

Gloucester City Council

Meeting:	Cabinet	Date:	17th September 2014
Subject:	Cultural Strategy Update – January – June 2014		
Report Of:	Cabinet Member for Regeneration and Culture		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Lucy Wright, TIC Service Manager		
	Email: lucy.wright@gloucester.gov.uk	Tel: 396570	
Appendices:	None		

1.0 Purpose of Report

- 1.1 To update members on the progress that has been made in achieving the Cultural Strategy's targets from January to June 2014.

2.0 Recommendations

- 2.1 Cabinet is asked to:

- Note the achievements made in delivering the Cultural Strategy over the last six months (January 2014-June 2014).

3.0 Background and Key Issues

- 3.1 Members were last updated on progress about the Cultural Strategy action plan 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 – starting in 2007. 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 January 2014 – June 2014

- 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 thirty 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 well-known Golden Egg which has dominated Kings Square since 1972 was finally demolished in April. The demolition of the former restaurant took 11 weeks and has been replaced with quality new paving.
- Work has been completed in digging up five trenches on two sites within Kings Square to find and record evidence of the original Roman Glevum city and the search for a Cistercian Friary ahead of a planning application which will herald the start of the Kings Quarter regeneration.
- 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. Officers recently appointed Astam to produce computer generated images for the re-cladding scheme for the Eastgate Street frontage of the Kings Walk shopping centre car park.
- The historic clock at GA Baker and Sons in Southgate Street was removed for repair and cleaning. This was completed by the Cumbria Clock Company, the only specialist company in the country who have the expertise.
- Work has started to light one of Gloucester's historic buildings, St Nicholas' Church. The medieval church located in Westgate Street is a grade I listed building and has benefited from the City Centre Investment Scheme where the building will be lit up to show the church off at night.
- Stonework repairs have started at St Michael's Tower at a cost of £100,000 and the work is due to be completed this October. Lights will be installed to show off the building in all its grandeur.

- The 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 scheme is progressing well with detailed projects currently being worked up with the architects and owners of three projects in the THI area, and are likely to be coming forward for grant in the next few months. A further five projects are being developed with architects and owners, and further updates will be provided. Public realm and environmental improvements are also being developed on Southgate Street and the St Mary de Crypt / Via Sacra area.
- King Bastion Chamber, hidden under Kings Walk Shopping Centre has been unearthed to show 2000 years of history. This includes part of the city's Roman wall from 300AD and a medieval bastion used for defending the city. Electric lights have been installed and water has been extracted with the aim of opening the chamber this September for the national Heritage Open Days.
- The replacement of Westgate Street mosaics is being funded as part of the City Centre Investment Fund. A contractor has now been appointed to undertake the works to replace the mosaics. Due to the specialist nature of the work only two companies were found who are able to undertake this project. The works are expected to be undertaken during the summer and be completed by September 2014.
- There are ongoing changes to the interior and exterior of Gloucester Guildhall. The café has been revamped with new tables and chairs, new décor and new etching on windows. This new brighter décor has been extended into the main corridor of the building. Plans are ongoing to improve the aesthetics of all entrances to the Guildhall and developments are expected soon. This will involve cleaning of stonework and brighter, clearer signage.
- The commercial space at Blackfriars (that was once a storage unit with one electricity socket) has been completely transformed into the Thomas Bell Room – a fully equipped cafe. A brand new floor has been laid, walls have been repainted, acrylic panels added and sails put on the ceiling to cover the pipes above. New cupboards have been installed as well as moveable bar units so it can transform it into a bar or café at a moment's notice.
- Marketing Gloucester has been behind the installation of the new hanging baskets which have appeared in the City Centre.
- Gloucester has been designated as an Alcohol Action Area for 12 months by the Home Office on the grounds of diversification of the evening economy. Diversifying the offer in the city centre is high on the agenda so that it is not just drinking houses; it's about trying to encourage more restaurants and wine bars. The City Council are offering Evening Vitality Grants for new businesses adding to the evening economy offer.
- Empty retail units in the 'Primary Retail Area' have fallen compared to last year. At the end of June, there were 40 empty units compared to 44 in June 2013. The city council continues to support businesses take up premises in the primary retail area offering business rates and rents grants with thirteen businesses supported to date.

