

Gloucester City Council

Meeting:	Cabinet	Date:	25 February 2015
Subject:	Cultural Strategy Update: July-December 2014		
Report Of:	Cabinet Member for Regeneration and Culture		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	None		

FOR GENERAL RELEASE

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 July to December 2014.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that the achievements made in delivering the Cultural Strategy over the last six months (July to December 2014) be noted.

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 July to December 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.

- Ending in July 2014, an archaeological investigation was undertaken in King's Square and the Bus Station. In King's Square the archaeologists found the remains of Roman buildings including some substantial stone blocks and an under floor heating system called a hypocaust. These are suggestive of either private town houses and/or a public building of some kind. Further evidence of Roman buildings was found in the western end of the Bus Station, whilst in the eastern end archaeologists found large amounts of Roman pottery and building rubble, this may have been intentionally dumped in order to raise or reclaim land around a historic route of the Twyver.
- The archaeological investigation attracted a lot of interest from the general public. A series of information panels were produced by the City Archaeologist working in partnership with Marketing Gloucester. These panels were funded by the Gloucestershire Environmental Trust and were set on compound fencing in King's Square. Site tours were also arranged, these were undertaken by Cotswold Archaeology, the City Archaeologist and the Civic Trust. A public talk outlining the results of the investigation was given in September.
- The Stage 2 bid to Heritage Lottery Fund to deliver a Townscape Heritage Initiative (THI) in the Southgate Street is progressing well. The first THI project - at 57 Southgate Street - has been awarded a grant and is planned to commence on site in January 2015. This project entails repairs to the roof, reinstatement of traditional architectural detail including timber sash windows, and internal works to vacant upper floors to create residential floor space. A further five projects are being developed with owners, and updates will be provided. Public Realm and environmental improvements on Southgate Street and the St Mary de Crypt / Via Sacra area are at design stage.
- The City Centre Historic Grant Scheme has received nine formal grant applications with six formal offers. A total of forty eight expressions of interest have been received and meetings have been held with owners and tenants to discuss potential schemes and the majority of these have been vacant units within the Westgate Street area, it is hoped that grant applications will be submitted in due course. This scheme has £225,000 on offer to residents and tenants and officers have prioritised building projects for targeted grants and these are buildings which are on the City Councils Buildings at Risk Register

(B@R) and also those which are vacant on both ground and upper floors to help rejuvenate the gate streets of Gloucester.

- The replacement of Westgate Street mosaics has now been completed and this was funded as part of the City Centre Investment Fund.
- The Property Services team have completed an asbestos survey of the King's Walk Bastion which appears to suggest that there are no major issues. It is hoped that during the course of 2015 progress can be made towards increasing public access to this site. The Urban Design Officer is in the process of preparing a Public Realm Strategy which will provide guidelines and principles to be applied when carrying out public realm works within the city centre. The strategy will cover paving materials and landscaping, street furniture and general street design.
- The Museum Service worked with the THI team and Kingsholm Primary School as part of the Heritage Lottery Funded initiative. Pupils from the school are creating outdoor information boards for residents and visitors alike to discover more about the history of Southgate Street and its surrounding area. To assist with this the Museum Service provided historical resources, outreach and museum sessions about different periods of history to help the pupils make sense of their city.
- Gloucester Paint Jam Festival, organised by MGL and Gloucester Guildhall, took place on the 2nd and 3rd August in the city centre. Bar H2O, Prince of Wales, The Brunswick Inn and Fab and Faded were all painted by street artists over the weekend (creating a lasting legacy). Two hundred plywood boards erected around Kings Square and Gloucester Park as canvases for 30 artists to paint over the weekend. The open-air exhibition remained up in the city for a month after the event drawing additional visitors. Footfall in King's Square increased by 10,000 on the same weekend the year before. Street dance workshops and performances took place in and outside Gloucester Guildhall. All age groups were invited to take part free of charge (supported by the Healthy Living funds from Gloucestershire County Council).
- Independents' Weekend took place on the weekend of 4th July rather than a single day as in previous years. Local independent shops were invited to join a promotion run by MGL, offering discounts for the week encouraging residents to visit their local independent shops.
- Gloucester Style Week, supported by GCC and MGL took place in October. Fashion shows were held across the city in various venues including Gloucester Quays and Blackfriars Priory, showcasing Gloucester's fashion and beauty industry.
- Christmas Lantern Procession, 6 primary schools worked with local artists (employed by MGL) to create lanterns based on the themes of the carol "We Three Kings". This culminated in a lights switch-on procession through Southgate and Westgate Streets as the lights lit up overhead. The procession was supported with a street market organised by Gloucester City Centre Community Partnership (GCCCCP) and the event finished in Gloucester Cathedral, where over 1,000 people stayed for the Christmas carol service.

