

Appendix 1 – Cultural Strategy Achievements from July to December 2015

ACTION	PARTNER	ACTION TO DATE
MAKING SENSE OF THE CITY CENTRE		
<p>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.</p>	<p>Gloucester City Council Museums</p>	<p>Behind the scenes we have been working hard to improve the Price Memorial Hall galleries on the first floor of the City Museum, which includes changing displays, repainting cases and getting new interpretation panels. At the Folk Museum, work on the displays started up again at the end of the busy summer season to refresh galleries and display cases. This includes a new 1950s sitting room and 1960s kitchen which are currently in progress. We have received a grant from the Arts Council for new State of the Art display cases for the top floor of the Folk Museum which will feature exciting items that will be on loan from National Museums in London.</p>
<p>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.</p>	<p>Gloucester City Council Environmental Planning</p>	<p>There are decorating works to be completed and a large notice board to be removed before the Whitefield plaque is fixed. A quote has been obtained for this initial work and the contractors have been instructed.</p> <p>The Massie plaque was fixed in time for the Gloucester Day celebrations.</p>
<p>Dendrochronological dating of the Folk Museum will allow the story of a key city centre historic building to</p>	<p>Gloucester City Council Museums</p>	<p>Samples have been taken and we are currently awaiting the report.</p>

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.		
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	These are now in place.
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	The boards in Kimbrose and the Spa have been erected. The Eastgate Chamber board is currently at the manufacturers to enable installation in January.
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 Building, Best Major Restoration & Most Improved Public Area. Nominations will be sought over the summer months.	Gloucester City Council Environmental Planning	An awards ceremony was held on the evening of 18 th November in the Civic Suite North Warehouse. Around 80 people attended to see 6 winner awards given and 6 commendations. The awards received publicity by the Citizen and also via social media.
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	Projects have been delayed and the grants have not yet been awarded. It is anticipated that this will happen within the next 6 months. Works at no 7 Priory Place and no 65 Southgate Street have been completed. Works at no 57 are due to be completed by the end of March 2016. Two small works grants have been offered to no 59 Southgate St for a traditional shop front and repairs to the historic clock. Grant applications are being worked up for 61-63, 77 and 136-138 Southgate Street. The owner of 141 is considering working with a housing organisation to deliver the scheme.
Marketing Gloucester has been working on the City	Marketing	All map displays in the city were re-skinned

<p>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 vinyl's for the displays will be applied in early August and will revert back after the tournament.</p>	<p>Gloucester</p>	<p>before the tournament. The design incorporated the new Community Toilet Scheme information. Vinyl stickers to cover the Fanzone location are due to be applied in January 2016.</p>
<p>Marketing Gloucester will be applying to install 6 digital signs around the city as per the Tourism Strategy.</p>	<p>Marketing Gloucester</p>	<p>The digital signs have been granted planning permission.</p>
<p>Blackfriars will host its largest ever guided tour in September, when over 90 Architectural Historians are visiting the site to learn about its history.</p>	<p>Gloucester City Council Blackfriars</p>	<p>The event was a huge success and the feedback has been extremely positive.</p>
<p>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.</p>	<p>Gloucester City Council Community Engagement</p>	<p>The University of Gloucestershire pulled together various content for the large screen in the fanzone. Students provided round ups of the previous week in relation to the RWC, provided match analysis in both the city centre and the fan zone and took the opportunity to get the local/visitor views of the city. It was really positive and satisfying to show all the above on the large screen and to share with those in the fan zone. 11 Gloucester Stories were shown on the large screen in the fanzone. The winner was the Gordon League Rugby Club. Each entry helped showcase the city.</p>
<p>The 'WOW Rugby' summer blockbuster exhibition will be held at the City Museum during the summer, with the Rugby World Cup trophy tour on the 16th July.</p>	<p>Gloucester City Council Museums</p>	<p>The 'WOW Rugby' exhibition featured Gloucester rugby memorabilia, items showing the history of the game of rugby, and portraits of Gloucester rugby players past and present by local artist Russell Haines. It was hugely successful with 14,700 people coming to see</p>

		it over the four months that it was on, including 1,600 people who came to see it when the Rugby World Cup trophy was on display on the 16 th July.
RETHINKING HERITAGE AND CULTURAL TOURISM		
A detailed architectural lighting design is being developed for St. Nicholas Church (Westgate Street). Listed Building Consent will be sought during the autumn with the installation of the scheme subject to funding next year.	Gloucester City Council Environmental Planning	Scheme has been developed for St Nicholas but there is a lack of funding to implement entire scheme. It is intended to submit a Listed Building application but works will not be completed unless further funding is committed.
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	The Cotton Motorcycle rally brought 350 visitors into the Folk Museum. Two Cotton Motorcycles are currently on display including one that was in the TT rally on the Isle of Man in the early 1960s.
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	The Heritage Open Days attracted 1400 visitors into the museums over the four days, many of them coming along to see our beautiful museum buildings. Visitors to the City also benefited from object loans to the Civic Trust at St Michaels Tower and a Museum presence at Llanthony Priory. A loan of WW1 items to a Hempstead Church played a part in the village's HLF funded World War One project, which later saw the Museum involved in Hempsted Primary's week long activities on the project. As part of this project the City Council Museums held 9 outreach sessions, 19 museum sessions and 4 long loans for Kingsholm Primary School.
Through the THI an education pack is being	Gloucester City	Pupils have undertaken visits to the museums

