



ANNUAL IMPACT REPORT

MAY 2018
(2016 to now)



Putting culture at the heart of
Gloucester for the good of all

gloucesterculture.org.uk



**GLOUCESTER
CULTURE
TRUST**

Who we are

We're a charity which puts culture at the heart of Gloucester for the good of all.

We're a small team with big ambitions and a network of partners who are making things happen in community settings, theatres, housing estates, museums, schools, festivals, music studios and beyond.

We work with these partners to make sure our city becomes known for its distinctive culture: innovative and excellent, quirky and edgy, diverse and community-based with a strong focus on young people.

Our work is led by our director, Hollie Smith-Charles and a 12-strong board of trustees which represents the diversity of the city in terms of gender, age, ethnicity, disability and role in culture.

"We want to make Gloucester a better place to live, work and play"

What we do

Gloucester is an amazing city with an inspiring and diverse culture and history. Yet for too long it was seen as a 'cultural desert' and a poor relation to neighbouring cities and towns.

That's all changing. We're bringing people together to create lasting change in the way we value, connect with, and invest in culture – and to make Gloucester a culturally exciting city for residents and visitors.

We do this by:

- Working in partnership to develop what's already happening and take it to the next level; and to plan, create and test ways of working
- Using artist-led approaches to enhance Gloucester's cultural offer: in 2017/18 we have spent nearly £11,000 commissioning Gloucestershire-based artists
- Running events and meetings to find out what residents and creative professionals think and want
- Fundraising and distributing these funds to help put culture at the heart of Gloucester for the good of all
- Championing culture and influencing funding and policy-making at local and national levels

We aim to be a spark and a catalyst, which links up our creative and cultural sector and supports it to make things happen.



SHARING OUR VIEWS



GATHERING STORIES

By 2020, we will have:



1 Created more opportunities for young people to take part, to shape, and to realise their own ambitions through culture



2 Involved more, and a wider range of people in cultural activities, breaking down barriers to participation with the help of residents from all neighbourhoods, especially young people



3 Embedded culture into the city centre's regeneration, including the 'Gate Streets', Kings Quarter



4 Explored the potential for culture to tackle long-term challenges – and to embed culture in areas such as health, criminal justice and housing



5 Increased and diversified the use of our historic buildings and outdoor spaces, and also the city centre at night time



6 Increased the number of visitors to the city through the city's heritage venues, festivals and events



7 Increased the number of jobs in the creative and cultural industries, and explored **new models of funding** for culture



8 Improved the resilience and ambition of artists and arts organisations and others who work in culture



9 Tested programmes and ways of working that are high quality and have the potential to be shared, learned-from, and replicated beyond Gloucester



10 Created the conditions for Gloucester to bid for City of Culture 2025

What do we mean when we talk about culture?

Culture is a word for people's way of life. It's the way that people find meaning in theirs and others' lives, and the world around them, particularly through the arts, creative activities and exploring their heritage. Culture makes everything that little bit more interesting. It is essential to a whole education, brings our communities together, boosts our economy and improves our quality of life. Great cities are defined by their distinctive cultures and a vibrant cultural scene is critical to Gloucester's future.

How we're making a difference – a snapshot

Creative entrepreneurs

What we're doing: creating a hub and network to nurture and develop creative businesses.

Main partners: University of Gloucestershire, The Growth Hub

22 attendees of the first Bring & Share creative network meeting

75 FE and HE students attended focus groups and discussions

10 creative professionals, **8** academics & **9** businesses attended consultation meetings

46 people at the first PechaKucha networking night



Festivals & Events

What we're doing: helping a diverse range of festivals and events to grow and thrive.

Main partners: Gloucester City Council, Gloucester History Festival, Gloucester Carnival, Marketing Gloucester, Aethelflaed anniversary partners

3,000 visitors surveyed for our festivals and events review

19 event organisers consulted

23 applications received for artist commissions open call-out

220 people took part in 3 artist-led public consultations



Gloucester History Festival:

Set up independent CIO (Charitable Incorporated Organisation)

153% increase in ticket sales income

Sold out **8** talks

150% increase in e-news subscribers

Two-thirds of traffic on the Festival website were new users

c.17,000 attendees across paid and free events

City Voices showcased Gloucester neighbourhoods' diverse history with **62** events involving **24** organisations



Gloucester's Warrior Queen: Aethelflaed 1,100

60 specially-produced education packs, distributed throughout Gloucestershire

14 partners convened to devise a varied programme for June 2018, celebrating Gloucester's Anglo-Saxon queen



TAKING PART



PICTURING GLOUCESTER



Read more about the work on our website:
gloucesterculture.org.uk/whatwedo

Gloucester Roundhouse Exchange

What we're doing: supporting a partnership between the City of Gloucester and the Roundhouse, the iconic London venue and charity renowned for transforming young lives through creativity.