King's Walk Shopping Centre recorded footfall of 20,260 (up 137% on the previous year) whilst Eastgate Shopping Centre was up 11.58% with a footfall of 14,271.

- Empty retail units in the 'Primary Retail Area' continue to fall compared to last year. The current count for January 2015 is 28 this compares to 36 at the same point last year. The City Council continues to support businesses take up premises in the primary retail area offering business rates and rents grants with more than 60 businesses supported to date.
- The number of city eateries continues to show an overall upward trend. Latest figures (December 2014) show 114 restaurants, pubs, hotels and cafes within the Gloucester inner ring road area which offer food, compared to 109 at the same time last year.
- World Host Training - In preparation for Gloucester hosting the Rugby World Cup in 2015, the city successfully secured funding to deliver WorldHost accredited customer service and ambassador training for 600 front of house staff across Gloucester. Training will be rolled out from November 2014. The aim is for Gloucester to become an accredited WorldHost destination city. The programme is collaboration between Gloucester City Council's Economic Development Service, GFirst LEP, SERCO and Marketing Gloucester and funded by the European Union through the European Social Fund. The training will, amongst others, be offered to Gloucester's hospitality industry. The training will up skill employees making them more competitive in the job market should they look to move employers, as well as providing the overall improvement in customer services the project is seeking to deliver.

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.

- As part of the THI scheme a heritage training day was held at Woodchester Mansion near Stroud in September, giving professional officers and Partnership members a greater insight into the restoration of historic buildings, and the techniques involved. A heritage training scheme at St Mary De Crypt is being developed with Gloucestershire College and Young Gloucestershire, with a planned start in April 2015. An education project has also been piloted with a local primary school in order to develop a better understanding of the City's rich heritage; this has included history lessons in September at the Folk Museum covering the Prehistoric, Roman, Viking/Anglo Saxon and Victorian periods in Gloucester. In November, guided tours around Gloucester Docks for local schools were led by our partners in the Civic Trust.
- Gloucester Waterways Museum has been awarded £994,000 from the Heritage Lottery Fund to revitalise the dockside attraction. The project will allow the museum to make much more of the significance and uniqueness of the River Severn and Gloucester and Sharpness Canal. It will allow the historic museum

to install a new inviting visitor entrance, fresh and exciting new galleries on the ground and first floor and a modern gift shop. Sabrina Five, a 90 foot long cargo barge, moored at the Gloucester Waterways Museum, will also be given a new lease of life as a floating learning space to teach families and youngsters more about England's canals and rivers.

- City of Gloucester Mobile Tours Soft launched in September, the app was developed in conjunction with GCC, MGL and local developer, Iconnet. The app features three tours: City Centre; Kings, Queens and Martyrs and The Docks. Each one lasts approximately 40 minutes. The information for each historic location features a brief overview and there is an option to view more detail. The app has been promoted through digital marketing and during engagement with University of Gloucestershire students. It has also received extensive coverage through BBC Radio Gloucestershire, The Citizen and reached 50,000 homes and businesses in the city through Gloucester City Council's City Life Magazine.
- A new project has been launched to protect local treasures after Gloucestershire County Council's Archive Service received £123,300 from the Heritage Lottery Fund to help Gloucestershire Archives progress their plans to apply for the full grant next year. The project called 'For the Record' will improve the way the documented heritage of Gloucestershire is gathered, kept and shared. The project will enable Archives staff to preserve the ongoing story of how we live in Gloucestershire and a new public space called the 'Heritage Hub' will be planned where people can come to view, and share, local archives.
- Gloucester History Festival - starting with Gloucester Day on 6th September, followed by living history re enactments and a battle on Alney Island on 7th September. This was followed by the Gloucester Civic Trust's Heritage Open Days (which retained its position as the third largest HOD event in the UK) and a programme of talks - both free and ticketed running through until 19th September. The BBC brought their World War One At Home Roadshow to King's Square. Attendance at ticketed and recorded events for the festival was 8,430. Estimated attendance for the Gloucester Day parade was 20,000.
- The Museum Service has provided after hours sessions to allow increasing numbers of Scout, Guide and other young people's uniformed organizations accessing the city's heritage through tours and handling sessions. From July to December, the Museum received 5 visits which equates to 96 young people and 22 adult helpers who all had access to the City's heritage.
- The Museum was involved in a number of city wide events during the summer that provided free activities for residents and visitors fostering a sense of community and showcasing what Gloucester had to offer, such as the One Church event at Gloucester Park. Events such as the Victorian Christmas Market were also attended in costume by the Museums to provide historical information and children's activities.
- The Museum has also been continually involved in BBC Gloucestershire's World War One program of events and public commemorations. The Museum had a stand exploring life on the home front during the war years at the big roadshow event in Kings Square and has provided historical background information and radio interviews to support the BBC.