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 Gloucester Waterways Museum has been awarded a grant of £60,700 for its Stage 2 development phase from the Heritage Lottery Fund to refurbish its displays, create a new entrance to the warehouse building and adapt the Sabrina 5 barge to provide a new space for events and education. The Canal and River Trust are presently developing the scheme in consultation with Conservation Officers at the City Council for which is due to be submitted in July 2014.
- In February Gloucester City Museum and Art Gallery held an exhibition entitled Richard Wilson: Master of Landscape which was very successful with more than 2000 visitors. The City Museum has one of the best collections of works by this most influential artist.
- The Stage 2 Development Phase of the Heritage Lottery Funded 'Discover DeCrypt' project is well underway. Conservation Officers at the City Council are involved in discussions for proposals to provide interpretation. The project seeks to regenerate St Mary de Crypt Church and the Old Crypt Schoolroom on Southgate Street.
- Gloucestershire's new Jet Age Museum officially opened in May, 14 years after the old museum closed. The museum's collection of aircraft has been in storage since 2000 when the main hanger was demolished.
- The Richard III Exhibition was held at Gloucester City Museum throughout March. The exhibition enabled visitors to stand eye- to-eye with one of England's most controversial Kings who was also Duke of Gloucester. The reconstructed head was commissioned by the Richard III Society for the 'King in the Car Park' documentary and was loaned to Gloucester City Council by the Society. More than 3000 visitors attended the exhibition during the 10 days that it was held.
- Gloucester Folk Museum underwent a winter make-over following a consultation with visitors to find out what they would like to see in the Museum and what would draw them back in for repeat visit. Visitors can now pop into the Army Recruitment Office and enlist to join the war effort – just as it was done during the Second World War.
- The Soldiers of Gloucestershire Museum reopened in May after 7 months of refurbishment following a successful Heritage Lottery bid. All rooms have been gutted and repainted along with new display cases and story boards, the galleries now have touch screen digital interactives for children telling them

about the history.

- A metal plaque is being cast to commemorate this year's 300th anniversary of the birth of Gloucester's greatest evangelist, George Whitefield. Born at The Bell Inn, on Southgate Street, George Whitefield was one of Gloucester's most influential preachers in Britain and America. Details of the plaque remain to be confirmed.
- Educational visits are currently being developed at Blackfriars. There are currently three separate sessions; Archaeological Detectives, Tudor Life at Blackfriars and Life as a Friar. These can be booked as a stand-alone session or two can be combined to make a full days visit.
- The City Archaeologist has been working with the Countryside Unit and the Gloucestershire Wildlife Trust on the 'All Paths Lead to the Hill' project. During the course of late spring and early summer a number of volunteers have been helping out with a series of geophysical surveys in seven different locations across the hill. Volunteers of various ages have learnt both the theory and practice of geophysical surveying and hopefully have learnt more about the archaeology of Robinswood Hill. The surveys have identified a number of possible archaeological sites and it is hoped that further investigation can take place next year.

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.

- Marketing Gloucester worked with the organisers of JOLT which was a brand new international theatre festival for Gloucestershire. Five international theatre companies were resident in Gloucester working alongside local artists, creating a week of performances in July.
- Marketing Gloucester organised Gloucester Paint Jam, a brand new street art festival, on the 2nd and 3rd August. The event featured over 40 street artists working on canvases in the city centre and on some actual buildings including Bar H20, the vacant Marks and Spencer's unit on Northgate Street and the Brunswick pub. In addition, there were street dancers performing in the city centre, Eastgate Shopping Centre and Gloucester Guildhall.
- Gloucester Museums 'Young Designers' 2014, poster design competition for primary aged children. Hundreds of children took part in this year's competition, with two overall winners being crowned in two separate age categories.
- Developed by Linden Homes, Gloucester City Centre Community Partnership and Young Gloucestershire, Gloucester's Greyfriars Quarter has been transformed into a city canvas, with an urban art youth project adding a splash of colour to the hoardings. Once complete, the panels will be sold to raise

money for Young Gloucestershire.

- The creative vibrancy of Gloucester is now being showcased in a new creative industries brochure developed by Gloucester City Council's Economic Development Service. The brochure will be utilised by the city's creative businesses as a business-to-business marketing tool and will look to strengthen the sector by attracting new creative enterprises into Gloucester. Information will range from venues and events to premises, skills and city facts.
- The Guildhall has maintained its relentless drive in attracting the best music acts to the city and bringing that 'cool' factor to the city! The team at the Guildhall once again programmed Summer Sound Festival, while there is also the Underground Festival to look forward to.

The New Olympus Theatre reopened in May after significant works with the aim of further works to be carried out following a funding bid.

