

Objectives	Shared Commitments - by the end of 2027:	Where are we now?	What we will do over the next year (delivered 2023/24)	Who will do this?	Potential measures for the board
<p><b>Forge partnerships and collaboration across the heritage, cultural and digital sectors</b></p>	<p>Technology is used creatively to bring Cheltenham’s diverse social stories to life.</p> <p>The heritage, cultural and tech communities collaborate to produce innovative and relevant events and experiences</p>	<p>Cheltenham has rich heritage assets including a rich community heritage.</p> <p>Golden Valley Development is the opportunity to nurture the interaction of creative, cultural, and digital innovation.</p> <p>Realising the benefits for local talent, skills development and our wider creatives industries is going to be a critical measure of success for this strategy.</p> <p>The board is excited by its vision which entwines our heritage assets and organisations with our digital ambitions and be a place where arts, digital and heritage meet, and creative innovation happens.</p>	<p><b>DEFINITES</b></p> <p>Convene and coordinate a working group that will explore funding and planning options for the delivery of Cheltenham’s Holst celebrations in 2024</p> <p>Explore longer term funding options for coordinator role.</p> <p>Work with organisers to explore options to secure financial sustainability for Cheltenham Paint Festival</p>	<p>Holst 2024 Working Group</p> <p>Culture Board Coordinator</p> <p><i>Aline Jeffrey</i> <i>Reid Derby</i> <i>Niki Whitfield</i> <i>Louise Bardgett</i></p>	<p>No of collaborative projects developed and nurtured by the board</p>
			<p><b>ASPIRATIONS</b></p> <p>Identify ways of connecting and celebrating public and street art in Cheltenham via public art mapping / digital trail finding.</p> <p>Networking &amp; support for the launch of the Oakley digital story-telling centre – opening in late 2023.</p> <p>Identify opportunities for collaboration on a social story programme, including funding.</p> <p>Board input into the development of the social value proposition for Golden Valley.</p> <p>Board input into the development of a Cheltenham Heritage strategy.</p>		
<p><b>Use culture and reativity to improve the life chances of our young people</b></p>	<p>Secondary school students across the county have a creative and tech career offer which links them with a range of Gloucestershire organisations.</p> <p>School-aged young people and students from diverse backgrounds report positive impact from participating in a range of creative and cultural activity,</p>	<p>Consultees told us there needs to be a greater emphasis on giving young people greater ownership of their creative and cultural outputs, which is vital if we are to attract and retain young talent.</p> <p>This in turn will require the Culture Board be serious about the representation of young people on the Board.</p> <p>The board must also increase its work to support creative and cultural practice in local schools.</p> <p>An important foundation of future success will be how we connect the taught curriculum to the town’s cultural eco-system via talent development pathways.</p>	<p><b>DEFINITES</b></p> <p>The board will contribute to a working group between creative sectors and schools via CEP / LEAG / CEAB with a focus on pathways / apprenticeships.</p>	<p>Culture Board Coordinator</p> <p><i>Claire Thayers</i> <i>Louise Bardgett</i> <i>David Evans</i> <i>Education/Outreach sub-group:</i></p>	<p>No of projects which are being led by young people</p> <p>No of young people on the board</p> <p>No of projects developed in collaboration with local schools</p>
			<p><b>ASPIRATIONS</b></p> <p>Create a process to ensure young people are represented on the board.</p> <p>Explore joint comms and engagement process with primary and secondary schools in Cheltenham.</p>		

