

**Review of Arts Development Strategy April 2006**

**ACTION PLAN**

**Timescale**

Year one      2004/5              Year two              2005/6              Year three              2006/7

Item	Action	Timescale/ outcomes	Potential partners	
<b>To address issues surrounding the borough's arts infrastructure</b>				
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	<p>Arts Development Strategy approved and published Spring 2004</p> <p>Ongoing networking and working cooperatively with cultural institutions and agencies such as Everyman Theatre, Cheltenham Art Gallery and Museum, Cheltenham Arts Festivals Ltd. Wychwood Festival etc.</p> <p>The appointment of the Virtual Arts Centre (VAC) Officer, June 2006 will also bring the towns cultural facilities together.</p>
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	<p>Ongoing based on sale of Axiom building and successful grant applications</p> <p>ADO contributes to planning of extension and improved facilities</p>
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	<p>The ADO has attended Everyman Theatre Board meetings and offers advice/support accordingly.</p> <p>Public Art: ADO advised re-provision of public art as part of pavement extension to front of theatre, August 2005.</p>

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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 - established shared priorities.
Town Hall & Pittville Pump Room	Assess public private partnership options for investment	Year 1	Town Hall Governance Working Group Cultural review	Contributed to research and offered specialist advice as part of steering group.
<b>Virtual Arts Centre</b>				
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	Helped to prepare job description, job advert, short list, interview and appoint VAC officer. To start work by end of July 2006
<b>To promote access to, and use of, the arts in tackling target areas of social exclusion, health issues, crime &amp; disorder</b>				
Social exclusion	Increase awareness of, and access to, arts activity, both in terms of participation and as audience	Years 1 to 3 Website, printed material and local press	Hester's Way Neighbourhood Project (HWNHP) Whaddon, Lynworth &	St Paul's Said and Done: Major project to engage the community in St. Paul's in working with words. Children, teenagers and the elderly have worked with poets Marcus Moore and Sara- Jane Arbury to create unique performances in the streets of St. Paul's, the Community House and the Everyman Theatre. A project in

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	Work with the Education teams to extend opportunities to work with and at venues within areas defined as needing priority action	Football project May/June 2004	Priors Neighbourhood project (WLPNP) Lower High Street Regeneration Area Education Youth Music CAG&M Everyman CCP	<p>cooperation with Cheltenham Community Projects(CCP), Cheltenham Borough Homes(CBH), University of Gloucestershire and the Everyman Theatre.</p> <p>Planning graffiti project with CCP and local police</p> <p>The ADO supported a boys dance project which took place at Waddon Youth Centre. Taster sessions in schools involved sixty boys and led to focused work and performance. There are now two after school breakdance classes at Cleeve and Pittville Schools and further youth dance is planned.</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>Audit to be undertaken by Virtual Art Centre Officer</p> <p>St. Paul's Said and Done project – see social inclusion above – has involved a large group of elderly residents in reminiscence and poetry workshops.</p> <p>A project which has grown from Arts in Trust music activity at the Delancey Hospital has developed into an oral history recording project, supported by ADO.</p>
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	<p>Arts in Trust have been commissioned to provide music and performance within Cheltenham General Hospital since June 2004.</p> <p>ADO is lead officer on a countywide Arts Council, South West (ACE, SW)/Gloucestershire Arts Advisory Group (GAAG) partnership project with the regional health service, on a pilot arts on prescription scheme.</p>

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				The ADO has met Craig Mortiboeyes, the Healthy Communities Partnership Manager re. shared priorities and partnership working.
Crime & disorder	Consider projects with young offenders	Years 1 to 3 Pilot project 2004	Cultural Partnership / Crime & Disorder Partnership	The ADO is planning a graffiti project with CCP and local police.
<b>To target arts projects at young people including support to arts in education initiatives</b>				
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.
Young people & families	Ensure ongoing consultation  Improved communication & information about arts events, opportunities and funding (i.e. through website)  Consider projects aimed at young people (film & video, digital arts, music, radio, DJ master-class)	Years 1 to 3   Digital arts, media training and exhibition 2004-5 2 x 2 sessions Pilot	MAD Youth Council Youth & Community Service Youth Music Whaddon Youth & Community Centre Oasis Youth Centre Hester's Way Gloucestershire Video Festival	Community Radio: This countywide project, which is funded by ACE SW in partnership with Gloucestershire Arts Advisory Group (GAAG representing Gloucestershire County Council and each District Council), will bring experienced trainers and broadcasters to Cheltenham during summer/autumn to work with young people and their families.  St. Paul's Said and Done – see social exclusion above  Graffiti project – see crime and disorder above  Wychwood Festival: Activities for children and their families including Bolliwood, Belly-dancing and Salsa dance classes; kite and flag making; circus skills; storytelling and numerous music making and understanding activities were proposed and funded

