

## Appendix 2 – Cultural Strategy Planned Activities from January to June 2016

ACTION	PARTNER
<b>MAKING SENSE OF THE CITY CENTRE</b>	
‘Museums After Hours’ – both the City and Folk Museums will be opening until 9pm for one night only during February and April, enabling those that cannot make the standard opening times the opportunity to visit and discover all about Gloucester and what’s so great about both Museums.	Gloucester Museums
As part of the annual Residents Weekend, the Folk Museum is getting involved by offering Tudor building tours.	Gloucester Museums
By the end of June 2016 it is anticipated that five further grants will have been awarded to properties at Albion House, 136-138 Southgate Street, 151 Southgate Street, 125 Southgate Street and 6 Priory Place. Works should have been completed at 57, 59 and 150-152 Southgate Street.	Gloucester City Council Environmental Planning
The Eastgate Chamber board will be installed in January. (Since production of this report, the interpretation board has now been installed).	Gloucester City Council Environmental Planning
The William Henley plaque at 5 Eastgate Street is going to be repainted.	Gloucester City Council Environmental Planning
Works are planned to re-decorate the underside of the archway to the former St Mary de Crypt School, once completed a new plaque to George Whitefield will be fixed to the side wall. In addition, the old school plaque will be removed, cleaned and re-fixed at a lower level. A new light will also be installed within the archway as part of the public realm improvements.	Gloucester City Council Environmental Planning
The emerging Public Realm Strategy sets out ways to improve the legibility and circulation within the city centre, including improving links between key city centre uses and transport hubs. A draft will be circulated for comments/consultation.	Gloucester City Council Environmental Planning
A townscape character analysis is being produced for the city, this will build upon the word profiles which were developed for the City Plan and will establish the key characteristics and design qualities that define Gloucester’s unique local distinctiveness in a formal manner. The work, once completed will be used in assessing planning applications and will also be used as part of the evidence base for the forthcoming City Plan.	Gloucester City Council Environmental Planning
Applications have been made for digital information boards/signage at various	Marketing Gloucester Ltd

locations across the city.	
Gloucester Blackfriars has now become a fully established wedding venue in the heart of the city and is going from strength to strength with 10 weddings confirmed from January to June.	Gloucester Blackfriars
Gloucester Guildhall's rebrand will see a stronger and more prominent street presence making it much clearer to passersby the location of the venue.	Gloucester Guildhall
<b>RETHINKING HERITAGE AND CULTURAL TOURISM</b>	
Every Saturday from the 1 <sup>st</sup> April, a new interactive experience can be found at both the City and Folk Museums where staff will be dressed in historic costume, wandering the galleries, talking to visitors and bringing the museum collections to life.	Gloucester Museums
The City Museum & Art Gallery welcomes an exhibition called 'A Tudor Child' from March through to July.	Gloucester Museums
'Public Art in Gloucester Centre' ( <i>title still to be confirmed</i> ) is a Culture Club talk by Jenny Williams being held at the City Museum in April. This talk will look at statues, monuments and mosaics across the city.	Gloucester Museums
May 2016 at the City Museum will see a Culture Club talk on 'Cotton Motorbikes and Cross Manufacturing' with Rodney Cross. The Cross Manufacturing Company is still a family owned business started by Rodney's dad Roland C. Cross in 1924. It was formed into a Limited Company in 1938 and from the very small early beginnings in the mid-1920's now employs about 500 people on three sites (Head Office in Bath and 2 factories in Devizes).	Gloucester Museums
The Town Heritage Initiative Education Pack will be launched in February 2016 whereby year 6 students will be encouraged to visit the city's museums, the archives and on site in Southgate Street. This will be promoted and supported through the THI later in the year, in partnership with the Civic Trust.	Gloucester City Council Environmental Planning
Works are well underway at the Waterways Museum within Gloucester Docks, spending £1m of Heritage Lottery Funding.	Gloucester City Council Environmental Planning
Options appraisal currently being undertaken for 26 Westgate Street and possible relocation of Tourist Information Centre.	Gloucester City Council Environmental Planning
Review of public access to Kings Walk Bastion is ongoing.	Gloucester City Council Environmental Planning
The City Archaeologist is working towards putting together interpretation panels	Gloucester City Council

