

# Gloucester City Council

<b>Meeting:</b>	<b>Cabinet</b>	<b>Date:</b>	<b>5<sup>th</sup> March 2014</b>
<b>Subject:</b>	<b>Cultural Strategy Update – June 2013 – December 2013</b>		
<b>Report Of:</b>	<b>Cabinet Member for Regeneration and Culture</b>		
<b>Wards Affected:</b>	<b>All</b>		
<b>Key Decision:</b>	<b>Yes/No</b>	<b>Budget/Policy Framework:</b>	<b>Yes/No</b>
<b>Contact Officer:</b>	<b>Lucy Wright, TIC Service Manager</b>		
	<b>Email: lucy.wright@gloucester.gov.uk</b>	<b>Tel: 396570</b>	
<b>Appendices:</b>	<b>None</b>		

## **1.0 Purpose of Report**

- 1.1 To update members on the progress that has been made in achieving the Cultural Strategy's targets over the last six months.

## **2.0 Recommendations**

- 2.1 Cabinet is asked to:

- Note the achievements made in delivering the Cultural Strategy over the last six months (June 2013 – December 2013).

## **3.0 Background and Key Issues**

- 3.1 Members were last updated on progress about the Cultural Strategy action plan some six months ago in a bid to provide an effective feedback mechanism on how well the City was achieving its cultural targets.

- 3.2 The strategy proposed seven distinct action areas over a ten-year period. The seven areas are:

- Making sense of the city centre – creating an attractive and vibrant city centre.
- Rethinking heritage and cultural tourism – improving access, visibility and quality of heritage facilities with a particular emphasis on the water/maritime history.
- Raising the stakes for creativity – making provision for the growth in creative industries.
- Broadening Gloucester's excellence in sport.
- Enjoying and supporting diversity.
- Planning for a 'transformational' project.
- Marketing and promoting Gloucester.

A full version of the strategy can be viewed on the City Council's website at <http://www.gloucester.gov.uk/resident/planning-and-building-control/planning-policy/Pages/Evidence-Base.aspx#culturalstrategy>

### **Progress – Cultural Update June 2013 – December 2013**

- 3.3 Progress over the last six months has been significant and varied. This update is in no way comprehensive, but does indicate the extent of cultural activity taking place in our City. Around fifty people were contacted from the City Council and local cultural organisations to request information on what has been achieved in the last six months in relation to the seven strands of the Cultural Strategy.

#### **1. MAKING SENSE OF THE CITY CENTRE**

This strand of the Cultural Strategy is about physical improvements to the city centre and its buildings, as well as the interpretation and animation of the city and its public realm. This strand is about linking up various areas of the city including the Docks and city centre and providing public art of iconic status which leave strong impressions on visitors and residents.

- The Golden Egg was recently acquired by City Council from Aviva Investors with demolition now underway and on time and budget. Archaeological investigation under demolished building to be undertaken in late February and reinstatement with new paving to this area to be completed by 31<sup>st</sup> March.
- Up to £150,000 has been identified from the City Centre Investment Fund to help improve some of the more unattractive buildings in the City Centre. A number of facades have been identified including Eastgate Shopping Mall (South gate façade), Longsmith Street Multi Storey Car Park and the Kings Walk Car Park all of which would benefit the street scene if subject to some sort of improvement. A number of treatments have been investigated; including cladding with more attractive tiling, various forms of artwork, a green wall and even cladding with Photo-voltaic panels. Which projects to pursue will be subject to a further Cabinet report. The aim is to implement in time for the Rugby World Cup.
- Marketing Gloucester (MGL) worked with Gloucester Folk Museum to run a trial "busking programme" on Saturdays in the lead up to Christmas - concentrating on the days when there are no other events going on, to encourage a vibrant atmosphere in the walk from the Docks to the city centre. This was funded through the Christmas Entertainment budget and Economic Development's High Street funds. This was as a result of feedback from the two shopping centre managers in the city.
- MGL supported the "Mummers Festival" on 13th and 14th December - organised by Steve Rowley (a member of the Gloucestershire Morris Mummers and chair of the Mummers Unconvention) and have contributed financially to the production of posters and leaflets for the festival. This festival took place in Bath until this year and attracts over 100 mummers into the city from across the country and abroad who stay in the city for the weekend. MGL have now determined that this festival should take place next year and can include more

promotion through the Christmas in Gloucester programme and website.

