

Appendix 2 - Cultural activities planned from July to December 2015

Making sense of the City Centre	
Continuing with the new displays in several of the Folk Museum's key galleries and upstairs City Museum galleries to help both local and national visitors make sense of the story of Gloucester's history. This will allow artifacts that have previously been in stores to be out on display and the history that is highlighted to better represent Gloucester's diverse communities.	Gloucester City Council Museums
A plaque has been prepared to commemorate the famous Methodist preacher, George Whitefield, who was born in Gloucester 200 years ago last year. The plaque will be fixed under the archway to the former St Mary de Crypt School, where he was a pupil. A further plaque has been commissioned for the Old Crown Inn, Westgate Street. It will explain the pub's role as the headquarters for the military governor of Gloucester, Lt.-Col. Edward Massie, during the Siege of Gloucester. It is hoped to have this in place by Gloucester Day.	Gloucester City Council Environmental Planning
Dendrochronological dating of the Folk Museum will allow the story of a key City Centre historic building to be better understood. The results will be publicized to raise the building's profile and also to inform tours and information panels in the building itself.	Gloucester City Council Museums
Interpretation panels will be installed in the Folk Museum garden to highlight features such as the (miniature) Tudor Knot garden that complement the building.	Gloucester City Council Museums
A new interpretation board is being drafted for Eastgate Chamber and interpretation boards will be erected at Kimbrose and the Spa.	Gloucester City Council Environmental Planning
Gloucester City Council are looking at holding an awards ceremony in October 2015. The last one was held in 2012. Awards will be given for completed schemes since then under a variety of headings i.e. Best New	Gloucester City Council Environmental Planning

Building, Best Major Restoration & Most Improved Public Area. Nominations will be sought over the summer months.	
By the end of the year it is anticipated that three further property grants will be awarded for no's 61 and 63 Southgate St, plus no 141. Four projects will have begun on site at 65, 150 & 152 Southgate St and 7 Priory Place. The project at no 57 Southgate St should be completed. A small works fund has been agreed with the project funders Heritage Lottery and will be promoted offering grants of up to £5,000 for standalone repair and re-instatement of features.	Gloucester City Council Environmental Planning
Marketing Gloucester has been working on the City Centre map displays for used during the Rugby World Cup. The thirty double sided displays will have the Rugby World Cup Fanzone and Kingsholm Stadium clearly marked in preparation for visitors here specifically for the tournament. The vinyls for the displays will be applied in early August and permanent replacement will take place thereafter.	Marketing Gloucester
Marketing Gloucester will be applying to install 4 digital signs around the city as per the Tourism Strategy.	Marketing Gloucester
Blackfriars will host its largest ever guided tour in September, when over 90 Architectural Historians are visiting the site to learn about its history.	Gloucester City Council Blackfriars
The Neighbourhood Management team at Gloucester City Council have been working with the University of Gloucester to pull together content for the screens at the Rugby World Cup fanzone. The team will be pulling together content including current affairs, how the city is preparing for the event, sports journalism and match analysis along with interviewing local residents, players and supporters. A Gloucester Stories competition will be run to capture people stories about Gloucester to show city pride and increase the buzz around the city.	Gloucester City Council Community Engagement
RETHINKING HERITAGE AND CULTURAL TOURISM	
A detailed architectural lighting design is being developed for St. Nicholas	Gloucester City Council

Church (Westgate Street). Listed Building Consent will be sought during the autumn with the installation of the scheme subject to funding next year.	Environmental Planning
The Folk Museum will be hosting the Cotton Motorcycle Rally in August celebrating this major aspect of Gloucester's Industrial heritage and opening it up to a tourist audience that may have been previously been unaware of its links to Gloucester.	Gloucester City Council Museums
Both of Gloucester's Museums will be taking part in the Gloucester History Festival and national Heritage Open Days through talks, tours and family orientated activities to help Gloucester's heritage come alive for our residents and tourists. The Museums are also helping support the Heritage Open Days at other city venues through outreach, loans and pooling of resources.	Gloucester City Council Museums
Through the THI an education pack is being produced working with Kingsholm Primary School, encouraging year 6 pupils to investigate historic buildings in the city linked to the historical development of Gloucester. Pupils will also be undertaking workshops with the Museums and with the Civic Trust looking at various aspects of Gloucester's history.	Gloucester City Council Environmental Planning
A re-lighting scheme for St. Mary de Crypt Church has been designed, costed and a detailed scheme agreed. A local contractor is now in the process of ordering all of the necessary lighting equipment with installation to commence in July. The project involves a series of waterproof, toughened LED up lighters which will highlight the stone piers and walls, as well as the decorative main church doorway.	Gloucester City Council Environmental Planning
The Folk Museum will be hosting Apple Day in October, again celebrating a key aspect of Gloucester's Agricultural and Cultural heritage. There are few places in Britain that a horse drawn cider mill can be viewed in action.	Gloucester City Council Museums
Gloucester History Festival Committee will be delivered in September. There has been a concerted effort to increase the profile of the event by attracting better known speakers. BBC historians Dr Janina Ramirez and Tom Holland,	Marketing Gloucester

