

Review of Arts Development Strategy April 2005

ACTION PLAN

Timescale

Year one: 2004/5

Year two: 2005/6

Year three: 2006/7

| Item | Action | Timescale/ outcomes | Potential partners | |
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| To address issues surrounding the borough's arts infrastructure | | | | |
| A unified strategy for arts and cultural facilities | Research and develop a unified strategy for the town's arts and cultural facilities | Years 1-3 | ADO | Arts Development Strategy approved and published Spring 2004 |
| The Art Gallery & Museum | Develop scheme for creating a larger temporary exhibition space at Art Gallery & Museum on lines proposed in cabinet paper of 11 November 2003 | Years 1-3 | Arts centre working group External consultants – feasibility study? Art Gallery & Museum | Ongoing based on sale of Axiom building and successful grant applications Waiting on sale of the Axiom building |
| Everyman Theatre | Support the theatre's expansion plans to include the provision of a new studio theatre, arts cinema and gallery space. | Year 3 | ACESW Everyman | The ADO attends Everyman Theatre Board meetings and offers advice/support accordingly. Public Art: ADO is advising re. provision of public art as part of pavement extension to front of theatre, August 2005. |
| The Playhouse | Support the recommendations contained in ACWG cabinet paper of 11 November 2003 | Years 1-3 | Arts Centre Working Group External consultants Playhouse | Ongoing based on sale of Axiom building. Initial meeting to establish shared priorities. Waiting on sale of the Axiom building |

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| Town Hall & Pittville Pump Room | Assess public private partnership options for investment | Year 1 | Town Hall Governance Working Group | Supported ACE application for research funding Contributing to research and offering specialist advice |
| Virtual Arts Centre | | | | |
| VAC | Lead on VAC initiative to develop audiences and participants in the arts and to bring alternative venues into use subject to meeting criteria of the Disability Discrimination Act | Year 1 Bring into use no less than two alternative venues and 200 new users during 2004 | ADO | Delay in sale of Axiom building has meant that this initiative has been put on hold. Waiting on the sale of the Axiom building |
| To promote access to, and use of, the arts in tackling target areas of social exclusion, health issues, crime & disorder | | | | |
| Social exclusion | <p>Increase awareness of, and access to, arts activity, both in terms of participation and as audience</p> <p>Work with the Education teams to extend opportunities to work with and at venues within areas defined as needing priority action</p> | <p>Years 1 to 3 Website, printed material and local press</p> <p>Football project May/June 2004</p> | <p>Hester's Way Neighbourhood Project (HWNHP) Whaddon, Lynworth & Priors Neighbourhood project (WLPNP) Lower High Street Regeneration Area Education Youth Music</p> | <p>FACT – Football, Art & Cheltenham Town: inspired by the Cheltenham Art Gallery & Museum (CAGM) exhibition <i>Playing Away</i> and led by Yellow House, theatre project with young people and their families based on football. Workshops over a period of three months with pupils of Pittville School, who are excluded from lessons under the ASDAN (Awards Scheme Development Accreditation Network) project. More than 150 young people have been involved to date and the project will continue through the Spring of 2005, culminating in a performance at Cheltenham Town Football Ground.</p> <p>Cheltenham Community Projects (CCP): Inspired by John Kelly's <i>Due South</i> exhibition at CAGM, the sculptor Steve Hurst came to CCP to work with a group of ten young people from their NEET (not in employment, education or training) client base.</p> |

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| | | | CAG&M Everyman CCP | <p>Whaddon, Lynworth & Priors: ADO supported an innovative youth music scheme based at Whaddon Youth Centre, where a redundant music suite has been upgraded and developed to hi-tech music industry standards and regularly used by young people - mainly those excluded from mainstream education. This project attracted a Youth Music grant of £22,000. ADO contributes to regeneration partnership.</p> <p>Hesters Way Neighbourhood Project: Art Shape were commissioned to train local people in exhibition skills in order that they may programme and produce regular exhibitions within HWNP building on Princess Elizabeth Way. Fifteen people took part over a period of ten weeks and from these a core group or exhibitions team was created. They experienced practical art classes and developed skills in mounting and framing work to exhibition standard. The team developed an exhibitions policy, programme, selection process and contracts and now run the gallery themselves.</p> |
| The elderly | Identify numbers and socio-demographic make-up of elderly population Audit of arts activity currently aimed at this age group Research into examples of good practice | Years 1 to 3 Pilot project 2004-5 | ADO U3A Age Concern? Community groups CAG&M | <p>The ADO has not been involved directly in projects aimed only at the elderly. Instead elderly people have been invited to be part of projects which look to attract all ages including: Exhibitions training at Hester's Way Neighbourhood Project. A proposed drama project about the seven ages of man, linked to developments at St Mary's Church. Reminiscence and memories recorded and used in the development and performance of FACT (see above) and the CBH partnership project around the demolition of India and Pakistan House. (see below) Audit to be undertaken by Virtual Art Centre Officer</p> |