- MGL have been supporting city centre initiatives including the provision of stalls and marketing assistance for a Flower Market - held on the weekend of Victorian Market to try and encourage visitors to the north side of the Docks.
- MGL provided help and advice for the Rotary Club 'Tree of Light' event and the City Centre Community Partnerships (CCCP) markets project. The Leader of the Council arranged for Gloucester and England rugby star Ben Morgan to perform the switch-on with the Mayor.
- MGL received £30,000 from the City Council's City Centre Investment Fund for a "Shop Gloucester" campaign - this funding will help to provide events in the city centre over the next two years including the Residents Weekend in March. It will also fund a "Shop in Gloucester" campaign on buses in other towns and cities nearby - with the strap line "Gloucester, a Great Day Out".
- Safer Gloucester has set up a multi agency Night-Safe Group to focus on making people safe and feel safe in the city centre on Friday and Saturday nights. The City Council has pledged to upgrade the CCTV system in the city centre and the County Council has improved the lighting in Eastgate Street. Following a successful trial in April, Eastgate Street will be fully pedestrianised between Clarence Street and GL1 from 11pm – 5am on Friday and Saturday nights, Bank Holidays and New Year's Eve. If all partners feel that this is a positive move, work will commence to resourcing this as a permanent arrangement.
- Tours of the Eastgate Chamber were provided by the City Museum and Art Gallery in partnership with the Civic Trust. The bi-weekly tours have continued to grow in popularity with more than 100 visitors in September.
- St Mary de Crypt Church, in partnership with the City Museum and the CCCP, opened an exhibition in the church of archaeological finds discovered on the site earlier in the year.
- A Stage 2 bid to Heritage Lottery Fund to deliver a Townscape Heritage Initiative (THI) in the Southgate Street area was approved in September 2013. The overall THI Common Fund is £1.2 million, of which Gloucester City Council has committed £300,000. The 5 year project will improve the quality of the historic environment by offering grant assistance to property owners; other activities will include public realm improvements and training activities.
- A commemorative plaque was unveiled at Gloucester Folk Museum in August for the Cotton Motorcycle Club. The plaque marks the site of the factory which was in existence on Quay Street between 1923 and 1972.
- The City Archaeologist and the Property Services Team have been able to restore power to the King's Bastion chamber - below the King's Walk Shopping Centre. The chamber is no longer flooded and the lights are now working. The next stage of work is to install a de-humidifier and to undertake basic cleaning. Discussions are now underway regarding how best to make the chamber publicly accessible once more.

- A new City Centre Historic Grant Scheme was launched in April 2013, this scheme has £225,000 on offer to residents and tenants with regard to rejuvenating vacant properties and upper floors within the city centre area. The scheme is to run for 2 years. To date, two properties have received formal grant offers for improvements.
- City centre clean up days supported by businesses, community members and probation were run to get the city spick and span before the Gloucester History Festival.
- Empty retail units in the 'Primary Retail Area' continue to fall, from 44 to 34 over the 6 months April to November 2013, an average of 41 in year to date, compared to 46 last year.
- The number of city eateries continues to rise. Latest figures (Nov 13) show 110 restaurants, pubs, hotels and cafes within the Gloucester inner ring road area which offer food, compared to 95 last year.

## **2. RETHINKING HERITAGE AND CULTURAL TOURISM**

The second strand of the Cultural Strategy looks to improving access, visibility and the quality of heritage facilities and attractions in the City. There is a real appetite for heritage and cultural tourism, not only from visitors but also our residents. To address this interest, a range of initiatives and projects have been developed that increase residents' pride in their City.