- The Guildhall supported the Strike a Light festival in the city. A project run in conjunction with Create Gloucestershire and Battersea Arts Centre in London-bringing new shows to Gloucester at affordable prices allowing more people outside the capital access to Arts events.
- The team at the Guildhall also programmed the second stage at this year's SportBeat Festival at Plock Court. While the main stage featured the likes of Razorlight and Soul II Soul, the Guildhall stage showcased the very best local acts. Across the weekend there were more than 20 young local acts performing.
- The Guildhall launched its digital cinema in February giving access to new releases sooner than ever before and also a broader range of films. They have also increased the number of screenings as a result of the new technology.
- Donna Renney (former Chief Executive of Cheltenham Literature Festival) is working from the Marketing Gloucester offices to set up a charitable Community Interest Company for a new Gloucester Festival in 2015.

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.

- Marketing Gloucester helped to promote the second sporting and music festival, SportBeat, which took place at Plock Court on 7 – 8 June. Competitions included Rugby 7's, Netball and Volleyball where various teams competed over 2 days to become champions as well as other family fun activities including laser tag, inflatables and a silent disco.
- To celebrate Gloucester being a 'Host City', 10 rugby posts have been installed on 10 separate open spaces across the city. Amongst the open spaces where

the rugby posts have been installed are Gloucester Park, Plock Court and Clock Tower Park. The posts are for anyone to use and enjoy as the time passes to 2015. Marketing Gloucester also ran a social media and PR campaign aimed at Irish rugby fans attending the Gloucester v Munster rugby match in January, encouraging them to use Gloucester as their base for next year's Rugby World Cup. May saw hundreds of families, sporting stars, communities and schools from across Gloucestershire take part in a sponsored three-mile walk called 'The Road to 2015' to officially launch the lead-up to the 2015 tournament. Longlevens School were invited to Gloucester Rugby to help mark 500 days to go until the Rugby World Cup 2015. Local school children helped promote this special land mark alongside the Mayor and Gloucester players.

- Gloucester City Football Club has submitted their outline application for the new stadium at Meadow Park to Gloucester City Council. The 4000 capacity facility on the site of the club's former ground at Meadow Park will be built to the specifications of a Conference Premier graded ground, one level above City's current league standing.
- A new partnership between Great Britain Wheelchair Rugby (GBWR), Aviva Premiership Rugby Giants Gloucester Rugby and The University of Gloucestershire will result in a Wheelchair Rugby Club being formed in Gloucester. This new partnership, funded by Gloucester Rugby and run by students at the University, also aims to deliver youth and community programmes to Gloucestershire schools, as well as regular youth training sessions.
- Gloucester 24 Hour Track Race is one of the latest ultramarathons to emerge in the West of England. The 24 hour non-stop event took place on the Blackbridge Jubilee track in Podsmead in June.
- Plans for a new Gloucester Rowing Club Boat House are continuing to develop, with planning permission already in place and a £500,000 grant secured from Sport England. It is planned for the new Boathouse to be built on land adjacent to Hempstead meadows (GCC market site), off the Hempsted bypass.
- Oxstalls hosted for the first time an LTA AEGON Pro Series Women's singles competition. Professional players from all over the world competed for world ranking points and a price pot of £10,000. The weeklong event attracted up and coming players with world ranking of 200 and below and included top British juniors.
- Oxstalls ran their second Wheelchair Tennis Development Series tournament in May with 13 players from around the country attending as part of the Tennis Foundations Development Series.
- Oxstalls Sports Park coaches have delivered coaching into 18 primary schools throughout Gloucester city over the past 6 months. This year there was no funding and coaching was paid for by the school themselves from their 'premier sports funding' given to them by the Government.

- Spring saw the Great British Tennis Weekend at Oxstalls and the Clock Tower Park in Abbeymead, a national event offering free tennis activities for all ages. Organised in conjunction with Gloucester City Council.
- Aspire are proud to be offering training space for 3 disabled servicemen who will be competing in the archery competition in the 'Invictus Games' in September at the Olympic Park in London. The 'Invictus Games' is an international sporting event for wounded, injured and sick service personnel, supported by the Royal Foundation of the Duke and Duchess of Cornwall and Prince Harry. It is named after the poem "Invictus" written by Gloucester Poet W.E. Henley
- A huge number of local/county based residents have registered to become volunteers in the Rugby World Cup within Gloucester. Short listing/assessment of these will commence in September at GL1.

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.

