high quality tourism

**West Berkshire Council Strategies and Plans referred to in this delivery plan**

Aims and objectives of the following West Berkshire Council Strategies met in part, through this delivery plan:

Apprenticeship Strategy

- Digital Strategy
- Economic Development Strategy
- Environment Strategy re: Work with partners to encourage people to use local green and blue spaces, increasing access to the countryside in partnership with wellbeing and mental health services
- Local Cycling & Walking Infrastructure Plan
- Active Travel Plan
- Rights of Way Improvement Plan
- Equalities Plan
- Health & Wellbeing Strategy
- Local Plan
- Recovery and Renewal Strategy
- Schools Improvement Strategy
- SEND Strategy
- Supported Employment Strategy
- Workforce Strategy

**Abbreviations**

- ACE: Arts Council England
- CSR: Corporate Social Responsibility
- DCMS: Department of Digital Culture Media and Sport
- DfE: Department for Education
- CLL: Community Infrastructure Levy
- CCG: Clinical Commissioning Group
- HE: Historic England
- HEI: Higher Education Institutions
- FE: Further Education
- LCEP: Local Education Partnership
- NE: Natural England
- NHS: National Health Service
- NHLF: National Heritage Lottery Fund
- NLCF: National Lottery Community Fund
- PHE: Public Health England
- SME: Small and Medium Enterprise
- TVB LEP: Local Economic Partnership