- The Discover DeCrypt project has recently been awarded a Stage 1 pass by the Heritage Lottery Fund for a £1million of funding to regenerate St Mary de Crypt Church and the Old Crypt Schoolroom on Southgate Street in Gloucester. The project team have received a grant of £79,100 towards the development phase which commenced in January 2014.
- To help teachers expand their historical subject knowledge particularly of Gloucester through different key periods in history, the Museums service has begun providing teachers evenings. As well as showcasing the Museum's resources and offer to schools it is also a chance for teachers to discover more about the city.
- In August the Museum service began to offer regular ticketed special evening events, such as 'Science Spectacular' which took place at the City Museum, and 'TudorFest' at the Folk Museum. Four of these evenings have been held so far, attracting good numbers, raising the profile of the Museums and helping boost the evening economy providing family friendly events in the city centre. Many more special events are planned for the New Year, such as 'Medieval Madness' in March and 'The Roaring Twenties' in June.
- The TIC is now selling tickets for the Museums Service. This provides the Museums with a point for visitors to purchase tickets when they are closed on Mondays.
- Working in partnership with the Tourist Information Centre (TIC), Civic Trust, Gloucester Cathedral, MGL and Asset Management, the Economic

Development (ED) Service has set up and progressed a new 'Gloucester Meet and Greet' scheme for coach operators visiting the city centre.

- Art Shape held an exhibition and artist talk by PJ Crook at St Nicholas Church, Westgate Street in the summer and is still working in partnership with the Churches Conservation Trust to look at a change of use for the building to a community arts centre.
- The museums' free Heritage Open Days offer included several guided gallery tours and opportunities to get up close to the collection. The museums offered three weeks of discounted membership as part of the History festival. The discount was subsequently extended to Christmas. This saw a total of 94 memberships purchased between September and December 2013, a large increase on the 41 memberships sold during the same period in 2012.
- The 'Museum Detective Club' – a Saturday club for children aged 5-11 years – was launched in August. Monthly meetings are held at the City Museum and Art Gallery.
- The City Mourning Sword, usually on display in the City Museum, was shown at talks in Blackfriars and the Docks as part of the Heritage Festival.
- The Conservation Team and MGL are working together to produce a new heritage walking tour. Quotations have been received to devise a mobile app to match the heritage trails currently available from the Civic Trust.
- Blackfriars run the 'Friends of Blackfriars' group, part of which will involve a group of volunteers who are keen historical researchers. A timeline is currently being developed to help bridge the gap between medieval priory and Tudor home to present day.
- The TIC continues to be an outlet for event organisers to sell their tickets. In partnership with Gloucester Guildhall and Marketing Gloucester, the service sold approximately £4500 worth of History Festival talks, a testament to the popularity of the annual event and the hard work of the Cultural Services teams.
- The City Museum participated in the 'Europeana Network of Ancient Greek and Latin Epigraphy' co-ordinated by the Sapienza University of Rome and funded by the European Union. This project will showcase some of Gloucester's Roman artefacts alongside the best of those from across Europe and bring them to a global academic audience via the project's website.
- Gloucester Quays continue to draw high profile celebrity names to the city drawing in thousands of visitors to the Food Festival, Victorian Christmas Market, Home and Garden Show and the Christmas Fayre.
- The Folk Museum is undergoing a facelift. All permanent exhibition galleries are being updated and re-displayed, to create a wider appeal and to give out of date displays a new lease of life. Public consultation has been carried out to make sure that the new displays appeal to a broad range of visitors. The Folk Museum is only open Saturdays until it fully reopens on Monday 17<sup>th</sup> February 2014 ready for half term.

- The Phase 2 HLF Project which will see the re-display of the City Museum first floor galleries is moving forward well. An application for a Heritage Lottery Fund grant will be submitted in mid-April 2014, which, if successful, will see the transformation of the touring galleries, and the 'Story of Gloucester' will continue upstairs from the ground floor galleries, creating a continuous 'flow' throughout the building.
- Gloucester Quays opened the new Cineworld Cinema in December.
- A number of national food chains chose Gloucester as a place to open new eateries; these include Ed's Diner, Zizzi's, Portivo Lounge and Chimichangas.