- GDance working in partnership with the University of Gloucestershire hosted a 3-day residential training course 15-17 April 2014 for disabled young dance creatives (to develop future choreographers). Participants came from throughout the UK and evaluation and learning will be disseminated nationally.
- The Guildhall held a Christian gospel event and the Al Ashraf Primary School's first ever school play outside of their school. In April, they hosted an event called 'Black Men on the Couch'. The event aims to change the status quo surrounding counselling and psychotherapy and open it up to those who would previously have never considered it. It was a free event and tickets were fully allocated.
- The Guildhall continues to be the regular venue for 'What is Islam' which aims to educate people about the culture and beliefs held in Islam. This event is currently held monthly.
- This year's Gloucestershire Pride, a celebration commemorating 50 years of progress to LGB&T (lesbian, gay, bisexual and transgender) Equality, was one of the biggest yet and spanned a week! This year saw many events happening across the city, culminating in a Parade (running from Westgate Street to Gloucester Park) and 'Pride in the Park', which included music stages, a wedding village, stalls, food and drink. Sponsors included Gloucester City Council, Gloucester City Homes, The Westgate and Classic Marquees of Malvern Limited.

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 are working with Asset Management in planning the relocation of the Tourist Information Centre, which will share premises with Marketing Gloucester. The premises under consideration is one of the city's most striking and important heritage buildings.
- In May, it was confirmed that a new £7 million streamlined bus station will be built in Gloucester as part of the multi-million pound scheme to regenerate Kings Quarter. GFirst LEP confirmed that a conditional offer of a £3 million loan has been made to developer Stanhope from the Gloucestershire Infrastructure Investment Fund. The Regeneration and Economic Development Service supported and secured funding bids from the Local Transport Board (£1.7m) and the Gloucester Infrastructure Investment Fund (£3m) to develop a new transport hub in the centre of Gloucester, replacing the old bus station and unlocking the Kings Quarter development. The funding secured will ensure Gloucester has an attractive gateway into the city and that the new bus station reflects the growth that Gloucester has seen in other areas.
- 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. The City Council contributed £10,000 to the development phase and over the next 18 months the Conservation officer and City Archaeologist will be working with the Trust to develop the bid, assist in community projects and to advise on the best way forward in reusing the designated heritage assets on the site.
- Project Pilgrim has been awarded a Stage 1 pass from the Heritage Lottery Fund; the scheme is seeking £3.5 million towards improvements to the landscaping, interpretation and repairs to the Lady Chapel at Gloucester Cathedral. The HLF have awarded £320,000 towards the development of the scheme which will last for approximately 18 months. Gloucester City Council have contributed £50,000 towards the development.

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.

- Gloucester Tourist Information Centre won a gold award in the 'Visitor Information Provider' category in the Visit England Excellence Awards 2014 meaning that the Tourist Information Centre achieved the highest status of best Tourist Information Centre in England.
- Jamie McDonald celebrated the completion of his 5,000 mile run from coast to coast across Canada in February raising over £100,000 for charities in Canada and for the Pied Piper Appeal in Gloucester. He ran the equivalent of 200 marathons dressed as comic book superhero The Flash. The official celebration was held at Gloucester Cathedral.
- Gloucester Services at Brookthorpe opened its doors in May 2014. The operator Westmoreland is working with 130 suppliers from within 30 miles of the services.
- As part of the Richard III Exhibition, a number of speakers were invited including Matthew Morris, Site Director of the Greyfriars dig and archaeologist who uncovered the remains of Richard III, Dr Phil Stone, Chairman of the Richard III Society, Philippa Langley, Screenwriter who planned the research, instigated the entire project and raised the funds to pay for the dig, Dr John Ashdown-Hill, Historian who discovered the DNA sequence which enabled the remains to be declared, Robert Woosnam-Savage, Curator of European Edged Weapons at the Royal Armouries Leeds, who physically examined the remains and Annette Carson, Author and key member of the 'Looking for Richard' team.
- Former Gloucester Mayor Chris Chatterton visited the city of Paju in South Korea where he signed a 'memorandum of understanding' with Paju Mayor In-Jae Lee, in which the two cities will work together for their economic and cultural benefit.
- The unofficial Cheese Rolling took place at Coopers Hill over the late May Bank Holiday weekend with an estimated 5000 visitors in attendance and worldwide interest.
- Marketing Gloucester are working with Visit England on a new Conference & Business events flyer to promote Gloucester as a leading business tourism destination.
- Marketing Gloucester are in the process of preparing a new map booklet which will include introductory text translated into 10 different languages welcoming overseas visitors to Gloucester. The booklet will include adverts for local tourist attractions in Gloucester and the Cotswolds.
- Marketing Gloucester launched an updated Independent Shops booklet in March 2014 to showcase the range of independent shops in the city.
- Residents' Weekend took place from 28th – 30th March, following the success of the events in 2012 and 2013. The event provided the opportunity for Gloucester residents to explore and experience the city that they live in. Residents were able to enjoy over 100 special offers across the city.