and tours for the forthcoming archaeological investigations within the Greater Blackfriars area.	Environmental Planning
The City Archaeologist has three public talks planned for this period to societies.	Gloucester City Council Environmental Planning
The City Archaeologist is working with the Gloucestershire Wildlife Trust in relation to a further bid for funding for a community archaeological project at Robinswood Hill.	Gloucester City Council Environmental Planning
Gloucester Heritage Forum is growing from strength to strength and attended by Marketing Gloucester and other city partners. There are a number of events over the next three years planned around anniversaries including Henry III, Beatrix Potter, Civil War and Aethelflaed.	Marketing Gloucester Ltd
<b>RAISING THE STAKES FOR CREATIVITY</b>	
Complete the new Cultural Strategy and put in place a Culture 'Board' and forum. This will be vital in securing financial support from outside the council to improve the cultural offering in the city.	Gloucester City Council Interim Culture Board
Open Kings House as an Art and Culture Hub.	Gloucester City Council Marketing Gloucester Ltd
'European Art Quilts VII', is a fascinating collection of 47 works showcasing the medium of art quilting as a form of modern art. The exhibition has toured all over Europe and this exhibition in Gloucester is the first time it has been shown in Britain. The exhibition at the City Museum & Art Gallery ends in March 2016. There will be two adult textile workshops to coincide with this exhibition.	Gloucester Museums
The final two sections of the boundary walls at St Mary de Crypt Church will be completed in March/April 2016. This is being undertaken as a training opportunity in working with stone and lime render. It is hoped that young people will be recruited to the training through Young Gloucestershire and the Princes Trust, in addition to the students from Gloucester College. Workshops for property owners, architects and contractors will be organised to include working with lime, conservation of historic ironwork and basic principles of conservation for example.	Gloucester City Council Environmental Planning
A building wrap is proposed for the elevation above Paddy Power and B&M on Southgate Street which aims to recreate the façade of the Georgian hotel which stood on that site up until the 1960's.	Gloucester City Council Environmental Planning
A re-lighting scheme for the Guildhall is planned, with the existing lights to be	Gloucester City Council

replaced by energy efficient and longer-lasting LED lights, which will highlight the notable features of the listed building.	Environmental Planning
A re-lighting scheme for St. Oswald's priory is planned, which could see the numerous individual up lighters replaced by two or three LED floodlights, which would both light the overall monument and potentially allow colour-changing effects to be applied.	Gloucester City Council Environmental Planning
Where possible, Gloucester Guildhall will continue to offer support slots on music gigs to local acts. We want to give young musicians something to aspire to. We are constantly looking for new talent and will happily give opportunities to those acts that deserve it.	Gloucester Guildhall
The Guildhall Cinema will be launching a new strand of programming focusing on local film makers, providing them with the opportunity to have their films screened publicly at the Guildhall, as well as trying to encourage and inspire film-making talent in the city by accompanying screenings with talks from other local filmmakers.	Gloucester Guildhall
<b>CONSOLIDATING GLOUCESTER'S REPUTATION FOR SPORTING EXCELLENCE AND PHYSICAL ACTIVITY</b>	
The Folk Museum will have a new permanent gallery on the ground floor called 'Gloucester at Play' which will feature historical items of sport and leisure related to Gloucester. The City Museum & Art Gallery will have a new 1950s and 60s gallery which will include sporting items related to Gloucester.	Gloucester Museums
The Folk Museum are showing an exhibition called '125 years of Gloucester City Cycle Club' from April to July.	Gloucester Museums
Oxstalls will see the British Universities and Colleges Sports National Cross Country Championships being held in February 2016.	Aspire
GL1 will welcome the British Water Polo Championships in February 2016.	Aspire
<b>ENJOYING AND SUPPORTING DIVERSITY</b>	
Exhibition 'Roots', by artist Febby Mpundu is a collection of portraits inspired by a journey to Zambia. Febby has explored her personal identity, by better understanding the heritage and culture of the area. The subjects are unknown to onlookers, and yet their intimate gazes and slight expressions are reaching out and connecting beyond the art. The work reveals information about these people from their clothes, their hair, and the murky background. The personalities featured in	Gloucester Museums