### **3. RAISING THE STAKES FOR CREATIVITY**

Raising the stakes for creativity is about increasing opportunities for participating in arts including increasing activity in our schools and developing creative industry workspace in the City.

- July saw the Gloucester Youth Arts Festival taking place at Blackfriars, the Global Language Immersion Centre (GLIC) and City Works Alfred Street Gloucester. The theme was Environment, Ecology and Recycling and included events such as free science/engineering/environmental fair which was full of interactive, educational stalls. A number of creative workshops ran from Blackfriars and GLIC with a primary school art exhibition at City Works. It was a week long series of events which provided a free platform for schools, youth and community groups to 'showcase talents through the medium of the 'Arts'.
- Three local secondary schools used the community gallery space in the City Museum & Art Gallery to showcase their artistic talents. Many of the pieces displayed formed part of core or coursework for the pupils and so is work that is usually not seen by the wider public. The prospect of public display in the Museum really motivates pupils to strive even higher with their work as well as giving the people of Gloucester a chance to see and appreciate what Artistic talents the city's next generation has to offer.
- MGL organised the hugely successful Christmas Lights Switch-on Procession attracting record numbers of visitors into the city. It involved 250 local school children and provided 6 local artists with work. The Beatrix Potter Museum volunteers worked to create lanterns and masks for the event.
- Artists employed by member organisations of the Carnival Arts Partnership (Art Shape, Global Arts and GDance) were supported by GCC to deliver a 6-week community engagement programme of workshops. They worked with 3 groups (Increase the Peace, Glo-Active and the White City Youth Project) to prepare for participation in the Carnival parade.
- GDance and Art Shape ran a week-long Arts Inc Holiday Club at City Works in July for disabled and non-disabled children & young people who prepared puppets, costumes and dance moves in preparation for the parade. This was supported by partners Active Impact and Active Gloucestershire. GDance's VIA Dance Company for disabled and non-disabled adults, run at The National Star

- GDance continued to offer and deliver a range of subsidised dance courses and workshops to the city's schools and community groups (subsidised through BBC Children in Need).
- James Rowbotham, a Gloucestershire based 'motion-capture' specialist photographer, had an exhibition of work (including of GDance Associate Artists and performance photography) at Gloucester Guildhall during August.
- The Rain or Shine Theatre Company held their production of The Comedy of Errors in Barnwood Park on the 3<sup>rd</sup> August.
- Art Shape continue to offer arts training opportunities through 5 different arts courses each running for 3 terms of 8 weeks in different locations in the city and in different art forms from animation to craft and fine art and dance in partnership with GDance. Each class offers the opportunity for 12 people facing disabling barriers to engage with the arts who would not be able to access mainstream opportunities.
- Art Shape launched their pilot programme of higher learning opportunity for those facing disabling barriers that would prevent them from engaging in the arts through mainstream foundation training – Art Bridge. This programme of work will complete in December 2014 and be showcased through a touring exhibition.
- A graffiti wall is being set up with Linden Homes, GCCCP and Gloucester City Council to provide a space where people can create street art.
- MGL are working with Pat Dabbs and Karen Pearson on a new festival for the city - due to take place this year on 1st - 3rd August. The event will be a street art and dance festival taking place in Kings Square, Gloucester Guildhall, Eastgate Shopping and the gate streets. MGL are currently working on funding for the event and are about to submit a bid to the police commissioners fund. The response from the police has been very positive so far as the festival will encourage night time activity that is not based around alcohol and is seeking to reduce criminal activity. MGL already have secured £5K from the healthy living fund through County Council. The target total budget for this event will be £30,000.
- The Unite Peace Festival took place and was funded and supported by Gloucester City Council. This festival was created by young people for young people and took place in Gloucester Park.
- On July 12<sup>th</sup> and 13<sup>th</sup> 2013 Global Arts Inc hosted the 2<sup>nd</sup> Hat Festival which included a Hat Parade, V.I.P. reception at Blackfriars, Mad Hatter tea parties after the parade, hat making workshops, hat stands at Blackfriars, a free children's area and a groups of musical events, story telling and hat related workshops at Peppers.
- Blackfriars Priory has provided rehearsal and performance spaces for 'Gloucestershire Dance', 'Fairgame Theatre' and 'Create Gloucestershire', all of whom work with outreach groups.