- The Folk Museum was the major partner in delivering a whole school World War One Heritage Lottery Funded project with Shurdington Primary School. The Service provided equipment, learning materials and whole day outreach re-enactment and education sessions for the project which saw pupils explore the consequences and aftermath of World War One for those left on the home front. The project may provide the template for similar activities in other local schools. Later in the autumn term the Museum Service also provided many of the activities, educational resources and sessions for Coney Hill Primary's whole school History Week allowing participants to gain a wide and in depth overview of Gloucester's history.
- Numbers for specialist Museum tours such as the Eastgate Chamber, Behind the Scenes at the City Museum, and the Folk Museum Candlelit tours continued to grow. Additional tours for the Eastgate were put on due to high demand and as interest remains high. The Museums also put on a series of annual special events (such as Apple Day) attracting more people into the City, special one off evening events (such as 'Outer Space') boosting the evening economy and took part in the national program of Heritage Open Days and the Gloucester History Festival.
- The Folk Museum again hosted the annual Cotton Motorcycle rally and AGM in August attracting visitors into the city both with and without a passion for motorbikes. The long term support of the Folk Museum to the Cotton Association was recognized with the presentation of an award from the association to the Museums Service and staff.
- October 2014 saw the commencement of a project funded by English Heritage and administered by the Cotswold Archaeological Trust engaging volunteers from the local community in creating usable archives from archaeological material excavated in the city during the 1980s and 90s. In October 2014 a one-day conference was organized in Gloucester by the Bristol and Gloucestershire Archaeological Society that re-examined some of the City's rich heritage and placed it in a wider context.
- The City Museum hosted the 'WOW' exhibition in the main touring gallery between July and November 2014. The exhibition showcased the large amount of rare natural history specimens within the museum collection and put them into a 'funky' modern day context, bringing them into the 21st century and reinforcing the idea that the museums are moving forward with the times.
- Gloucester became the first destination in the UK (and second in the world) to partner with Google's Niantic Labs for their free Field Trip App. Using content created for the City of Gloucester Mobile Tour App, Field Trip will help us reach an even larger audience for Gloucester's history and heritage assets. Additional functionality such as speech, geo-tagged pop up notifications and optimisation for Google Glass are built into the app and are of no cost to content providers.

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.

- MGL has supported the Jolt International Theatre Festival (18th – 25th July) in its first year, providing office space, facilities and marketing support. The festival attracted national and international troupes to the city to work with, and perform for, the people of Gloucester. MGL also supported Strike A Light (25th – 29th September).
- The Arts Inc partnership, formed of GDance and Art Shape, launched the Arts Inc Academy at City Works offering an inclusive cross-arts approach to courses for disabled and non-disabled 8-18 year olds. This included a 'Carnival Countdown' holiday club.
- The Carnival Arts Partnership, formed of Art Shape, GDance and Global Arts delivered a Carnival community engagement programme, supporting 5 community groups in preparing costumes, props and moves for the Carnival parade. The Partnership delivered 2 creative arts workshops for the general public on Carnival Day and commissioned Circus Zapparelli from Manchester to enhance the artistic quality of carnival with sound systems and a stilt walker.
- Gloucester Academy of Music established a new performing arts venue at Barbican House where it shares a base with various other performing arts organisations. The new venue is more prominent to the general public and will create increased interest due to its location next to Gloucester Docks.
- 26th July to 2nd August saw the Gloucester Rhythm & Blues Festival. More than 50 live performances took place in 9 city centre venues over 9 days. The annual festival benefited for more visible marketing with banners in the city centre. 90% of venues were at capacity.
- MGL is working on a sculpture trail featuring Humpty Dumpty (relating to the Gloucester Civil War) and celebrates the city's rugby heritage. Donning a rugby kit and dubbed as 'Scrumpty', 25 of the 5ft sculptures have now been sold and work is now underway in commissioning artists. The trail will run for 10 weeks during Gloucester's festival season and leading into the Rugby World Cup.

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.

- Oxstalls coach Terry Parker's tireless and committed work with tennis players with disabilities has been recognised with him receiving a British Empire Medal in the New Years Honours list.