plus Nicholas Soames MP – grandson of Winston Churchill. Tickets will become available from the end of July.	
The annual History Festival will take place at Blackfriars in September, with the largest program so far and an extension of the talks to one weekend date on Sunday 20 th .	Gloucester City Council Blackfriars
RAISING THE STAKES FOR CREATIVITY	
Both Museums will host the Arts Council funded ‘Scriptorium’ plays, written by local playwrights and performed by local companies. The project provides paid work for local directors, actors and playwrights, and gives them the opportunity to produce plays about Gloucester-specific events, to increase awareness of Gloucester’s historical wealth.	Gloucester City Council Museums
As part of the THI, Gloucester City Council are working with the Young Gloucestershire, the College and Woodchester Mansion to repair section of walls at St Mary De Crypt Church. The next phase will be completed in October. Three training courses will be run for conservation professionals and for property owners funded by the Heritage Lottery THI scheme. The first taking place in June and July on timber windows and roof lights, the others in October on property maintenance.	Gloucester City Council Environmental Planning
Strike a Light and Marketing Gloucester have teamed up to deliver a range of cultural activities over the Rugby World Cup. Performances include the Red Hot Chilli Pipers, the Kapa Haka Tale and Haka Day Out by Corey Baker Dance, Joji Hiroti and Taiko Drummers, a rugby flash mob in conjunction with Avant Garde Dance and Ensemble Rustavi.	Marketing Gloucester
Kings House creative hub is planned to open in the near future with areas for performance and visual arts practioners. This has been driven by Marketing Gloucester with much support from various departments of Gloucester City Council.	Marketing Gloucester
An interim Gloucester Culture Board has been formed with key partners	Gloucester City Council

coming together to consider how the city ensures that culture is at the heart of the city, for the good of all. They are working towards an updated Cultural Strategy for Gloucester which will involve a great deal of consultation with groups and individuals across the city. A fully constituted Gloucester Culture Board will then be set along with an accompanying Cultural Forum.	/ Marketing Gloucester / City Partners
The Gallery space at Gloucester Guildhall will play host to less traditional watercolour exhibitions and display more vibrant and varied artwork that will appeal to a wider age range – young artists may be encouraged to exhibit their work in turn.	Gloucester City Council Guildhall
Gloucester Guildhall are working on holding more immersive one-off film screening experiences, akin to Secret Cinema, which is a format younger people are familiar with – offering innovative cinema not available elsewhere in Gloucester.	Gloucester City Council Guildhall
A more concerted effort to schedule films that the other cinemas in Gloucester are not showing, but that have been culturally acclaimed – residents won't have to travel to Bristol to see high quality niche cinema.	Gloucester City Council Guildhall
There will be a further three theatre companies performing shows at Blackfriars between July and December – Ignite Theatre, Tyger Productions and IKProductions.	Gloucester City Council Blackfriars
CONSOLIDATING GLOUCESTER'S REPUTATION FOR SPORTING EXCELLENCE AND PHYSICAL ACTIVITY	
Sportbeat is returning for its third year in Plock Court. The now established music festival, combined with various sports will have a focus on rugby along with big music names such as The Fratellis, De La Soul, Grandmaster Flash and Jaguar Skills.	-
Marketing Gloucester are planning a weekend of fun filled Rugby activity at Gloucester Park on the 18 th July. Activities include a youth touch rugby tournament, skills sessions for children	Marketing Gloucester

The City Museum's WOW Rugby exhibition will highlight opportunities for people to get involved in the sport of Rugby regardless of their skills or fitness levels. Care will be taken to champion it as an accessible and inclusive sport.	Gloucester City Council Museums
Oxstalls is working on a bid to host monthly county training which will provide further opportunities to the most talented, and determined Gloucestershire children to access our program.	Aspire
Oxstalls will be hosting the National Wheelchair championships in December 2015.	Aspire
GL1 will be trialling the concept of a crèche with a local provider on Eastgate Street on Tuesdays in the summer holiday's to see if there is a demand for the product, linking in with Health and Fitness classes and junior programmes.	Aspire
Gloucester Rugby and Gloucester Quays are teaming up to provide the Gloucester Rugby Beach Weekender over the August Bank Holiday featuring beach rugby 7's tournaments, appearances from Gloucester Rugby players, interactive challenges, local food and drink and lots more.	-
Marketing Gloucester have been liaising with Visit England, Visit Britain and others to maximize the impact of the Rugby World Cup, using above and below the line channels in multiple languages to promote Gloucester. The city is recognized as being in the top 12 Towns and Cities for Sport in the country.	Marketing Gloucester
On the 5 th September, there will be a ball pass and spectacular in Gloucester City Centre to celebrate our BiG year for the Rugby World Cup.	Marketing Gloucester
ENJOYING AND SUPPORTING DIVERSITY	
The 53 rd Jamaican Independence Day Celebrations occurs at the beginning of August where children and adults fill the sky with kites and get involved in the Caribbean theme.	-
The sixth Underground Festival provides an opportunity for local bands to	Gloucester City Council

