

A Cultural Strategy for the City of Exeter

Action Plan Review May 2004

Aim	Action	Performance Indicators and milestones	Progress and Comments
5.1	A Prosperous City		
	Set up a Working Party to progress the establishment of a cultural quarter	Production of Cultural Quarter strategy (draft mid 2004), Arrival of new enterprises	An informal group has met on a number of occasions, mainly to review the future role of the Castle within the Quarter. A policy document, setting out the scope and purpose of the Quarter has been produced.
	Heritage Attractions Development Plan		Delayed due to further clarification on potential and realistic use of some locations
	Feasibility study for multi-purpose venue	Feasibility study complete (mid 2006)	Not programmed until 2006.
	Pursue opportunities for multiplex cinema development		Not programmed until Bus Station scheme is reviewed.
	All future updates of cultural strategies, (leisure, arts, tourism etc) to include provision for promoting creativity	All strategies reviewed and updated by 2005	Each strategy is now reviewed annually by the relevant Scrutiny Committee. New Arts and Media Strategy has this within a number of its core objectives. All Service Agreements with funded organisations covering arts delivery and development reflect this action as do the revisions to the festivals programme.
	Carry out audit of regional, national and international level facilities, activities and practitioners in the City,		The Arts and Media Strategy undertook a review of the current position of arts practitioners, organisations and facilities and made recommendations for their

	highlighting strengths and gaps		support and improvement
5.2	An Accessible City		
	All major cultural initiatives to include an assessment of the intended audience, and service plans to appraise projects in terms of social reach	As new initiatives arise.	Lottery bid for RAMM includes free-standing audience development plan, showing how under-represented groups will be attracted to the enhanced museum. The new Vibraphonic Festival reached new audiences not previously attracted to the City's arts initiatives. Other revisions to festivals and events are intending to do likewise.
	Review success of current programmes of cycling and walking routes	Ongoing	Green Circle project now up and running, programme of new cycle routes continues, with major new proposals for main routes.
5.3	An Electronic City		
	Set up Marketing Consortium task force to develop joint marketing and ticketing schemes	Agree terms of reference,	Development team has already started work and identified suitable software. Cultural Arts Partnership Exeter (CAPE) set up coordinating arts promotion and has publicised a cultural map leaflet of the city. Discussions underway with Northcott Theatre, Phoenix and internally to develop joined up approach to ticketing.
	Develop e-museum project	Complete and review existing programme (Dec 2003) Produce plan for 3 year development process (June 2004) Bid for funding (Mar 2005)	TimeTrail Website up and running, evaluation demonstrates that it is extremely well used and valued. No plans for further development at this stage due to resources invested in RAMM development project
	Research best practice in the use of websites for educational purposes, and establish ECC	Review of existing opportunities (Oct 2004), Draft standards (Oct 2005), final standards (April 2006)	

	standards		
5.4	A Healthy and Active City		
5.4	Review the match of facilities to demand in the city	Terms of reference (April 2003), Review complete (April 2004)	The review has been delayed but is now under way and will report later in 2004. Chillzone built in response to demand. Inclusive play area in Hamlin Road.
	Relaunch LeisureCard scheme	Agree design of new scheme (Sept 2003) Relaunch (April 2004)	X-Card scheme launched
	Write marketing plan for sport and recreation	Launch Sept 2003	Postponed due to pressure of work.
5.5	A City of Strong Communities		
	Integrated survey programme to establish patterns of usage against makeup of community	Review existing data (Sept 2003), agree integrated programme (April 2004)	Surveys have been undertaken for a number of services – festivals, museum – revisions to festivals is intended to respond to this work.
	Rewrite grants criteria to match Council strategic objectives	Review existing criteria (Jan 2004), agree new criteria (Jan 2005)	Review under way. Grants made through Service Agreements with arts organisations completed and content of agreements revised to match objectives of the new Arts and Media Strategy.
	Co-ordinate capacity building work in key communities	Review existing programmes (Oct (2003) Community Development Plan written (Oct 2004)	Research on pattern of programmes and facilities has been undertaken, and analysis of existing policy. Plan will probably be delayed.
5.6	A City which Cares for the Environment		
	Produce Riverside Valley Park Development plan	Draft plan (Oct 2003)	Draft plan now out for consultation.
	Implement grounds maintenance standards regime	Spring 2003	Incremental programme now well underway.
	Progress programme of parks	Pilot schemes developed during 2003, followed by 3 year	First schemes underway, programme in

	development plans and community involvement schemes	programme	progress.
	Promote opportunities offered by Public Art Strategy	Public Art Strategy agreed March 2003. Review of outcomes 2005	New public art opportunities being pursued for Princesshay, Museum development, High Street, new commercial and highway developments.
5.7	A Safe City		
	Co-ordinate capacity building work in key communities	Review existing programmes (Oct (2003) Community Development Plan written (Oct 2004)	See 5.5 above
	Develop SPLASH schemes and other targeted activity programmes for young people	Produce overview of existing programmes and recommendations for co-ordination (Jan 2004)	SPLASH partnership set up and funded. Full time officer now running schemes in all holidays.
5.8	A Learning City		
	Research best practice in the use of websites for educational purposes, and establish ECC standards	Review of existing opportunities (Oct 2004), Draft standards (Oct 2005), final standards (April 2006)	See 5.3 above
	Expand Learning City partnership to include all cultural services	New Learning City partnership (Autumn 2004)	Wide range of cultural services now fully represented on Learning City Partnership
	Support DCC programme of schools renewal, with a particular focus on community use of school facilities	Create links with successful PFI bidder (Autumn 2003) New community facilities (Autumn 2005)	Strong links in existence. ECC officers helped prepare community use specification and involved in operational planning
	Maximise opportunities for play through development of existing services, Section 106 agreements etc	Update play strategy (2005)	
	All future updates of cultural strategies, (leisure, arts, tourism etc) to include provision for	All strategies reviewed and updated by 2005	See 5.1

	promoting creativity		
	Monitoring		
	Research and develop a cultural forum for Exeter to monitor and review the Strategy	In place by end 2003	Initial work based on a focus group set up by the Vision Partnership.
	Ensure Cultural Strategy informs operational strategies as they are reviewed and renewed	Ongoing from 2003	Cultural Strategy now established as a key document providing a framework for a wide range of ECC operations.

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