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		community radio Spring 2005	Media Education Hub Private sector Surestart Wychwood Festival CCP Gloucestershire Constabulary	by ADO
<b>To promote the use and role of the arts in developing the Borough's economy and in contributing to economic and social regeneration</b>				
Creative industries	Undertake research to establish baseline data for the creative industries in terms of economic output and growth potential  Assess annually	Year 1 Research 2004, publish April 2005  Year 2 and 3	ADO Glos Arts Advisory Group (GAAG) Arts Council England South West (ACE SW) CBC Economic Development	The partnership agreement between GAAG and ACE SW has allowed the commissioning of research into the creative industries in Gloucestershire. This information will then be used to look at the Cheltenham position and compare with county and region.  ADO is investigating the development of artist's studios at a town centre location, in partnership with local artists. The Summerfield Trust, CBC Planning Dept. a local business and Arts and Business, South West have been consulted and involved.
Arts and regeneration (including tourism)	Advocate the value of the arts and creative industries to economic development and regeneration  Inclusion in relevant	Years 1-3	ADO Public art panel CBC Economic Development Tourism Officer CBH	The ADO is an active member of a number of partnerships concerned with regeneration. Projects are directed at regeneration areas.  Cheltenham Borough Homes(CBH): In conjunction with CBH the ADO devised an unusual way to mark the evacuation and ultimate demolition of India and Pakistan House, on Coronation Square.

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	<p>council strategies</p> <p>Examples of good practice</p>			<p>CBH funding 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. This culminated in an exhibition at CAGM in December 2005.</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>Wychwood Festival: The ADO has supported and advised the organisers of this major new world music festival, now into it's second year.</p>
<b>To employ the arts in raising awareness of environmental issues, in enhancing our environment and in promoting sustainability</b>				
Open spaces	<p>Strategy for the borough's parks and open spaces, to develop opportunities for greater community use, arts events etc.</p>	<p>Years 1 to 3 At least one outdoor arts event each year</p>	<p>ADO/ CBC Green Environment</p>	<p>The VAC Officer will devise and promote the arts in parks, gardens and public spaces.</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 provided artistic input in the form of Kite making and circus skills to National Play Day events in Pittville Park.</p>

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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
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)
<b>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.</b>				
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;	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.  The ADO devised and implemented a countywide visual arts

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	engaging young people			festival called Encantas in Autumn 2005. This ambitious project involved eighteen artists working in unusual venues across Gloucestershire including Cotswold Water Park, Woodchester Mansion and 2 Hudson Street in Cheltenham. Encantas (meaning special place) was a partnership project between ACE, SW and GAAG and culminated in a successful symposium at the University of Gloucestershire in June 2006.
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	GAAG partnership agreement with ACE, SW brought in £60,000 to Gloucestershire in 2004-6 and will bring in a similar amount in 2006-8. Projects have included Encantas, Arts in Health, research into the creative industries – see above.  ADO advises and comments on all grants for arts applications from Cheltenham based artists, arts groups and organisations.
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 VAC appointment will address many of these issues as funds become available.



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<b>To position the arts at the strategic centre of the council and of Local Strategic Partnerships</b>				
Political leadership	Support the portfolio holder to enable their effective contribution	Years 1 to 3 bi-monthly report	ADO	Ongoing Cultural partnership – The ADO is an active member of Cheltenham Cultural Partnership and is an advocate for the arts within the Borough and regionally. 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.
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	Ongoing Cultural partnership – see above Regeneration partnerships – see above The ADO produces progress reports every two months which are circulated to senior management and the portfolio holder, social and community.  The ADO has advised Policy Unit on how to reach communities and survey views and aspirations through the use of artists.
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 Schools – support bids for specialist arts status and work with schools to deliver projects and exhibitions.

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<b>Arts Development – General</b>				
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 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
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	O&S Committee 11 April 2005

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			Facilitators Participants	
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.