

AIMS: Advocacy	OBJECTIVES:	ACTIONS:	SHORT TERM 1 year	MEDIUM TERM 2 year	LONG TERM 5 year
<p>To raise the value, profile and appreciation of the arts in the County.</p>	<p>1.1 To prepare an Arts Strategy, in consultation with the public, and use it to inform and engage the public and arts professionals.</p> <p>1.2 To take opportunities to advocate the value of the arts both for their own sake and for the contribution they can make to the quality of the County's health, social, educational, environmental and economic life.</p> <p>1.3 To ensure that people are aware of the artistic opportunities provided by Flintshire County Council and other arts providers within the county.</p>	<p>A). Produce an annual service plan which identifies and quantifies actions to deliver the strategy and ensure targets are met.</p> <p>B). To work with regional and national partners to deliver research projects culminating in an event sharing the findings e.g. Welsh Baccalaureate, North Wales Arts in Health Group.</p> <p>C). To work with ACW and neighbouring Local Authorities to share FCC Artists in Schools residency programme, and learn from neighbouring about their work with Dementia Patients and Touring Exhibitions.</p> <p>D). Produce a clear marketing plan for all ACE events and activities including press releases, information on the FCC website, promotion material etc.</p> <p>E). Promote artistic events by other organisations and community groups where appropriate.</p>			

AIMS: Advocacy	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To increase opportunities for artists and support the development of proposals that offer benefits to the creative economy.</p>	<p>1.4 To maintain and update a database of existing professional artists resident in the County.</p> <p>1.5 To liaise with internal and external partners to develop opportunities for artist employment and economic benefit for the county through exhibitions, festivals, events, performances and public art projects within our communities.</p> <p>1.6 To develop training opportunities for artists from Flintshire and to encourage artists to visit Flintshire.</p>	<p>F). To amend and update the database on an ongoing basis where needed.</p> <p>G). To work with the Economic Development and Planning sections of FCC to promote the benefit of art in the public realm and public art projects.</p> <p>H). To work with FCC's Events Strategy Group to promote the benefit of artistic events and festivals within Flintshire's communities and assist communities in delivering their events.</p> <p>I). To work with exhibiting and performance venues, including Libraries, to promote the work of local artists and projects.</p> <p>J). To work in partnership with Helfa Gelf open studios project to deliver training opportunities within Flintshire and across North Wales that can be accessed by Flintshire artists.</p>			

AIMS: Participation	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p data-bbox="138 233 461 528">To support and encourage the provision of arts activity/events for young people as participants and audiences.</p> <p data-bbox="138 1050 454 1259">To increase opportunities for participation across a range of art forms.</p>	<p data-bbox="488 233 891 523">2.1 To continue to work with schools, the Youth and Community Service, the Young People’s Partnership and other youth arts organisations to increase opportunities across a range of art forms.</p> <p data-bbox="488 603 891 967">2.2 To monitor the outcome of Welsh Government and ACW’s ‘A Review of Art in Education in Wales’ lead by Dai Smith and ACW’s Young Creators Strategy and ensure that projects directed at young people are relevant to the local and national agenda.</p> <p data-bbox="488 1046 891 1225">2.3 To work with professional arts practitioners to develop the quality of participatory experiences.</p> <p data-bbox="488 1273 891 1409">2.4 To work with other North Wales authorities to provide a variety of projects and opportunities.</p>	<p data-bbox="918 233 1635 288">A). To continue to develop FCC’s flagship Artists in Schools residency programme across all artforms.</p> <p data-bbox="918 323 1666 411">B). To continue to provide and develop the Criw Celf pan North Wales project for more able and talented young people with an interest in the visual arts.</p> <p data-bbox="918 448 1682 536">C). To develop new community projects giving young individuals and members of the Youth Service an opportunity to work with professional artists across all artforms.</p> <p data-bbox="918 632 1697 687">D). To raise awareness of the national the ‘Arts Award’ initiative within Flintshire’s educational settings.</p> <p data-bbox="918 722 1715 810">E). To advise schools on opportunities provided by working with professional artists to assist them in delivering the findings of the ‘A Review of Art in Education in Wales’ report.</p> <p data-bbox="918 1031 1659 1182">F). To work with Artists and Arts Organisations to develop high quality projects across all artforms working with members of Flintshire’s communities including the elderly, people with disabilities, people from diverse cultures and hard to reach communities.</p> <p data-bbox="918 1278 1715 1398">G). To continue to develop regional projects offering new experiences for Flintshire residents and sharing expertise with Arts Officers from neighbouring authorities e.g. Arts in Health, Visual Arts and Craft community workshops, Artist Residencies in schools.</p>			

	<p>2.5 To advise on and encourage opportunities offered by individuals, groups and organisations within the communities of Flintshire.</p>	<p>H). To work with and advise local arts groups, Town Centre Managers, Community Councils and Libraries on the development of artistic experiences and projects within their communities e.g. Drop in art workshops at community festivals, artist masterclasses, artist talks.</p>			
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AIMS: Presentation	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To ensure that Flintshire County has suitable locations for Arts presentation and performance.</p>	<p>3.1 To review and advise on the development of the spaces already available within the county.</p> <p>3.2 To consider implications of any gaps in provision and, if appropriate, advise on potential other sources of funding.</p> <p>3.3 To utilise outside and unusual spaces for presenting and performing art in partnership with Town Centre Managers, Artists, Communities 1st, internal and external partners and Landowners.</p>	<p>A). To work with the Economic Development section of FCC to develop indoor and outdoor performance and exhibition spaces within regeneration projects.</p> <p>B). To work with Libraries in developing artistic opportunities and events and programming their exhibition spaces where required.</p> <p>C). To assist community venues and organisations in seeking funding to develop performance and exhibition spaces by sharing information on appropriate funding avenues where available e.g. ACW's Capital Programme, Cadwyn Clwyd's Rural development Fund, FCC's Community Chest Fund and the Church Acts Fund.</p> <p>D). To develop a series of 'Art in the Public Realm' projects working with communities in unusual spaces e.g. local landmarks, empty shops, town and village centres etc. to provide performances, events and interventions including dance, film, music, drama, the spoken word and the visual arts.</p>			