		The new Minster Exchange, gives us the opportunity to change the narrative and create a dynamic cultural space where young people are central to the programming and delivery of artistic output.			
<b>Promote equity of opportunity to help build inclusive and creative communities</b>	<p>Collaboration across cultural organisations enables greater inclusive practice</p> <p>A range of regular, creative opportunities are facilitated across the town which are inclusive by design and accessible to all</p>	<p>Consultation feedback requested that the board take cultural inclusivity in Cheltenham to a much higher level.</p> <p>The need is for long-term programmes of work, ensuring projects are inclusive, co-produced and empowering.</p> <p>Accessible community spaces can be a particularly important part of community engagement efforts. These can engage all our communities including those who do not usually participate in the arts and enable people to enjoy a quality and diverse cultural experience.</p>	<p><b>DEFINITES</b></p> <p>Build a collaborative approach to improving accessibility and inclusion using the doughnut advisory toolkit events (DATE)</p> <p>Carry out audit of cultural spaces and agree practical steps to improve accessibility and inclusion for following years</p> <p><b>ASPIRATIONS</b></p> <p>Continue to support the equitable futures subgroup in representing diverse voices across Cheltenham</p>	<p>Culture Board Coordinator</p> <p><i>Helen Mole Heath Gunter Lisa Edgar Florence Nyasamo-Thomas</i></p>	No of community engagement projects developed and nurtured by the board
<b>Celebrate and nurture our community, grassroots creative talents and ambitions</b>	<p>The cultural quarter is a vibrant hub which supports and promotes local talent and participation</p> <p>Young people contribute to the design and production of cultural activities across the town</p>	<p>There are a number of community and grassroots networks that are connected to the culture board via the sub groups.</p> <p>Ongoing work is being undertaken to review and refine the various organisations and stakeholders represented within this network.</p>	<p><b>DEFINITES</b></p> <p>Facilitate a public meeting to engage the community and grassroots talent in its wider strategy and action plan.</p> <p>The culture board will have an established online presence, and will have published its strategy and subsequent annual reports.</p> <p><b>ASPIRATIONS</b></p> <p>Board members and subgroups will commit to amplifying grassroots creative talents within their communities</p> <p>Work with Hub8 /Plexal to encourage community use and that youth led programming is embedded within its business model when MX opens in 2023</p>	<p>Culture Board Coordinator</p> <p><i>Louise Bardgett Andy Hayes Niki Whitfield Sarah Bowden Chelt Festivals Shivan Mistry</i></p>	No of grassroots and creative projects developed and nurtured by the board in order to enable progression
<b>Drive our visitor economy and wider place brand</b>	Cheltenham can quantify the value of the cultural sector to the local economy (social & economic)	<p>Growing our visitor economy will be enhanced by growing the quality, diversity, reach and coherence of our cultural sector to creatively animated year-round.</p> <p>The opportunity is to create a bigger sweet spot in terms of offers that work equally well for</p>	<b>DEFINITES</b>	<p><i>Head of Place Marketing &amp; Inward Investment</i></p> <p>Culture Board Coordinator (AL)</p>	Progress made to achieve year-round programming

	<p>Cheltenham's cultural offer is communicated in ways which are compelling and coherent to residents and visitors</p>	<p>visitors and residents by finding the best balance of unmissable cultural provision for visitors with the needs of residents</p> <p>And there is an opportunity to be creative in the spaces we use for culture, and make more creative use of the town's parks and gardens and empty retail units.</p> <p>Deeper collaboration will unlock greater future value from these assets for Cheltenham as a cultural hub, and cultural destination.</p>	<p><b>ASPIRATIONS</b></p> <p>Support the growth of Visit Cheltenham as the platform for sharing cultural / heritage / digital opportunities.</p> <p>Contribute to the National Tourism Provision review to ensure that Cheltenham culture is represented regionally, nationally and internationally.</p> <p>Board members and subgroups will commit to amplifying the cultural offer of Cheltenham.</p>	<p><i>Lisa Edgar / Cheltenham Trust</i></p>	
<p><b>Use culture, creativity and innovation to contribute to Cheltenham Zero and work collectively to address the climate emergency</b></p>	<p>Coordination between local sustainability groups enables a collective approach to planning, evaluation and reporting of progress towards Cheltenham Zero</p> <p>A range of creative and cultural initiatives inform and empower the community to take measurable steps to address the climate emergency</p>	<p>The board supports the target for Cheltenham to be a carbon neutral town by 2030.</p> <p>Cultural partners are committing, via this strategy to play their part in helping the town reach this goal and is excited to unlock the potential of culture to tackle climate change. This could create cohesion in ways that enable community-building and collective action.</p> <p>Artists and cultural voices drive public awareness and action; their work can be a powerful tool for climate mobilisation.</p> <p>Through public accessibility and trust, cultural institutions provide platforms for listening to communities and hubs of diverse and inclusive exchange, capacity building, and knowledge-sharing.</p>	<p><b>DEFINITES</b></p> <p>Establish sustainability sub-group to ensure a focus on the climate emergency throughout culture board discussions.</p> <p>Build a collaborative approach to improving sustainability using the doughnut advisory toolkit events (DATE)</p> <p>Carry out audit of cultural spaces and agree practical steps to improve sustainable practice for following years.</p> <p><b>ASPIRATIONS</b></p> <p>Collaborative comms between cultural organisations on the importance of addressing the climate emergency</p>	<p>Culture Board Coordinator</p>	<p>No of projects developed and nurtured by the board that contribute directly / indirectly to Cheltenham Zero</p>