- As part of Gloucester Festival, 'Tyger Productions' performed to a sell-out audience in the courtyard of Blackfriars Priory. The traditional setting help stage the original Romeo & Juliet to delighted audiences who pledged to return to Blackfriars having discovered a hidden gem in the city centre.
- A new music studio has been opened at Morelands Trading Estate by music lover, Dan Snowden (head chef of Peppers), which will offer practice space for bands and tuition rooms for tutors and pupils.

#### **4. CONSOLIDATING GLOUCESTER'S REPUTATION FOR SPORTING EXCELLENCE AND PHYSICAL ACTIVITY**

This element of the Cultural Strategy requires the right balance between developing world class provision of sporting facilities and achievement with access for all. Gloucester has the lowest participation rates in sport in the County and therefore, increasing participation is important.

- With regard to the Multi Sports Hub, discussions are underway to set up a new hub on public open space on the southern side of the City adjacent to the successful Blackbridge Athletics track.
- Gloucester Rowing Club expects to start enabling work prior to the construction this year of a new Club House and training facility at Hempsted Meadows.
- GDance delivered a one-day training course in inclusive practice (for movement coaches / teachers) in partnership with Active Gloucestershire at Oxstalls Tennis Centre on 19<sup>th</sup> November.
- In October the 'Sporting Gloucester' exhibition opened at the Folk Museum. Showcasing the sporting achievements of Gloucester's professional and amateur sporting heroes. Amongst the loans for the exhibition were body building trophies won by Sharon Simmons, and hammer throwing shoes, gloves and Olympic vests worn by Commonwealth medallist Lorraine Shaw.
- Work is ongoing for the Rugby World Cup 2015 with the installation of 10 official RWC posts having been placed in parks across the city as part of the promotional lead up to 2015.
- Robinswood Hill FunFest 2013 – Working with the Gloucester Health Trainers, Aspire helped provide advice and practical sessions on outdoor activity to showcase the benefits of a healthy lifestyle.
- The Tennis Development team have worked very closely with the GL1 Sports Development team over the preceding six months to deliver a new membership for children from 2 through to 17. 'Active Life' provides people with the opportunity to do tennis, swimming or dry side courses, but also includes free swimming, soft-play entry, teen gym sessions and sports sessions (cardio tennis, zumbatonic) as well as numerous other benefits.
- Oxstalls piloted a new adult tennis coaching course called Tennis Express, for the LTA during the summer. Tennis Express will be rolled out to the country in



2014 to reduce barriers for adults participating in tennis and encouraging families to play.

- Oxstalls has been successful in gaining funding for 2013-2014 (£4,900) from the Tennis Foundation and have been selected as one of the LTA's Disability Network Clubs.
- Oxstalls have delivered an inclusion tennis teachers course for teachers and university students to enable them to set up after school inclusion sports clubs.
- Oxstalls Sports Park coaches have delivered coaching in 33 primary schools throughout Gloucester City over the past 6 months. The free coaching to the schools from funding secured allowed the schools to have 5 hours curriculum coaching at the school followed by 2 hours coaching at Oxstalls Sports Park.
- Oxstalls hosted and administered 4 district level 2 tennis festivals leading to a district final and then onto the level 3 County finals as part of the Gloucestershire School Games. This involved over 450 children competing in tennis competition within the county.
- Since June, Aspire has run a number of events including the County Cheerleading Event, National Floorball Youth Finals, National Badminton Bronze and Silver Competitions, National FA Futsal League (Midland Division) matches for home matches for Gloucester Futsal Revolution.
- Abbeymead Rovers Football Club annual youth football tournament was held on Glevum Way and Heron Park's open spaces in June. Several hundred people attended.

## **5. ENJOYING AND SUPPORTING DIVERSITY**

Gloucester is home to a large number of community groups representing different faiths, cultures, genders and generations. Being one of the most diverse cities in England, it's important that all communities feel as though they are involved in the life of the city.