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| Arts in Health | Work with 'Arts in Trust' to deliver a programme of music and performance-based projects at Cheltenham General Hospital | Years 1 - 3 Six sessions 2004-5 | Arts in Trust (Willis Newson)/ Gloucestershire Hospitals NHS Trust | Arts in Trust have been commissioned to provide music and performance within Cheltenham General Hospital since June 2004. |
| Crime & disorder | Consider projects with young offenders | Years 1 to 3 Pilot project 2004 | Cultural Partnership / Crime & Disorder Partnership | Cheltenham Community Projects: Inspired by John Kelly's <i>Due South</i> exhibition at CAGM, the sculptor Steve Hurst came to CCP to work with a group of ten young people from their NEET (not in employment, education or training) client base. The group visited the exhibition and developed visual diaries and 3D work at their St. Paul's base, which will be exhibited at CAGM during April 2005. This project helped the young people develop basic skills and provides a major boost to self confidence. This relationship is ongoing and some of the young people will be involved in the FACT project. (see above) |
| To target arts projects at young people including support to arts in education initiatives | | | | |
| Lifelong learning | Support and work with Lifelong Learning Officer ensuring an arts focus | Years 1 to 3 Pilot project 2004 | Lifelong Learning Officer | All ADO projects are about lifelong learning. Frequent meetings with LL Officer has meant a continuing sharing of information and ideas, resulting in improved projects offered and planned by both providers. ADO and LL Officer both supported the On the Slide project with Cheltenham Jazz Festival, which resulted in more than 40 young people learning and performing the trombone. This project attracted a Youth Music Grant of £42,000. |

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| Arts and regeneration (including tourism) | <p>Advocate the value of the arts and creative industries to economic development and regeneration</p> <p>Inclusion in relevant council strategies</p> <p>Examples of good practice</p> | Years 1-3 | <p>ADO Public art panel CBC Economic Development Tourism Officer</p> | <p>The ADO is an active member of a number of partnerships concerned with regeneration. Projects are directed at regeneration areas.</p> <p>Public Art also has a role to play in regeneration and the ADO produced a Public Art Strategy for Cheltenham which was approved by cabinet in December 2004.</p> <p>The ADO represents Cheltenham's Public Art Panel on a number of developments and initiatives and is the first contact for public art enquiries and advice.</p> <p>Cheltenham Borough Homes: In conjunction with CBH the ADO has devised an unusual way to mark the evacuation and ultimate demolition of India and Pakistan House, on Coronation Square. CBH funding has allowed us to commission two visual artists and a poet, to establish a base within the flats and work with residents in order to create a visual and oral/written archive, as well as a number of new works of art.</p> |
| Local Business | <p>Undertake research to establish levels of support for the arts from local business</p> <p>Promote positive effect of such support</p> | Year 2 and 3 | <p>ADO Festivals Everyman Theatre Chamber of Commerce Local Companies Town Centre Manager CBC Economic Development</p> | <p>The ADO has sought support for the arts from local businesses and there are ongoing public art projects such as the Brewery site, supported by developers Salmon-Harvester, Hesters Way Park, supported by GCHQ and a major contribution from B&Q towards public art in the town centre.</p> <p>Wychwood Festival: The ADO has supported and advised the organisers of this major new world music festival</p> |

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| To employ the arts in raising awareness of environmental issues, in enhancing our environment and in promoting sustainability | | | | |
| Open spaces | Strategy for the borough's parks and open spaces, to develop opportunities for greater community use, arts events etc. | Years 1 to 3 At least one outdoor arts event each year | ADO/ CBC Green Environment | <p>Pittville Park Boathouse: The ADO has given an R&D grant to two artists to develop plans to bring this redundant boathouse into use over the summer of 2005, as a venue for various visual arts activity. Working with CBC Green Environment Team and involving the local community and young people, they plan to stage installations, exhibitions and workshops and will look to bring in an ACE SW grant.</p> <p>The ADO commissioned a visual artist and a dance company to provide activities for families in Pittville Park as part of National Play Day.</p> <p>The ADO is offering advice and support to the consortium of artists planning to create an art gallery in the proscenium building in Montpellier Gardens.</p> <p>The ADO commissioned Gloucestershire Dance to offer workshops for schools based on CAGM's famous <i>Dixton Harvesters</i> Paintings.</p> |
| Public art | Research and prepare a public art policy and strategy including a review of the Public Art Panel | Year 1 Cabinet end May 2004 | Public Art Panel Public Art South West ADO | The ADO produced a Public Art Strategy which was approved by cabinet in December 2004. The ADO convenes the Public Art Panel and acts as first contact for all enquiries concerning public art. |