perform on stage across three stages in Gloucester Guildhall. The Festival will take place on the 26 th and 27 th September.	Guildhall
Barton & Tredworth Cultural Fayre is in its 3 rd year and each year it gets better and better. The 22 nd August will see a celebration of cultures in Barton and Tredworth, providing free food, entertainment and performances. The fayre provides residents with a taste of the lives of their neighbours from other cultures.	Gloucester City Council Community Engagement
PLANNING FOR A TRANSFORMATIONAL PROJECT	
Heritage Lottery Schemes within Gloucester – Stage 2 submissions are due for Project Pilgrim, Discover Decrypt and Llanthony Priory.	Gloucester City Council Environmental Planning
The planning applications for a number of high profile sites in the city including the Prison, Bakers Quay and the Bus Station are due.	Gloucester City Council Environmental Planning
Marketing Gloucester has been investigating bringing the Tour of Britain cycle race to Gloucester, national velodrome race and the possibility of reinstating Gloucester Race Course for point to point and other race meetings.	Marketing Gloucester
MARKETING AND PROMOTING GLOUCESTER	
‘The World in Union’ is this year’s theme at Gloucester Carnival. Marketing Gloucester in conjunction with the Gloucester Carnival Arts Partnership provides an inclusive approach, welcoming all cultures and social groups to participate.	Marketing Gloucester
Gloucester hosts its first Classic and Retro Festival where the gate streets will overflow with nostalgia from classic cars, vintage fashion and music.	Gloucester City Council
Marketing Gloucester, in conjunction with Team MSB are organising Gloucester in Union, an afternoon of dance and music with local youth acts and the Jam Collective.	Marketing Gloucester
Marketing Gloucester has supported events which appeal and are derived from our diverse community, including carnival, music in the park and the Schools Scrumpy competition which engaged 10,000 children across the	Marketing Gloucester

city's schools.	
Marketing Gloucester created the brand 'Gloucester 2015 – Our BiG Year' to encapsulate the wealth of activity taking place during the city's year in the spotlight. The umbrella brand allows MGL, Gloucester City Council and other third parties to tie in with events and initiatives taking place this year with the Rugby World Cup, the Scrumpy Sculpture Trail and History festival along with lantern procession all achieving the goals of promoting the city. The brand has been supported by local media, event organisers and other organisations.	Marketing Gloucester
Marketing Gloucester will continue to organise familiarisation trips for coach operators and group tour operators, domestic and foreign press – particularly during the Rugby World cup period.	Marketing Gloucester
There is a schedule of PR in press, on radio and TV as well as above the line promotion that will continue to promote the city, including a 100,000 'What to do and see' brochure and the 200,000 Scrumpy Trail leaflet distributed through distributors.	Marketing Gloucester
Gloucester Guildhall has recently released a new hires brochure, which is incorporated with the facilities available at Gloucester Blackfriars and Gloucester Folk and City Museums. In addition to this on Tuesday 10 th November, the Guildhall will be hosting an open evening to promote the facilities available throughout the venue.	Gloucester City Council Guildhall
The Blackfriars team are currently planning their next internally run event, Blackfriars Choir Festival for Christmas, which is due to be held on Saturday 21 st November.	Gloucester City Council Blackfriars
In October Gloucester Guildhall is hosting the city's first 'Glostoberfest', bringing a slice of Bavarian brilliance to the City Centre. There will be music, food and one-off beers for the inaugural event, which if successful will become an annual event thereafter.	Gloucester City Council Guildhall

<p>Deans Walk Arts Project will celebrate Gloucester being a host city. Local artists and older and young peoples clubs have worked together to create a mural based on their memories of the city, where both the artists and young people will then interpret and paint onto the wall. The intergenerational work is pushing boundaries between the two age groups and giving all a taste of new hobbies or skills. The project will be funded by local businesses with residents taking the lead.</p>	<p>Gloucester City Council Community Engagement</p>
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