- The hires offers at both the City and Folk Museums have been in increasing demand, and have been able to support local community groups and charities, including Age Well Gloucestershire and ArtShape. The Chinese Women's Guild also continues to meet regularly at the City Museum.
- Gloucestershire Gay Pride was once again held at Gloucester Park on 22<sup>nd</sup> June. This year saw a record number of attendees as well as more performances from local and national acts and more stalls for information and purchases.
- The 8<sup>th</sup> August saw the Jamaican Cultural Evening take place at Gloucester Guildhall. This is now an annual event.
- The Tourist Information Centre is now developing a 'Welcome to Gloucester' document in Braille.

- GDance produced a large-scale professional site-specific dance piece called Stuck in the Mud at Blackfriars Priory – a partnership with Ballet Cymru and Hidcote Manor Garden, financed by Arts Council England, Arts Council of Wales and The National Trust. It involved 13 disabled and non-disabled professional dancers + over 100 schools and community performers (local education partners were: Milestone School, Widden Primary, The National Star College). This achieved widespread print and broadcast coverage including BBC Radio Gloucestershire and BBC Points West.
- The Cultural Fair which was held in St James Park and the Samaritans 60<sup>th</sup> year anniversary in Gloucester Park were 2 community events held in open spaces.

## **6. PLANNING FOR A TRANSFORMATIONAL PROJECT**

The Cultural Strategy suggests that the transformational project should be of international importance and be based on a strong public and private partnership. At the time of developing the Cultural Strategy in 2007, it was not clear what this project should be; only that it should put Gloucester on the map. A number of smaller projects could be described as transformational.

- The Tourism team is working with Asset Management in planning the relocation of the Tourist Information Centre, which will share premises with Marketing Gloucester. The premises under consideration are one of the city's most striking and important heritage buildings.
- Members will be well aware that in 2012 the City Council signed a lease with English Heritage to manage Blackfriars Priory as a venue for events, following substantial investment in the infrastructure at the Priory. Before the City Council took on this lease, Blackfriars had been closed to the public other than for a few days a year. Events that have taken place at Blackfriars since 2012 include weddings, vintage fairs, beer festivals, birthday parties, musical performances (including Rick Wakeman concerts) and dance events. There is much more potential to be developed as Blackfriars' reputation grows and its setting improves with the planned developments around it.
- The City Council has committed £50,000 towards Project Pilgrim (which is part of Gloucester Cathedral's Strategy) to improve the Cathedral's setting, its relationship with the city centre and its visitor facilities.
- The Llanthony Secunda Priory Trust has been successful in securing a Phase 1 pass for their £3 million HLF bid to reform and regenerate the historically significant site for the city. Over the next 4 years, the site will hold archaeological investigations and developments involving the community and educational organisations, culminating in re-instating the key buildings on the site so that they can be enjoyed by the public.
- Work is ongoing between Gloucester City Council and Stanhope towards the Kings Square development. This is a key component in fulfilling the strategy's objective of creating a distinctive identity for the city. The scheme will contribute towards repositioning Gloucester as 'the South West's most happening place to live, work and play' through the provision of a first rate transport hub, retail and employment opportunities that are a requirement of a dynamic cultural and

business facing City. The scheme will reinvigorate this part of the city, creating a sense of civic pride and confidence and provides the opportunity to include some cultural facilities within the area.

## **7. MARKETING AND PROMOTING GLOUCESTER**

The consultees involved in helping to create the City's Cultural Strategy felt that Gloucester should make more of what already existed in the City and that the cultural message should be woven into Gloucester's marketing approach. The new cultural image that the consultees refer to is set out in strands 2 and 3 of the Cultural Strategy, however, they include making our heritage and culture more accessible and developing Gloucester's image as being a cool place to be.

In tandem with this, residents should feel involved in their City through regular communications and public events. They also advised that Gloucester's brand should be significantly improved. This was one of the purposes in the creation of Marketing Gloucester who have worked in consultation with partners to develop a brand for the City.