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| Project work | Develop projects with a view to raising awareness of environmental issues and promoting sustainability | Years 1 to 3 Involve community in St. Mary's development through workshops & performance. October – May 2004-5 | Cultural Partnership/ Built Environment Partnership CBC Parks Dept St Mary's Churchyard | The ADO is a member of a number of panels concerned with regeneration. Projects have taken place and are planned in green spaces and with residents of CBH. (see above) |
| To develop and support partnerships, which promote creative practice, attract investment to the arts, support joint working and which make the most effective use of resources for the arts. | | | | |
| Partnership working with Gloucestershire County Council, Districts and Arts Council England South West | Support county arts agencies to increase provision of arts and cultural opportunities Work with the county and ACE SW on shared strategic priorities: Creative economy; healthy communities; vital neighbourhoods; engaging young people | Years 1 to 3 | Gloucestershire Dance Air in G Theatre locality plan Gloucestershire County Council Districts / County Arts Liaison Group | The ADO represents CBC on a number of panels including GAAG and is the first point of contact for ACE, offering advice and information and commenting on all grant applications. Arts Development financially supports the work of Gloucestershire Dance, Air in G – programming theatre in non-traditional spaces in Gloucestershire, Art Shape and the Gloucester Theatre Office. Each of these agencies work with Cheltenham communities. |

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| Funding | Increase the amount of funding for the arts coming into the borough from external agencies, both to organisations and individuals | Years 1 to 3 Support applications to external funding bodies and produce annual report | ACESW Youth Music European funding Glos County Council | At the time of writing arts development has played a key role in bringing in funds for the arts from various sources including: ACE, Youth Music, CBH, Salmon Harvester, B&Q, to the tune of at least £90,000. |
| Local Business | Create links to local businesses through artists and artwork placements, training and sponsorship Research workplace studios, rehearsal and performance spaces | Year 2 and 3 | Local companies Chamber of Commerce Artists Training agencies CAGM Everyman Theatre Festivals Town Centre Manager CBC Economic Development | The ADO is lead officer of GAAG on an Art Shape scheme, All Square Art Co., to provide artwork and art activity to businesses across Gloucestershire. The VAC appointment arising from the sale of the Axiom Theatre will address many of these issues as funds become available. |

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| To position the arts at the strategic centre of the council and of Local Strategic Partnerships | | | | |
| Political leadership | Support the portfolio holder to enable their effective contribution | Years 1 to 3 bi-monthly report | ADO | <p>Ongoing</p> <p>PAP – the ADO convenes the Public Art Panel. The ADO acts as first point of contact for all enquiries regarding public art. The ADO advises urban design team and developers re. public art.</p> <p>Cultural partnership – The ADO is an active member of Cheltenham Cultural Partnership and is an advocate for the arts within the Borough.</p> <p>Regeneration partnerships – the ADO is an active member of Cheltenham’s regeneration partnerships and promotes the arts as a tool for regeneration throughout the borough.</p> |
| Corporate arrangements | Advocate the value of the arts as a tool for meeting corporate priorities and objectives to the chief executive, senior management team and throughout the council and to identify and act upon new opportunities as they arise | Years 1 to 3 | ADO Cultural partnership | <p>Ongoing</p> <p>PAP – see above</p> <p>Cultural partnership – see above</p> <p>Regeneration partnerships – see above</p> <p>The ADO produces progress reports every two months which are circulated to senior management and the portfolio holder, social and community. However, CBC does not have an officer at a senior level to champion the arts and influence policy.</p> |

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| External engagement | Build alliances, partnerships, etc, with external non-arts agencies such as education, health, criminal justice, economic development partnerships and the RDA | Years 1 to 3 | Cultural partnership Other local strategic partnerships RDA | Ongoing Arts in Trust have been commissioned to provide music and performance within Cheltenham General Hospital since June 2004. Lifelong learning – continuing dialogue with LL Officer, planning and joint funding of projects Cheltenham Community Projects – worked together with sculptor to engage young people with exhibition <i>Due South</i> at CAGM. Create new work for display at CAGM. Schools – support bids for specialist arts status and work with schools to deliver projects and exhibitions. |
| Arts Development – General | | | | |
| Web presence for arts development | Develop an Arts Development page for the CBC Website. To disseminate information (a notice-board) relating to arts activities, education and outreach activities, funding opportunities, etc. | Year 1 Sept 2004 | ADO Electronic service delivery strategy | Arts Development Strategy and Public Art presence underway linking to all aspects of arts development and other providers and funding streams. |
| Arts development funding | Develop criteria and forms for arts development funding | Year 1 June 2004 | ADO | Developed with LL Officer |
| Partnership funding | Develop criteria and forms for partnership funding | Year 1 June 2004 | ADO | Developed with LL Officer |

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| Dialogue | Encourage greater <u>informal</u> dialogue between existing arts providers and venues in the town | Years 1 to 3 | Festivals Team CAG&M Everyman Holst Museum | Ongoing Whilst formally attending meetings with major arts providers and venues the ADO offers advice and support on a daily basis to them and individual artists. |
| Review & Reporting | Review Arts Development Strategy Report to O&S | Annually | ADO VAC Officers Artists Facilitators Participants | O&S Committee 11 April 2005 |
| Measuring success | Projects measured by : target and actual number of participants Satisfaction rating Success or failure to meet specified aims and objectives | Ongoing | ADO VAC Officer Artists Facilitators Participants | All projects are funded and devised on the basis of an evaluation report being produced on completion. Aims and objectives agreed at outset. Reports available on completed projects and events. |