

# **East Herts Arts and Cultural Strategic Group**

## **Terms of Reference**

May 2021

### **The aims and objectives of the Strategic Group are to:**

1. be part of the driving force to pursue East Herts cultural priorities and support the development, improvement and delivery of East Herts Cultural Strategy Action Plan.
2. Be the researching body feeding in data and experiences across the community
3. oversee East Herts Cultural Strategy annual action plan, which will support implementation of a number of other strategies and associated partnership initiatives
4. lead by example in adopting a partnership ethos that stresses inclusivity and openness and celebrate achievements
5. demonstrate effective, collaborative leadership and involve local businesses residents, and community and voluntary organisations in the work of the Arts and Cultural Strategic Group through a proactive approach to communication and engagement.
6. lobby relevant local and regional bodies on behalf of the district.
7. contribute to building culturally healthy, active and strong communities where everyone – but especially the vulnerable - has the opportunity to take part in cultural opportunities.
8. be a catalyst for leveraging in new investment and funding related to cultural activities.

9. be advised of emerging strategic issues and challenges by the Community Wellbeing Programme Officer and to consider collectively their implications for arts and culture in East Herts
10. periodically review the Arts & Cultural Strategic Group's priorities, membership, and working practices to ensure they remain appropriate and effective and takes account of the breadth of stakeholder perspectives that exist in East Herts
11. develop an inclusive communications and engagement plan that ensures a proactive approach to keeping stakeholders informed of progress and encourages input and feedback from all sections of the community

**The membership of the East Herts Arts and Culture Strategic Group will:**

- i. include appropriate representatives within the private, voluntary and public sectors, specifically organisations that can address emerging issues
- ii. reflect the breadth of cultural, leisure and tourism interests and growth sectors within the district and the current economic priorities the partnership is pursuing
- iii. include members working at a local/regional level, ensuring that East Herts is able to strengthen its position as part of the regional/national cultural infrastructure
- iv. Be no more than 16 individuals including :
  - Officers from East Herts District Council
  - Executive Member from East Herts District Council
  - Champions representing the interests of other East Herts Partnership Boards, for example, Business Growth, Health and Wellbeing, Children and Young People, Safer Communities, Rural Networks, Diversity
  - Members from the East Herts (former) Cultural Peer Support Group including:
    - Voluntary and Community Sector
    - Private Sector
    - Experts from across the culture, sport, green spaces, tourism and creative industry sectors

It is anticipated that members will be recruited from a number of the above areas based on their expertise and ability to think beyond their own sector or geographic area. The intent is to include a range of perspectives in decision making and governance.

It is possible that not all of the sector expertise as well as all of the inclusive groups will be represented in the Strategic Group. We will actively seek to reach those groups and ensure that they are invited to the Strategic Group on an ad hoc basis in the interests of inclusivity for particular themes or they are assigned to the delivery group

**The expectations from individual members are to:**

1. attend meetings on a bi-monthly basis but initially every six weeks
2. provide strategic guidance and careful consideration of an annual action plan
3. effectively disseminate information and behaviour change messages in a consistent manner to their volunteers and service users
4. set up joint working arrangements with other members and apply for external funding
5. be a champion for one of the nine priorities listed in the strategy

*The selection of the membership will involve calling for expression of interest. We will advertise this on Council's website and send to all our networks and partners. Specific representatives may be invited to apply. An Expression of Interest form must be completed by interested representatives and all applications will be assessed against the criteria for Membership. Should there be a need for the Arts and Cultural Strategic group to continue beyond this time, a re-appointment process will be undertaken for all members in accordance with the selection process outlined in these terms of reference. If inadequate nominations/applications are received during the re-appointment process, members whose term has expired (i.e. served for the max four years) are eligible to re-nominate.*