- A new durable pink plastic Residents' Card was launched in the run-up to Residents' Weekend. The cards were available from the Tourist Information Centre but also available at all shopping centres and Museums. The card acts as a city loyalty card enabling local people to take advantage of special offers during city promotions such as BiG Eat week and Independents' Weekend.
- Developed in partnership with the Economic Development team, the Tourist Information Centre has been administering the coach bookings into Westgate Street Coach Park. Prior to this, no group travel statistics were collated in the city but the Tourist Information Centre now not only gathers invaluable data but strategically promotes the city to a new audience.
- Since January, Westgate Street Coach Park has welcomed 276 coaches with nearly 10,000 passengers. Nearly 2200 visitors were new visitors coming to Gloucester as a result of the meet and greet scheme and the promotion of the Tourist Information Centre. The service has recruited a pool of volunteers to help assist and support the Meet and Greet Scheme.
- The Tourist Information Centre has set up a dedicated Coach Bookings Twitter account which is being used to promote Gloucester and interact with national coach companies.
- Marketing Gloucester exhibited at the Excursions Show which took place in London on Saturday 25th January 2014. Other partners who shared the stand were Gloucester Quays, Gloucester Waterways Museum, English Holiday Cruises and Painswick Rococo Garden. A database of 170 group travel organisers was collected.
- Marketing Gloucester and Gloucester Tourist Information Centre are working together to encourage local hoteliers to gain accreditation in a bid to improve accommodation standards ahead of the Rugby World Cup.
- Marketing Gloucester attended a 'Marketing Meet' with Visit England representatives in April 2014. The event has helped to establish closer links with Visit England representatives from the UK and around the world.
- Following the redevelopment of thecityofgloucester.co.uk website, online traffic continues to see an increase each month, year on year (except during the lead up to the Tall Ships Festival). The peak traffic for the last 12 months was in July 2013 with 29,404 unique users and 1,557,532 pages impressions.
- The City of Gloucester's social media channels continue to experience an upsurge in activity with better use of analytics. The Gloucester Facebook page achieved 10,000 likes in June 2014 and on Twitter @VisitGloucester has 5,940 followers.
- Marketing Gloucester's Klout score (the industry standard online social media measuring tool) in June 2014 has remained a consistent 63, placing Marketing Gloucester as one of the most influential corporate social media accounts in Gloucester.

- According to Trip Advisor, it was reported that Gloucester Cathedral is ranked as the number one attraction in the Cotswolds to visit out of the 200 listed attractions.
- The Tourist Information Centre is selling limited edition host city ties and pins with many being purchased from outside of the county. The service continues to sell the official clothing range for Rugby World Cup.
- The portable Rugby World Cup posts which can now be used for promotional activities regarding the build up to the Rugby World Cup.
- In April, Gloucester Bus Station was covered in official Rugby World Cup 2015 wrap to promote Gloucester as a Host City.
- Adam Balding, Gloucester Event Coordinator for the Rugby World Cup visited Japan as part of the Visit England promotional team whilst supporting the first leg of the Rugby World Cup trophy tour.
- Marketing Gloucester provided online marketing and PR support to the second Gloucester CAMRA Beer & Cider Festival held at Blackfriars Priory in April. The event attracted a diverse range of people and ages and more than doubled their attendance from 2013.
- The Gloucester Tall Ships Festival in May 2013, which was organised by Marketing Gloucester, won Silver in the Tourism Event of the Year category in the Cotswolds Tourism Awards.
- Gloucester Guildhall employed a new programming and marketing manager at the end of January. The marketing at the venue has stepped up with a much stronger presence both online and in the media. With strong existing partnerships with the likes of the Gloucester Citizen, Gloucester Rugby, SoGlos and the University of Gloucestershire being capitalised on and made more of, all marketing avenues are being explored moving forward. All marketing is geared towards bringing more people into the venue, and the city as a result. Links with other city centre venues are currently being discussed in order to bring more people into the city centre to improve both the daytime and night time economy.

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 contributed to achieving the objectives of the Cultural Strategy.

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. The ten year Cultural Strategy originated in May 2007. Discussions over the future of the Cultural Strategy need to start taking place as the strategy is due to end in 2017.

7.0 Financial Implications

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

8.0 Legal Implications

8.1 There are no legal implications relating to 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 need to take place 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 Gloucester City Safe has the sole intention of facilitating the reduction of crime, disorder and anti-social behaviour which can blight both day and night time economies. The work of the partnership supports the delivery of this strategy.

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