

Gloucester City Council

Meeting:	Cabinet	Date:	9 March 2016
Subject:	Cultural Strategy Update: July – December 2015		
Report Of:	Cabinet Member for Culture & Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	1. Cultural Strategy Achievements from July to December 2015		
	2. Cultural Strategy Planned Activities from January to June 2016		

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 2015.
- 1.2 In addition to the achievements made, an action plan has been produced to show the Cultural Strategy Planned Activities from January through to June 2016. The aim of this is to ensure that the Cultural Strategy aims and objectives are achieved and to identify areas that may need further work.

2.0 Recommendations

2.1 Cabinet is asked to **RESOLVE** that:

- (1) Achievements made in delivering the Cultural Strategy from July to December 2015 be noted.
- (2) The planned activities by various stakeholders as contributing to the Cultural Strategy aims and objectives be noted.

3.0 Background and Key Issues

- 3.1 Cabinet was last updated on progress about the Cultural Strategy action plan six months ago in order to provide an effective feedback mechanism on how well the city was achieving its cultural targets.
- 3.2 It was agreed that the format of the update was to be changed to include the planned activities for the next 6 months by all city partners. This will inform and update Cabinet and will highlight any potential gaps in fulfilling the aims of the strategy.

3.3 This update presents the achievements from July to December 2015, based on the planned activities provided in the previous update as well as partners planned actions for January to June 2016.

3.3 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>

3.4 Progress over the last six months has been significant and varied. This update is in no way comprehensive, but does indicate the extent of activity taking place in our city.

3.5 **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.

3.6 **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.

3.7 **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.

3.8 **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.

3.9 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.

3.10 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.

3.11 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.

3.12 Appendix 1 shows the Cultural Strategy Achievements from July to December 2015.

3.13 Appendix 2 shows the Cultural Strategy Planned Activities due to take place from January to June 2016.

4.0 Asset Based Community Development (ABCD) Considerations

4.1 The current Cultural Strategy does not consider the skills that are available within the communities of Gloucester. It is clear that from some of the activities described that the communities within Gloucester have the necessary skills and assets to contribute to Gloucester's cultural activities.

4.2 The newly established Gloucester Culture Board will be able to determine the strengths held within the community and establish how the community can help deliver the strategies aims and objectives.

5.0 Alternative Options Considered

5.1 Not applicable for this report.

6.0 Reasons for Recommendations

6.1 The progress made during the last six months has been significant and has contributed to achieving the objectives of the Cultural Strategy.

7.0 Future Work and Conclusions

- 7.1 The second half of 2015 saw more work than ever before taking place in the city, which contributed to the existing Cultural Strategy, particularly as a result of the activity associated with being a Rugby World Cup host city. The City Council and Marketing Gloucester were the key drivers in this but aided by a number of other groups and organisations. Further analysis of the impact of the Rugby World Cup is taking place and a final report will be presented in March. Gloucester is now building on the legacy from the RWC to ensure that 2016 is another great year in Gloucester with a cultural offering for all.
- 7.2 The review of Gloucester's Cultural Strategy is underway. The interim Gloucester Culture Board is receiving much support from the Arts Council; they have granted £15,000 towards the cost of a consultant to help us with the work and they attend many board meetings. Consultants FEI with Nick Dodds were appointed and started work in November. By the end of 2015, they had carried out all the scoping and discovery work and had conducted 27 in depth interviews with key representatives in the city. Workshops and a survey for wider consultation in January were also put in place. Initial feedback of the consultant's findings revealed a surprising consensus of opinion.
- 7.3 The Cultural Strategy is scheduled for adoption by Council in March 2016. A Gloucester Culture "Board" will also be established from April with membership to be agreed but to include representation from business.
- 7.4 An 'Art of Listening' project will run from January to March 2016 which is being organised by Create Gloucestershire as an opportunity for artists to "look beyond what might be happening; to contribute to desired outcomes; and to achieve another level of insight". This work will feed the setting up of a Culture Forum which will accompany the Culture Board after the new strategy is in place.
- 7.5 This report will be the last one of its kind until the new Culture Board is fully established. The Culture Board will be responsible for providing the 6-monthly update once operational.

8.0 Financial Implications

- 8.1 There are no financial implications relating to this report at this stage.
(Financial Services have been consulted in the preparation this report.)

9.0 Legal Implications

- 9.1 There are no legal implications relating to this report.
(One Legal have been consulted in the preparation this report.)

10.0 Risk & Opportunity Management Implications

- 10.1 None at this stage. Appropriate risk management will be undertaken for each project as they arise.

11.0 People Impact Assessment (PIA)

- 11.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.
- 11.2 A People Impact Assessment will be completed in conjunction with the new Cultural Strategy which will be produced by the Gloucester Culture Board.

12.0 Other Corporate Implications

Community Safety

- 12.1 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

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

Staffing & Trade Union

- 12.3 Not applicable.

Background Documents: None