<p>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.</p>	<p>Council Environmental Planning</p>	<p>and utilised outreach collections exploring different aspects of Gloucester's history. The Civic Trust undertook tours of the Docks in November. The Education Pack is being produced. A teacher was employed in October to develop the resources and provide the curriculum links.</p>
<p>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.</p>	<p>Gloucester City Council Environmental Planning</p>	<p>Scheme completed.</p>
<p>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.</p>	<p>Gloucester City Council Museums</p>	<p>The annual Apple Day, held on 24th October at the Folk Museum, was as popular as ever despite the rain, with more than 350 people coming to see Fergus the horse pulling the stone apple crush and trying their hand at apple related activities.</p>
<p>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, plus Nicholas Soames MP – grandson of Winston Churchill. Tickets will become available from the end of July.</p>	<p>Marketing Gloucester</p>	<p>The Gloucester History Festival Committee has now become the Gloucester History Committee (as of Dec 2015) to incorporate history events outside the main festival i.e. Henry III and Aethelflaed 2018. Heritage Open Days saw a small decline in visitor numbers however, MGL carried out an analysis on other top 5 HOD cities. Janina Ramirez, Tom Holland and Nicholas Soames saw the highest attendance figures for the 2016 festival.</p>

		Janina Ramirez is already back on board for 2017 festival.
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	Attendance at the Blackfriars Talks increased overall from the previous year, with the talks by Janina Ramirez, Tom Holland and Nicholas Soames being the best attended. There was not too much difference in the figures for the Phil Moss talk on the Sunday compared to weekday events.
Launch of the Folk Museum 'Sweet Shoppe'.		Gloucester Folk Museum launched the 'Museum Sweet Shoppe' in the old ironmongers shop in the Folk Museum garden. The shop features old fashioned sweets in jars served the old fashioned way with staff dressed in historic costume. It gives adults an opportunity to relive school days by trying sweets such as lemon drops or rhubarb and custard sweets, and shows children how sweets used to be before mass marketing of branded sweets.
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	Three Scriptorium Playwright Workshop plays were held in the museums on the 24 th and 25 th July, with two showings of each play, attracting more than 500 visitors in total.
As part of the THI, Gloucester City Council is 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	Gloucester City Council Environmental Planning	The second section of repairs to the walls was completed in October. The workshops on timber window repair, roof lights and a property maintenance day were held successfully.

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.		
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	£85,000 of funding was secured from the Arts Council England to deliver the RWC Cultural Programme. This was branded under the Festival of Rugby (along with the Scrumpty Trail). An estimated 400,000 visitors participated in Gloucester's Festival of Rugby events over 3 months.
Kings House creative hub is planned to open September 2015 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	The King's House Creative Hub has been put back to Q1 of 2016.
An interim Gloucester Culture Board has been formed with key partners 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.	Gloucester City Council / Marketing Gloucester / City Partners	Ongoing. FEI consultants are working with us to complete a revised strategy to go to council for adoption in March 2016. An 'Art of Listening' project will run from January to March 2016 which is being organised by Create Gloucestershire which will feed the setting up of the Culture Forum which will also accompany the Culture Board after the new strategy is in place.
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	In November we hosted street artist YTAK which was extremely popular.
Gloucester Guildhall are working on holding more	Gloucester City	Over the past six months we were focussing

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.	Council Guildhall	more on growing our core cinema audience and promoting our new schedule, however, we plan to resurrect this in the future.
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	We have paid close attention to what other cinemas are showing and have been more calculating with our marketing to make sure we fill any gaps in the city's offering.
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	Theatre has been a big success at Blackfriars with the venue proving to be an ideal setting – particularly for outdoor theatre.
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.	-	This year's event was again successful attracting approximately 8,000 attendances over the weekend.
Marketing Gloucester is 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	'Rugby in the Park' took place in Gloucester Park. Gloucester Rugby's kicking coaches, Rugby Tots, O2 Touch and Old Richians provided free skills sessions.
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	The exhibition, seen by 14,700 people, included photographs from local school and community teams of varying abilities and achievements.
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 secured the monthly county training programme and approximately 24 young talented tennis players, between the ages of 8 and 18 years old, attend monthly sessions at the Centre. This has further cemented the

		partnership between the Gloucestershire LTA and Aspire.
Oxstalls will be hosting the National Wheelchair championships in December 2015.	Aspire	Oxstalls once again hosted the National Wheelchair Championships (this being the 8 th occasion). The event was well received by both the players and the LTA and they have confirmed Oxstalls as the venue for the 2016 Championships.
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	The trial was held during the summer holidays and unfortunately there was little response to the initiative.
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	MGL hosted a RWC press trip with Visit Britain with six journalists from Japan and Argentina. Gloucestershire made the shortlist of 6 for Visit England's Home of Sport campaign. MGL produced a 'What to See and Do during the RWC' guide in multiple languages that was distributed county-wide and at other host cities.
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	The Ball Pass event was a great success with thousands of people lining the streets, wanting to take part. The route went past the Cathedral where several choirs sang and the ball was finally kicked through the goalposts on the green. Junior players then passed the ball to Kingsholm to be used in the Japan v Georgia friendly. Japanese TV filmed the entire event as they were present for the friendly game.