- Oxstalls achieved record numbers on its tennis development program, and was benchmarked as among the best performing Community Indoor Tennis Centres in the country for the participation rates on our course program.
- Oxstalls hosted Great British Tennis weekend event to attract new participants to tennis with 212 attending. Excitingly two thirds of these were completely new to Oxstalls and we achieved a significant sign up of customers into our club program. This was the best attended event of its kind in the County.
- Oxstalls retained its LTA performance centre status, and is now the only Centre to hold this prestigious quality marquee in Gloucestershire. This performance status demonstrates the hard work our children and coaches have put in developing tennis and underlines Oxstalls importance in the South West.
- Oxstalls has been successful in gaining further funding for 2014-2016 (£2.5k) from the Tennis Foundation to continue with the Disability Network Club plans.
- Oxstalls has set up a pilot scheme for National Star College pupils to undertake tennis to aid rehabilitation for head injury students. This is the first time in 12 years Oxstalls has been able to make a link and it is hoped this can be built on in future months.
- Oxstalls have, in partnership with Active Gloucestershire and the University of Gloucestershire, helped in the development of two disability clubs in Gloucester. The first one is Gloucester Boccia club and includes two Paralympic standard athletes. The second is Gloucester Wheelchair Rugby Club who are using Estcourt Close Sports Centre as one of their training venues.
- The Gloucestershire School Games partnership was awarded the top prize by the Youth Sports Trust as the best in England. Oxstalls, who delivers the tennis for the partnership were part of this award.
- A University Freshers Fayre event in September attracted over 60 participants, who took part in a number of sports including badminton, golf, bowls, Futsal and free running. The students also received a talk and awareness session from the Sports Development team.
- We also now have a new partnership with a charity called “level water”. The charity financially supports the “special needs” children that need to learn to swim. GL1 swim team then provide the expertise to make this happen.

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 completed its Young Ignite programme, a nationally-recognised disabled artist development programme including a 3-day residential in Gloucester in partnership with University of Gloucestershire.

- GDance's short dance films and documentaries (with some shot on location at Blackfriars Priory) were shown at national events and internationally including the Together Disability Festival at Sadler's Well, the national Unlimited Disability Arts Festival in London and the National U-Dance festival in Nottingham.
- The Carnival Arts Partnership continued support inclusion of disabled people, and those from disadvantaged communities, in Gloucester Carnival, ensuring a celebration of diversity.
- Residents across Barton and Tredworth celebrated the 52nd Jamaican Independence Day. The event was organised by Gloucester City Homes and celebrated the diversity in the area.
- The Museums continue to sustain long-term room hire offers with local community groups, such as the Chinese Women's' Guild, Gay Glos, and 'Ageing Well' NHS initiative, to name but a few.

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 and Conservation Officers 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.
- 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. The HLF have awarded £320,000 towards the development of the scheme which will last for approximately 18 months. Both the City Archaeologist and Principal Conservation and Design Officer are meeting with the project management team to discuss the proposals and will be assisting in the development of this project.
- The Llanthony Secunda Priory Trust has been progressing Stage 2 of their HLF bid. This has included undertaking an archaeological investigation together with built heritage assessments on the site. These investigations have identified a lot of new information of the date and development of these important buildings. It is understood that there will be a publication talk outlining the findings will be arranged by the Trust in Spring of this year.
- 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. The design process for the re-cladding of the Kingswalk Centre and the concrete link bridge is progressing, following a second round of public consultation process. A mirrored stainless steel panel approach has been chosen for the link bridge, to cover up the existing concrete structure and to provide an interesting and interactive feature. Large panel samples of the Chameleon panel system and of

a stone-effect system are due to be considered in the New Year, with a planning application to be submitted in February.

- A building wrap design for the concrete elevation above Paddy Power and B&M on Southgate Street is being prepared, to generally replicate the former Georgian hotel which stood on the site, up to the building of the current shopping centre in the 1960's. Proposed artwork is currently being developed by a designer and a planning application is due to be submitted in March for this site.
- Progression of the £60 million Kings Quarter Scheme. Key milestones include:
 - Development agreement signed to create 200,000 sq ft of new shops, leisure venues, public open space and a new transport interchange.
 - £8.8 million secured to deliver a new transport interchange to include a new bus station. The council is currently looking to appoint architects to design the scheme.
 - Acquisition and demolition of strategic property by the City Council, e.g. former Golden Egg building in King's Square, and other properties purchased from Aviva.

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.

