

REPORT TO: ARTS & HERITAGE COMMITTEE – 19 FEBRUARY 2001

REPORT ON: ARTS AND HERITAGE ACTION PLAN 2001-2002

REPORT BY: DIRECTOR OF ARTS AND HERITAGE

REPORT NO: 53-2001

1.0 PURPOSE OF REPORT

1.1 To outline the department's key aims and objectives and associated Action Plan for 2001-2002.

2.0 RECOMMENDATIONS

It is recommended that Committee:-

2.1 Agrees the core departmental aims and objectives outlined in section 6.1.

2.2 Agrees the Arts and Heritage Action Plan for 2001-2002 as detailed in Appendix 1.

3.0 FINANCIAL IMPLICATIONS

3.1 The costs of implementation of the Action Plan can be contained within the Arts and Heritage Department's 2001-2002 Revenue Budget.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 The implementation of the Arts and Heritage Department's 2001-2002 will have a positive impact on many of the Local Agenda 21 key themes including:- ensuring opportunities for culture, leisure and recreation are readily available to all; local needs are met locally; and access to facilities, services, goods and people is not achieved at the expense of the environment and are accessible to all.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 The implementation of the 2001-2002 Action Plan will have a positive impact on equality of opportunity and is consistent with the Council's Equal Opportunities Policy.

6.0 MAIN TEXT

6.1 Aims and Objectives

Following review and refinement of the Arts and Heritage Department's aims and objectives, with a view to providing a more focussed basis for the provision and development of cultural activity in the city, it is proposed that 3 key themes are adopted. The department will focus cultural activity in the city to achieve:-

- Access and Participation

Encourage active citizenship and social justice through increasing access to and participation in the broadest range of cultural activities. A specific focus on children and young people and opportunities for life-long learning will be encouraged.

- Excellence

Ensure standards of excellence in Dundee's cultural provision and manage and promote its efficient and effective delivery.

- Economy and Regeneration

Contribute to the regeneration of the city's image and economy through the development of Dundee as a Cultural Centre of regional and national significance.

6.2 Workplan 2001-2002

The department has reviewed the wide range of cultural initiatives and activities, both as a direct provider and as an enabler, with a view to refocusing this activity to have maximum impact on the core aims of the department. An Action Plan is attached at Appendix 1.

7.0 **CONSULTATION**

7.1 The Chief Executive, Director of Support Services, Director of Finance and Director of Corporate Planning have been consulted on this report.

8.0 **BACKGROUND PAPERS**

None.

Director of Arts and Heritage _____ Date _____

Appendix 1

Departmental Workplan 2001/2002

LEAD RESP	ACTIVITY/ PROJECT	2001 JANUARY	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH		
NC	1. McManus Public Programming	← BRANGWYN →			← Coming to Our Senses → ← McIntosh Patrick Schools Competition → ← Neilson → ← Post War Scottish Art →							PWSA	PWSA Prohibition Celebration of Colour		RSW	RSW	RSW	
		McINTOSH PATRICK Science Week ?				Colourists Project commences and is linked to the Celebration of Colour which will be shown in November/December also links planned to winter programme at Broughty Castle and Mills Observatory.												
JSY	2. McManus Development	Heritage Lottery Submission			AHA Review Implementation	ONWARDS- commence work on Phase 2											HLF Full Submission	
SP	3. Caird Hall	Review availability of SAC Funding	New Box Office	New Box Office Live	Catering Franchise Implemented											New Seating Installation		
RKB	4. Broughty Castle			Shop Upgrade	Easter Activities Coming to Our Senses	Catering & Summer Events Proposals	World Oceans Day	Summer Activities & Gala Day			Autumn Activities Programme	Christmas Activities to be themed to Celebration of Colour.		Shop Redevelopment				
RKB	5. Mills Observatory	Improvements Proposals						Planetarium Shows			Autumn Activities Programme	Celebration of Colour						
RKB	6. Changing Nature				Spring Flower Show/ Coming to Our Senses	Making Friends with the Environment	Parks and Gardens Events		Autumn Flower Show									
JM	7. Camperdown House	Remedial Maintenance and Storage work		Hang Dining Room	Preparation Work for Summer Friends Opening		Heritage Lottery Bid	Seasonal Opening by Friends										
EM	8. Accent	Review Accent Publication		Accent		Accent		Accent				Accent		Accent				
JM	9. SCRAN			Scran II Completion							McManus Online access to Scran							
EM	10. Marketing					Draft Marketing Plan			Marketing Plan Agreed									
PR	11. Developing Education/ Access/Inclusion /Social Justice		Community Learning Plan				Evaluation-Coming to Our Senses	Community Plan/Anti-Poverty Strategy/Cultural Strategy Etc										
		← Community Inclusion →			← Through Coming to Our Senses →		← Colourists Project →											
PR	12. SIPS Project	Coming to Our Senses theme - new application/Music Plus/ multi Art Form Projects																
GD	13. Local Cultural Strategy	Draft 1		Consultation	Draft 2	Publish Strategy	Implementati on Plan											
SG	14. Maximising Resources					Establish Fundraising Role	← Develop Programme of External Funding Applications →											
JSY	15. Improving Facilities (Capital Plan)													BC/Mills Improve-ments	Caird Hall Seating			
JM	16. Collections Conservation & Development	Relocate Faraday Street and Identify Collection Storage Requirements			Computerisation Project Specification Agree timetable and funding						Collection Standards Policy and Procedures							