ENJOYING AND SUPPORTING DIVERSITY

<p>The sixth Underground Festival provides an opportunity for local bands to perform on stage across three stages in Gloucester Guildhall. The Festival will take place on the 26th and 27th September.</p>	<p>Gloucester City Council Guildhall</p>	<p>2015's Underground Festival was the most successful yet with more than 400 people attending. The majority of the audience were aged 16-21 and there were more than 10 local acts on the line-up.</p>
<p>Barton & Tredworth Cultural Fayre is in its 3rd year and each year it gets better and better. The 22nd 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.</p>	<p>Gloucester City Council Community Engagement</p>	<p>The Cultural Fayre was very successful with community stands from 11 different cultures providing food for others to sample. Entertainment was provided from the Chinese, English, Afro Caribbean and Asian communities and an impromptu performance from the Czech Roma community, giving an array of colour and variety throughout the afternoon.</p>

PLANNING FOR A TRANSFORMATIONAL PROJECT

<p>Heritage Lottery Schemes within Gloucester – Stage 2 submissions are due for Project Pilgrim, Discover Decrypt and Llanthony Priory.</p>	<p>Gloucester City Council Environmental Planning</p>	<p>Stage 2 applications have been submitted to the HLF for Project Pilgrim and Llanthony Priory. Discover Decrypt have delayed their submission to the spring to allow for further time to fundraise.</p>
<p>The planning applications for a number of high profile sites in the city including the Prison, Bakers Quay and the Bus Station are due.</p>	<p>Gloucester City Council Environmental Planning</p>	<p>Planning permission has been granted for the Bus Station. Bakers Quays and Prison sites are still on-going. Development work on the Blackfriars master plan and Fleece sites has commenced.</p>

MARKETING AND PROMOTING GLOUCESTER

<p>'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.</p>	<p>Marketing Gloucester</p>	<p>The carnival was seen as the best one for a number of years. There was a focus on live music with many bands, DJs and dancers taking part along the route. The inclusive approach attracted businesses such as Over Farm Market and organisations such as</p>
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		Increase The Peace and Artists Collaborate.
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	The City and Folk Museums took part in this event with staff dressed in vintage clothes demonstrating Victorian Washday on the Saturday and Wartime Britain on the Sunday. The event was well received and saw the streets packed with vintage vehicles.
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	Despite being moved to the Guildhall due to the weather, the event still proved popular with a wide range of people.
Marketing Gloucester has supported events which appeal and are derived from our diverse community, including carnival, music in the park and the Schools Scrumpty competition which engaged 10,000 children across the city's schools.	Marketing Gloucester	MGL delivered on these projects and also worked with schools and artists for the 2015 Christmas Lantern Procession.
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 Scrumpty 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	The brand was used on various event/festival publicity throughout the year including leaflets, banners flags, bunting, balloons, badges and mugs. Many organisations such as Gloucester City Council, Gloucester Citizen, and Hudson Sports also adopted the branding. Stagecoach introduced the logo on to their livery for their fleet of no. 12 buses. The Citizen produced an 'Our BiG Year' collectors issue looking back on a busy 2015.
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	MGL and the TIC organised a familiarisation trip in July to coincide with the Gloucester Quays Food Festival, prompting excellent feedback from Group Travel Organisers.

		MGL organised a press trip for Argentinean and Japanese sports and travel writers a month before the RWC. Received excellent feedback and follow up articles as demonstrated by the numbers of fans visiting the city from those two countries.
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 Scrumpty Trail leaflet distributed through distributors.	Marketing Gloucester	MGL brought in a PR consultant during Tall Ships and RWC to produce additional PR content. 100,000 'What to see and do' brochures were produced along with 140,000 Scrumpty leaflets.
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 open evening was well attended and we have since secured new business directly from it. The new hires brochure is proving to be a crucial tool in promoting our hires offer and it has been very well received.
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	The Christmas event was a raging success. It was completely sold out and it proved what we all suspected, that Blackfriars is a superb setting for a choir concert. Plans for next year are already afoot.
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. The aim is to build it year on year and capitalise on the ever growing desire for beer and ale in the city.	Gloucester City Council Guildhall	Glostoberfest was another huge success and tickets were sold out. We have already had enquiries for next year's event, with one customer wanting to buy 100 tickets for their company.
Deans Walk Arts Project will celebrate Gloucester being a host city. Local artists an older and young peoples clubs have worked together to create a	Gloucester City Council Community	The older peoples clubs from the Gloucestershire Rural Community Council shared their memories of Gloucester and

<p>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>Engagement</p>	<p>input their ideas of what should appear on the wall. Young people from the Aston Project and Great Expectations (which is run by the police) interpreted the visions of the older people and worked with street artists to do the mural.</p>
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