Main partners: Gloucester Guildhall, Roundhouse, Strike A Light, The Music Works

26 new participation taster sessions in theatre, music, music technology and dance in **4** community settings, schools and the Guildhall

381 attendances by young people in these sessions so far



90 attendances by **28** young artists in recent talent development and mentoring programmes

32 attendances from Gloucester organisations and the Roundhouse for sessions involving mentoring, advice, expertise and exchanging learning



MAKING THINGS HAPPEN

Destination Marketing

What we're doing: growing the visitor economy and promoting our heritage and culture destinations through new digital signposts and the GL Card loyalty scheme.

Main partner: Marketing Gloucester

5,000 people registered online for a GL visitor pass



8 digital signposts planned for across the city

Achieving Regeneration in the City through Heritage (ARCH)

What we're doing: enhancing the built environment and helping everyone to make the most of Gloucester's wonderful heritage buildings

Main partners: Gloucester City Council, Project Pilgrim (Gloucester Cathedral), Gloucester Heritage Forum

1 Community Engagement & Volunteer Officer appointed

40 people attended **3** heritage workshops for property owners

Gloucester's Heritage Strategy consultants appointed



Cultural Commissioning: new people, places and investors for arts and culture

What we're doing: improving the well-being, health, aspiration and employability of people in Matson. Developing creative and cultural activities and spaces that are connected into the life of the community and will last. Strengthening these through social enterprise expertise and support.

Main partners: Create Gloucestershire, Gloucester City Council

Culture Matson group set up with **17** members from education, voluntary & community sector, housing, enterprise, arts, environment and library services, to ensure arts become everyday in Gloucestershire's largest social housing estate



28 Matson residents devised and performed Hidden Voices promenade performance, attended by **220** people. Hidden Voices captured **15** 'hidden' stories and more than **50** conversations with residents about how they would like Matson to develop

33 Matson residents involved in repainting a mural at Matson library

4 Creative Catalysts recruited to work in Gloucester and Matson libraries and the city centre

3 schools involved in whole-school health and emotional wellbeing projects involving dance, circus and visual arts

1,400 people – from babies to 90-year-olds attended the 1st Matson arts festival – Festival of Hope, in partnership with Gloucester Cathedral

1 public art consultant recruited to the City Council's Kings Quarter external planning team, a first for Gloucester

30 people involved in creative public consultation about the Kings Square regeneration

Great Place launch event

550 people involved in creative conversations about Gloucester's Great Place project and what culture means to them

4 teenage artists commissioned to decorate the venue (a disused shop)

1 illustration graduate from University of Gloucestershire commissioned to create a 3D map of Gloucester



How we're making a difference - what people say

"The Great Place funding has had a significant impact in the development of channels for audience development for event organisers and attractions. We've used it for training and to develop apps, a visitor pass, digital newsletters, digital totems, touchscreen information points and easy-to-use systems for event organisers and attractions to reach audiences."

Jason Smith, Chief Executive, Marketing Gloucester Ltd

"Funding through Great Place has strengthened the network of local artists affiliated to Gloucester Carnival Arts Partnership and embedded skills, by providing opportunities to work with nationally recognised carnivalists. This, alongside membership of Carnival Network South and increased strategic and artistic vision, levered a grant of almost £50,000 from Arts Council England for the 2018 Carnival."

Cath Wilkins & Karen Pearson, Gloucester Carnival Arts Partnership

"The commission for the Festivals & Events review allowed us to finally create work in my hometown and approach the public about their favourite events and places in Gloucester. It was great to share stories of excitement, joy, sorrow, and love, united in the city that we all call home, and to hear what people yearn to see here in the future."

Joshua Patel, The Fabularium Ltd

"Being involved in the Gloucester Roundhouse Exchange has generated a lot of opportunities for emerging artists and musicians from Gloucester. We've been able to offer progression routes and give young people the chance to connect, and gain support and advice from industry professionals connected with the high quality programmes at the Roundhouse. The exchange is also giving me opportunities to develop my networks and benefit from mentoring that's helped me develop my practice back in Gloucester."

Malaki Patterson, Creative Director, The Music Works

"I'm one of three young Trustees (aged under 30) and part of the initial group of board members recruited to develop Gloucester Culture Trust. Young people not only represent a large part of this city, they are our future. Any changes that will happen will affect them the most so it important that they have a voice on this Board."

Tyler Attwood, Trustee, Gloucester Culture Trust

"The Gloucester Roundhouse Exchange has been fantastic in enabling us to diversify our work by launching new and different opportunities for young people in theatre and dance. The support from the Roundhouse has also been invaluable in informing our strategic thinking and our vision for young people in Gloucester."

Sabita Ravi, Participation Producer, Strike A Light

"Gloucester's heritage is part of the fabric of the city - we see it and walk past it every day. But it's also one of our key assets, generating both economic and social well-being. This makes it as much about the future as it is about the past, and through Great Place we're weaving heritage into the fabric of Gloucester's wider cultural development and regeneration"

Anne Cranston, Trustee & Project Manager, Project Pilgrim / Gloucester Cathedral

"The Great Place funding has made a big difference to us being able to develop the History Festival. Being able to pay a curator and fundraiser has meant we can start to look at longer term strategies and funding streams and this is helping to take the festival to the next level."