- St Michael's Tower have designed new leaflets for 2014 promoting activities available for adults and children including self guided trails/exploring our priories/churches - all of which are free. They also have new interactive heritage displays.
- The Tourist Information Centre won a gold award at the Cotswold Tourism Awards. MGL won a silver award for the Tall Ships Festival and Hatton Court won silver for Large Hotel. All of the winners are eligible to apply for the Visit England Excellence Awards.
- Gloucester Folk Museum and City Museum continue to attract interest from right across the globe. In September a Dutch cycle group came specifically to the Folk Museum to view the Pederson bike collection and archive. Later that month a group of international special needs students, hosted by the Shrubberies School spent a whole day with the Museums service, exploring the history and traditional cuisine of Gloucester. In December another group of international students from our twin city of Trier stayed at the Museum and enjoyed a visit to the Mayor's parlour.
- Since securing its place in the Rugby World Cup, Gloucester has received a vast amount of media coverage both in newspapers and via social media, well and truly putting Gloucester on the map as a key destination for tourists and sporting excellence. Gloucester Citizen, Gloucestershire Echo, This is Gloucestershire, The BBC and many more have all been keeping a close eye on Gloucester's Rugby World Cup developments which is sure to continue on the lead up to, during and after the event.
- Marketing Gloucester led a campaign in the run up week of the Munster / Gloucester Match. There is a full evaluation document available for more detail. The campaign fell into a number of key parts:

1. Social Media and PR before the match to promote attendance
  2. Collating and promoting offers within the city to encourage fans to enter the city centre and improve the visitor experience (social media and PR)
  3. Providing Street entertainment to enhance the City atmosphere
  4. Communicating with Munster fans encouraging them to return in 2015 and use Gloucester as a base for RWC (advertising/flyers)
- Jamie McDonald, a 'fundraising adventurer' and Gloucester Resident, is currently raising funds for various children's charities, including Great Ormond Street Hospital and Pied Piper Appeal by attempting a record breaking run in Canada from coast to coast. This has received international coverage.
  - MGL has appointed Jason Smith as their new Chief Executive. Jason, originally from Gloucester, has had a very successful career in business and now he wants to put something back into his home city.
  - MGL and the City Council partnered with Gloucestershire Media in creating, launching and sponsoring the Believe in Gloucester awards. The awards took place on Wednesday 17th November.

#### **4.0 Alternative Options Considered**

4.1 Not applicable for this report.

#### **5.0 Reasons for Recommendations**

5.1 The progress made during the last six months has been significant and has certainly contributed to making Gloucester a great place to visit and have contributed to the City's regeneration.

#### **6.0 Future Work and Conclusions**

6.1 It is clear that a significant amount of work has been done over the past 6 months contributing to the Cultural Strategy. More work is planned across each and every strand of the strategy which will continue to improve Gloucester's offer to residents, visitors and businesses.

#### **7.0 Financial Implications**

7.1 There are no financial implications relating to this report at this stage.

(Financial Services have been consulted in the preparation this report.)

#### **8.0 Legal Implications**

8.1 There are no legal implications relating to this report.

(Legal Services have been consulted in the preparation this report.)

## **9.0 Risk & Opportunity Management Implications**

9.1 None at this stage. Appropriate risk management will be undertaken for each City Council project as they arise.

## **10.0 People Impact Assessment (PIA):**

10.1 This is not a new policy or action. It is purely a document to update on progress.

10.2 As part of the People Impact Assessments the Cultural Strategy will need to be reviewed in terms of best practice. A full review will take place over the coming months and an overarching PIA will be produced.

10.3 The Cultural Strategy celebrates all areas of our community. A key strand of the strategy is 'enjoying and supporting diversity'.

## **11.0 Other Corporate Implications**

### Community Safety

11.1 There remains a perception by some that the City is not a safe place in the evening – work still needs to be achieved in promoting the city as a safe place to visit to enjoy cultural activities in the evening and the night-time.

### Sustainability

11.2 Sustainability issues will be addressed within individual projects within the action plan.

### Staffing & Trade Union

11.3 Not applicable.

**Background Documents:** None