



Exeter

Cultural

Partnership

Engaging, empowering, energising culture in Exeter

Action Plan: November 2013

Supported by



Welcome

from Dom Jinks, Chair of the Exeter Cultural Partnership

I have great pleasure, on behalf of the Exeter Cultural Partnership, to introduce you to the Exeter Cultural Action Plan that outlines our plans as a city to further develop culture at the heart of the city.

**By culture we mean the things that people do.
This can be sports, heritage, learning or the arts.**

Exeter has a rich and rapidly developing cultural scene. The city is home to an extensive range of cultural organisations and festivals. Together their activities deliver important economic, social and educational benefits with culture helping to define Exeter's special character, enhance its quality of life and create a sense of 'belonging' within the community.

Exeter is an ambitious city and we are ambitious for the role culture can play in its future.

Who we are?

Exeter Cultural Partnership (ECP)

The Exeter Cultural Partnership represents the city's cultural organisations including libraries, museums, sport, arts, health, education, food and retail - organisations which touch the lives of thousands of people each year. ECP now has over 150 members across the city and sub region.

Our mission as a partnership is to contribute to a city where a vibrant cultural life enriches the experience of everyone living in, working in and visiting Exeter.

For the past nine months ECP has been working towards the creation of a Cultural Action Plan for Exeter. With the support of Exeter City Council and the Arts Council of England, ECP has undertaken in depth consultation with the city's cultural sector producing key findings that have informed this Action Plan.



Working Together

Importantly this Action Plan is one that is 'co-owned' with the City Council, ensuring that culture is embedded in the plans that will shape the city of the future. Named as one of the top five priorities in the City Council's five year strategic plan, culture is seen as a key contributor to future prosperity and growth in Exeter.

Looking ahead

ECP's Action Plan is intended to be a 'living document' continuing to develop over the course of its two year life. After this ECP will, together with partners, review its priorities, repositioning them to respond to the challenges and opportunities that lie ahead.

Vision

The cultural city of choice - that is distinctive & recognisable...
where **culture** is recognised as essential for quality of life.

Strategic Aim

To develop Exeter as a culturally vibrant city



Goals

Goal 1

To develop a vibrant cultural economy - Exeter as a cultural destination

Goal 2

To develop cultural opportunities and experiences

Goal 3

To enable wide and diverse engagement with the cultural sector

Goal 4

To build a stronger, more confident cultural sector

Goal 1

**To develop a vibrant cultural economy -
Exeter as a cultural destination**

Goal 1

To develop a vibrant cultural economy - Exeter as a cultural destination

This goal relates specifically to repositioning culture as a key driver of the economy in Exeter

Actions

- Develop a long term Communications Plan and campaign. This will include:
- Explore options for a new cultural diary for the city, made available through using a variety of media
- A social media strategy
- The development of external networking events (developing relationships with business sector for example)
- The development of internal networking events to enable different parts of the cultural sector to join up more effectively
- Contributing to a rebrand of the city with culture at the core
- Developing a pool of case studies about cultural projects and their contribution to Exeter as a cultural destination
- Ensuring that cultural activity around key strategic events is planned, scheduled and co-ordinated
(For example Rugby World Cup, WW1 Centenary)
- Implementing an economic and social impact study of culture's contribution to the economy of the city
- Appointing a Cultural Co-coordinator post connected to funding from Arts Council England's Grant for the Arts scheme
- Building a relationship with Hoteliers Association and Chamber of Commerce
- Devon County Council, The Local Enterprise Partnership and Arts Council of England - Referencing their strategic plans and exploring opportunities to align priorities
- Participating in relevant Visit England promotional campaigns



Goal 2

To develop cultural opportunities and experiences

Goal 2

To develop cultural opportunities and experiences

Actions

- Understand and map out forthcoming strategic events and opportunities within the city. Convene project groups for responding, planning and delivery; encourage cross cultural collaboration.
- Develop and support more opportunities for cultural programmes connected to the well being agenda such as ageing, dementia, homelessness and social exclusion
- Develop opportunities linked to the City Centre Strategy, green spaces and public realm agendas to animate and contribute to their delivery
- Create better strategic dialogue between Exeter City Council and cultural providers to ensure that strategic programmes, projects and events in the city maximise opportunities for cultural activity.
- Provide feedback on the process and transparency of the distribution of arts finance by Exeter City Council
- Investigate alternative sources of funding for development, commissioning and promotion

Goal 3

To enable wide and diverse engagement with the cultural sector

Goal 3

To enable wide and diverse engagement with the cultural sector

Actions

- To develop a better and more qualified pool of volunteers interested in cultural events.
This will help support larger scale events generated by small organisations with limited infrastructures.
It will also provide a central place to access volunteers.
- Develop a cultural volunteering toolkit
- Liaise with Exeter Council for Voluntary Service
- Collate and share box office data, city statistics and demographics to understand where cold spots are within the city and target work and priorities accordingly
- Develop a social impact study for culture to build the evidence base for more work that focuses on people that would not normally participate in cultural events
- Create a better network for accessing schools' engagement through close work with Devon Art In Schools Initiative DAISI and RIO Real Ideas Organisation

Goal 4

To build a stronger, more confident cultural sector

Goal 4

To build a stronger, more confident cultural sector

Actions

- Develop a structured programme for progression routes for young people and cultural workers within the city that includes internships, mentoring, apprenticeships, master classes and discussion forums. Key partners include University of Exeter and Exeter College
- Identify Cultural Leaders for certain areas of work, such as health, sport, heritage etc. Rugby World Cup activity may provide an opportunity to pilot this activity
- Ensure that small scale organisations are supported in terms of space, skills, equipment. Look to widen ECP Steering Group to include more small scale organisations
- Endorse Devon Libraries Enterprising Libraries bid. This will enable support for creative industries, young entrepreneurs and unemployed.
- Develop the skills of cultural sector in fundraising. ECP to act as a hub for the ACE Fundraising Fellows programme
- Build better connections with 3rd Sector and invite Exeter Council for Voluntary Service to join ECP