<p>To enhance opportunities for the presentation of arts performances and experiences in locations throughout the County.</p>	<p>3.4 To evaluate the Flintshire Arts Fest to ensure it provides innovative and quality artistic experiences for participants and audiences.</p> <p>3.5 To encourage local organisations to make use of ACW's 'Night Out' Community Touring Scheme.</p> <p>3.6 To ensure opportunities for arts performances and experiences to be delivered in Welsh.</p>	<p>E). In consultation with the Artsfest committee, artistic partners, venues and community councils, evaluate the Flintshire Artsfest to ensure that it is fit for purpose, able to deliver the expectations of Flintshire's communities, promotes quality art experiences, offers opportunities for Flintshire residents to learn new and develop existing artistic skills.</p> <p>F). To advise and work with community centres, village halls and other performance spaces to provide 'Night Out' performances across the county. To support the above venues in organising their performance through assisting with the marketing of the performances and advising them on how to target audiences and sell tickets to make their event a success.</p> <p>G). To work with internal and external partners to provide performances and artistic experiences through the medium of Welsh e.g. Menter Iaith Sir y Fflint, FCC's St David's Day Festival, Adult Welsh Learners Groups.</p>			
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AIMS: Partnerships	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To build on and develop useful partnerships both internally and externally to ensure quality provision on a local, regional and national level.</p>	<p>4.1 To support and liaise with a wide range of partners, internal and external, to ensure that the county attracts the best practitioners and delivers an innovative programme of arts.</p> <p>4.2 To work with other Authorities and national organisations to deliver research projects looking at how the arts can benefit people and communities.</p>	<p>A). To attend training and professional development opportunities offered by partners to develop the knowledge and expertise of the ACE officers across a variety of issues e.g. Arts and Dementia, Sponsorship and Funding, Art in the Public Realm, Arts Awards etc.</p> <p>B). To utilise the expertise provided by partners to ensure opportunities of the highest standard for the people of Flintshire. To share the expertise of the ACE officers with partners to help in developing opportunities regionally and nationally.</p> <p>C). To work with existing partners and develop new partnerships to provide new and innovative projects for Flintshire's communities by attending training, seminars and other networking opportunities.</p> <p>D). To continue to utilise the central venues, networks and contacts Libraries can provide within Flintshire's communities.</p> <p>E). To develop a three year research project in partnership with ACW and Wrexham and Denbighshire councils to share expertise and roll out projects regionally. Year 1: Flintshire's Artists in Schools Residency Programme, Year 2: Wrexham's Touring Exhibitions Programme, Year 3: Denbighshire's Arts and Dementia Project.</p> <p>F). To seek external funding through public grants and private sponsorship opportunities to ensure value for money and affordable opportunities for Flintshire's communities.</p>			

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AIMS: Policies	OBJECTIVES:	ACTIONS:	SHORT TERM	MEDIUM TERM	LONG TERM
<p>To ensure that all policies and procedures are adhered to at all times e.g. equal opportunities, health and safety etc.</p> <p>To ensure that arts provision reflects the vision and values of the County Council.</p>	<p>5.1. To review guidance available on the arts and disability.</p> <p>5.2. In developing programmes of activity, to seek to ensure that they reflect a range of cultural traditions including the Welsh Language and culture.</p> <p>5.3. Take account of Council's Social Inclusion policy when devising artistic opportunities.</p> <p>5.4 To monitor, on an ongoing basis, that the policies and practices of the ACE Team reflect the Priorities of the Council.</p>	<p>A). To work with the local Health Board, Residential Homes and Special Schools to develop beneficial, high quality projects for people with disabilities.</p> <p>B). To seek advice from internal and external experts on delivering a culturally diverse programme of activity for the residents of Flintshire.</p> <p>C). To ensure affordable and accessible artistic opportunities across all artforms by seeking external funding and considering the suitability of venues, public transport routes etc.</p> <p>D). To deliver projects in partnership with Communities 1st within hard to reach communities.</p> <p>E). To consider the Council's priorities when devising any new artistic opportunities for Flintshire's communities.</p>			

<p>To monitor developments in relation to Welsh Government's Cultural Strategy and Arts Council of Wales's 'Inspire...Our Creative Strategy for the Arts'</p>	<p>5.5 To review and re-visit the strategy annually to assess progress and ensure that targets are being met.</p> <p>5.6 To advocate the value of the arts both within and outside the county council by collating evidence to prove the benefits and the need for creative artistic experiences.</p> <p>5.7 To ensure that Flintshire's Arts Strategy is relevant to both Welsh Government's and Arts Council of Wales's strategies and that the county is seen as an advocate of quality arts provision within Wales.</p>	<p>F). To ensure that the ACE section's Annual Service Plan clearly relates to the aims of the Arts Strategy and the Council's Priorities.</p> <p>G). To record and evaluate all activity through film, photographs, comments by participants, partners and artists and the production of final reports to be used as advocacy tools both internally and externally.</p> <p>H). To ensure that all ACE Officers take into account the regional and national priorities of Welsh Government and the Arts Council of Wales when devising new arts activity.</p> <p>I). To promote Flintshire projects that achieve the regional and national priorities amongst local, regional and national partners.</p>			
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