- November saw the filming of BBC One series The Hollow Crown take place at Gloucester Cathedral. The series of films follows Shakespeare's history plays of Richard II, Henry IV Parts 1 & 2 and Henry V.
- 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. The surveys have identified a number of possible archaeological sites it is planned this coming year to undertake a number of small volunteer excavations.
- The Principal Conservation and Design Officer and the Urban Design Officer have been busy working on a proposed lighting scheme for St Nicholas Church in Westgate Street. We are now half way through the detailed design process for the church and have carried out a lighting trial to determine the best locations and types of lighting to achieve the desired effects. Technical information on

lighting equipment and LUX levels has been submitted and a detailed external survey of the church has been completed. A bat survey has also been carried out and no evidence of bats was found. A Listed Building Consent Application will be submitted once the details of the lighting have been fully agreed with English Heritage and the Churches Conservation Trust as owners. An internal survey of the South Aisle wall and base of the tower has just been commissioned and this will be used to show fixing positions and cable runs inside the church. The scheme is being funded by Gloucester City Council, with a contribution from the Churches Conservation Trust.

- An architectural flood-lighting scheme has just been completed and switched on for Constitution House, located at the end of Constitution Walk, just off Brunswick Road.
- Detailed designs for the architectural lighting of the Eastgate Portico have been drawn up by an external lighting consultant; these have now been submitted and agreed. A series of luminaires will be used to highlight the various features of the Portico and will highlight this as a significant landmark feature after dark. The scheme is being completed with 60% funding from the City Council and will be managed by the Eastgate Shopping Centre after installation.
- A design brief was produced and forwarded to suitable companies to provide quotations for two further heritage interpretation boards at Spa Road and also within the new public realm created at Kimbrose Triangle. The designer has drafted the two boards and these have been subject to two rounds of public consultation with local heritage groups providing expertise and guidance. The final designs have been received and a contractor appointed to construct and install the boards in a style to match those already in existence in the gate streets. The boards are due to be installed in the Spring.
- MGL manage The City of Gloucester website and are working on a fully responsive website for mobiles, tablets and desktops due for launch around April 2015. A rethink on the content strategy aims to use more aspirational feature-style articles, whilst also providing timely and relevant information to visitors depending on what stage they are on in the Travel Cycle. The current website averages 23,454 unique users per month with peak traffic during the festival season in July and August with over 30,000 unique users.
- The Gloucester Facebook page finally broke the 10,000 likes barrier during the summer. The rate growth increased significantly following this milestone with another 1,000 likes added by the end of the year. The page has enjoyed an excellent reach with many posts being regularly seen by over 4,000 people overnight. The peak was in August with a post about filming in Gloucester reaching over 19,200. @VisitGloucester (Twitter) has 6,757 followers, up from 6,454 from July 2014. On Tripadvisor, Gloucester Cathedral finally became the Cotswolds top attraction in December 2014. This is especially significant as Gloucester was not even categorised as being in the Cotswolds at the beginning of the year.
- Gloucester Docks was converted into a film set for the sequel to Alice in Wonderland. Five tall ships sailed into the Docks for Tim Burton's new film 'Alice through the Looking Glass'.

- MGL have promoted the city's filming location experiences for two national campaigns through Visit England. Both the Docks and the Cathedral have been used for high-profile production companies in the second half of 2014. Once the productions (Disney's Through The Looking Glass and BBC's Wolf Hall and The Hollow Crown) have been released, they will provide future film tourism experiences and worldwide exposure.
- MGL have partnered with online lettings marketplace, Airbnb in a bid to increase the number of accommodation options for Rugby World Cup fans. As hotels rooms are completely booked up for the tournament, the Airbnb deal will look to address the shortage with hopes to increase dwell time in the city. Airbnb are planning some hosting workshops for potential in early 2015. The cool image of the Airbnb and its young and affluent user base will tie in well with attractive properties such as dockside apartments and Cotswold cottages.
- MGL have created a new brand for the city specifically for 2015 – 'Gloucester 2015 - Our BiG Year' to celebrate Gloucester's unprecedented year of festivals, major events and, of course, the Rugby World Cup. The branding was launched in the New Year and businesses have been encouraged to join in the campaign to believe in 'Gloucester's BiG year'. It is an offshoot from the Believe in Gloucester campaign.
- Gloucester Quays Victorian Christmas Market surpassed all expectations with more than 200,00 flocking to the event, marking a 41% increase compared to the same event in 2013. The event welcomed 200 pre-booked coaches to the city.
- Gloucester Quays welcomed more than 110,000 people to their Food Festival in July 2014. Television chefs Paul Hollywood and James Martin provided demonstrations over the weekend.

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 emphasis needs to be made on the cultural developments within the city including developing the existing relationship with the Arts Council to deliver a transformational project for the city. The City Council and MGL are working closely together to move the strategy forward and take advantage of the opportunities Gloucester has during 2015 – Our Big Year.

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