the portraits were strangers to the artist at first, but working with them created a connection that will last for a long time to come. Held at the City Museum until February 2016.	
'Local Heroes' exhibition, by Churches for Change. Celebrating the local people that are making a difference to our community through their voluntary work. Many (but not all) are from the Black and Minority Ethnic community. The exhibition is in the Folk tearooms until April 2016.	Gloucester Museums
Paws on Patrol will be held in Gloucester Park for dog owners to join the well known scheme to be the eyes and ears of their community and encouraging those members who report issues of concern to the Council and Police. Dates are still to be confirmed but will happen in May/June.	Gloucester City Council Community Engagement
<b>PLANNING FOR A TRANSFORMATIONAL PROJECT</b>	
Heritage Lottery Schemes within Gloucester – Stage 2 submissions are due for Discover Decrypt in March. Stage 1 bid is being prepared for St Nicholas Church by the Churches Conservation Trust.	Gloucester City Council Environmental Planning
Decisions will be made on HLF submissions for Llanthony Priory and Project Pilgrim if successful works will be commencing in the summer of 2016.	Gloucester City Council Environmental Planning
Planning decisions will be made for a number of high profile sites in the city including the Prison and Bakers Quay.	Gloucester City Council Environmental Planning
The Bus Station has been granted planning permission and works are due to commence in the spring/summer.	Gloucester City Council Environmental Planning
In partnership with the County Council, work is ongoing regarding the Greater Blackfriars sites and a master plan is being developed by consultants.	Gloucester City Council Environmental Planning
The emerging public realm strategy could play a significant role in enhancing large areas within the historic core of the city, as well as raising the level of quality for the city centre.	Gloucester City Council Environmental Planning
Detailed studies on the Fleece, a grade I listed complex is being tendered to be completed in the next 6 months this includes condition and structural surveys.	Gloucester City Council Environmental Planning
Officers are entering discussions with Historic England regarding a new scheme for Gloucester City to be designated as a "Heritage Action Zone". If designated would allow additional funding for larger scale heritage projects to be undertaken.	Gloucester City Council Environmental Planning
<b>MARKETING AND PROMOTING GLOUCESTER</b>	
Rebranding and relaunch of the City Museum & Art Gallery and Folk Museum.	Gloucester Museums

SoMAC 2016 is a two month promotion of Music Arts and Culture that will be inaugurated in Summer 2016.	Marketing Gloucester Ltd
Marketing Gloucester will be launching a new and improved website for <a href="http://www.thecityofGloucester.co.uk">www.thecityofGloucester.co.uk</a> during the first quarter of 2016.	Marketing Gloucester Ltd
In partnership with the Tourist Information Centre, Gloucester will be represented at the British Tourism & Travel Show at Birmingham NEC - the UK's premier exhibition of its kind.	Marketing Gloucester Ltd
Gloucester Guildhall has recently undergone a rebrand and this is being rolled out over the next six months. Improving the image of the city's premier venue can only benefit Gloucester as a whole and help entice more people to the area.	Gloucester Guildhall
The annual events at Gloucester Blackfriars are bringing more and more people into the city and are putting Gloucester on the map as a host for quirky events. There is a Herofest in February and The CAMRA Beer Festival in April which are always hugely popular, and a new addition this year is a Gin Festival in June which will undoubtedly be another hit.	Gloucester Blackfriars
The formation of a centralised hires team here at Gloucester Guildhall (dealing with hires for Gloucester Guildhall, Gloucester Blackfriars and the Museums) will really push the city forward as a beacon for meetings/conferences and corporate events.	Gloucester Guildhall
Gloucester Guildhall, Gloucester City and Folk Museum, Gloucester Tourist Information Centre, Gloucester Blackfriars and the Crematorium are welcoming a new streamlined box office/retail system enabling ease of purchase, increased income and a much better online presence.	Cultural Services