Mhairi Smith, Gloucester History Festival

"The funding we've received towards Cultural Commissioning is helping to connect artists and cultural organisations with communities, commissioners and funders across the city. Through new partnerships we are increasing long-term support for arts and culture and at the same time providing new solutions that tackle deep rooted social issues in health, education, housing and regeneration."

Pippa Jones, Director, Create Gloucestershire



TYLER ATTWOOD



JOSHUA PATEL, THE FABULARIUM LTD



MHAIRI SMITH WITH DAN SNOW AND JANINA RAMIREZ

How the money is spent

Overview of our current funding 16/17, 17/18 and beyond:

Great Place Scheme: £1,489,200 (Lottery funding 2016-2020) to deliver 'Gloucester - a proud past, culture at the heart of an ambitious future' as part of a £20million national programme to pilot new approaches and partnerships in arts, heritage and place-making. www.greatplacescheme.org.uk

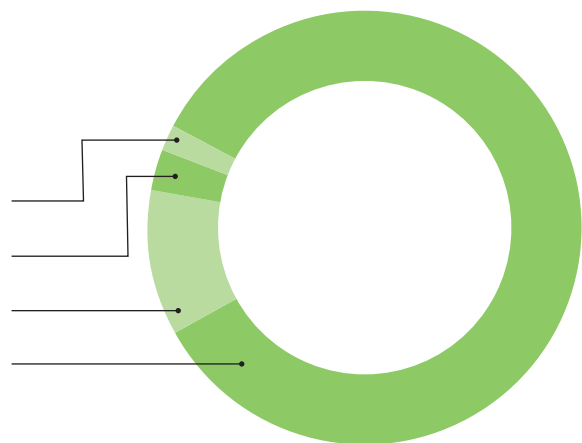
Arts Council England: £50k (2016/17) to help set up Gloucester Culture Trust

Gloucester City Council: £20k per year (2016/17 and 2017/18) to help set up Gloucester Culture Trust

Paul Hamlyn Foundation: £200k (July 2017) to deliver the Gloucester Roundhouse Exchange, a partnership between the Roundhouse, London, Strike A Light, The Music Works, and Gloucester Guildhall

Income £1,779,200

Gloucester City Council	£40,000	2%
Arts Council England	£50,000	3%
Paul Hamlyn Foundation	£200,000	11%
Great Place	£1,489,200	84%



Projected Budget 2016-2020 £1,779,000

		PROJECTED BUDGET	SPEND SO FAR	
Core staff costs	8%	£135,000	£48,197	36%
Consultation, Communications & Marketing	3%	£55,000	£5,848	11%
Governance, Fundraising & Strategy	2%	£44,000	£21,000	48%
Creative Entrepreneurs & Skills	15%	£272,000	£15,314	6%
Festivals & Events Development	23%	£412,000	£102,155	25%
Gloucester Roundhouse Exchange	20%	£354,250	£56,692	16%
Destination Marketing (via Marketing Gloucester)	7%	£130,000	£61,900	48%
ARCH: Regeneration & Heritage	7%	£123,500	£0	0%
Cultural Commissioning (via Create Gloucestershire)	10%	£177,800	£30,638	17%
Evaluation	2%	£30,000	£0	0%
Contingency	3%	£45,450	£0	0%
TOTAL		£1,779,000	£341,774	

THANK YOU

Our partners

We are thrilled to be working with many partners and their networks across all our projects. Those below marked with an * have directly received funding in 2017/18 to deliver work with us:

Chosen Hill School

Create Gloucestershire*

Culture Matson*, incl: Robinswood and Moat Primary Schools; Gloucestershire Gateway Trust; Gloucester and Matson Libraries; Gloucester City Homes; Real Ideas Organisation; Artshape; GL4 Festival

Gloucester Academy

Gloucester Carnival Arts Partnership*

Gloucester Cathedral

Gloucester City Council's Corporate, Place & Cultural Services teams

Gloucester Civic Trust

Gloucester Guildhall*

Gloucester Heritage Forum

Gloucester History Festival*

Hawkwood College

Marketing Gloucester*

Roundhouse*

Strike A Light*

The Growth Hub

The Music Works*

University of Gloucestershire

**Commissioned artists*:
Beth Jenkins & Christine Felce of Gloucestershire Printmakers; Jacqui Grange of Creative Solutions; Jess Gibbs and The Wilson Collective's Gloucester crew; Joshua Patel & The Fabularium; Kate Sheppard; Tim Martin**

(We apologise if we've forgotten anyone: if we have, it wasn't intentional!)

Our match funders

Our fundraising would not have been possible without generous match funding (both cash and in kind) from the following partners, for whose support we are very grateful:

Arts Council England

Elonex

Gloucester City Council

Gloucester City Homes

Gloucester Culture Trust trustees

Gloucester Heritage Forum

Gloucester History Festival

Gloucestershire Gateway Trust

Heritage Lottery Fund

Innovate UK

Marketing Gloucester

NHS Gloucestershire Clinical Commissioning Group

Roundhouse

Strike A Light

The Music Works

University of Gloucestershire

Our funders



Stay informed and get involved

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Gloucester Culture Trust Registered Charity Number: 1177489