

APPENDIX 1

PROGRESS AGAINST THE OBJECTIVES OF THE CULTURAL STRATEGY IN 2006/7

The Cultural Strategy was structured to demonstrate how cultural services contribute to the overall Vision Objectives, and so the objectives from both the Vision and the Cultural Strategy itself are listed.

5.1 A Prosperous City

Exeter Vision Objective: *To promote sustainable investment and maximise opportunities enabling all people to achieve their full potential.*

Cultural Objectives:

Establish a cultural quarter in the city, around the area between the RAMM, the Castle and Gandy Street, aiming to build a critical mass of cultural attractions and creative industries, together with space and outlets for artists and craftspeople.

- *The Castle Quarter is now signposted around the city, as part of the city centre signing project. This is helping to establish its identity. The Council has submitted an application to the Heritage Lottery Fund for a major project to enhance Rougemont and Northernhay Gardens, a project complementary to the RAMM Project. The RAMM Project itself is moving into its final phase following the successful Stage II Heritage Lottery Fund bid. The new store is on course for completion in November, and RAMM collections will be decanted there prior to the contractors moving in the Spring of 2008. Devon County Council is progressing its project to modernise and enhance the Central Library.*
- *After some years of uncertainty, Rougemont Castle has been acquired by developers GL50, who are pursuing plans for mixed retail and leisure use. The courtyard was recently successfully used for events during the **Exeter Festival of South West Food and Drink**, demonstrating how the addition of the castle itself as a public place will increase the potential of the Quarter.*
- ***Exeter Phoenix plans for the basement include artist studios, photography studio, sound studio for community radio, Vibraphonic FM and other use, Double Elephant Print Workshop. The Phoenix has submitted a grant to the Big Lottery to help finance additional improvements***
- ***Improvements to Exeter Barnfield Theatre are subject to an Asset Review led by Estates.***

Develop new heritage attractions, including enhanced museum and Rougemont Castle, and research better tourism contribution from Roman Wall, St Nicholas Priory, Cricklepit Mill, the Canal and the Quayside, the Cathedral cloisters and other heritage buildings.

- *DWT are now in the final phases of their Cricklepit Mill project..*

- *Contractors are now working on the development of the Electricity Building, and planning permission for the next phase of the Basin project has been granted.*
- *Further severe delays affected the project to restore St Nicholas Priory, equip it in the style of a Tudor home and use it for education and tourism 6 days a week, but contractors moved in mid-May, and the new centre is due to open next year.*
- *With the Princesshay project rapidly coming to completion, the new Tourist Information Centre and new public entrance **with an exciting new interpretation centre for the Underground Passages** are due to open in the Autumn.*
- *The Roman Wall features in the self-guided heritage trails around the city and in the Red Coat Guided Tours. A section of the wall will feature much more prominently as a result of the Princesshay development.*
- *The Heritage Open Days event in September now ends to over 30 venues in the city.*

Carry out a feasibility study for the development of a new multi-purpose venue in the City Centre.

- *As reported last year this project is on hold until the current tranche of major capital schemes is complete.*
- *The Exeter Northcott Theatre is now closed and undergoing **a major refurbishment to provide new and increased seating in the auditorium, improved disabled access for public, staff and theatre companies, new foyer, bar and restaurant facilities and improved backstage facilities.** The theatre is due to re-open in December 2007.*

Continue to seek development of modern multiplex cinema in city centre.

- *The City Council worked with Land Securities to bring a multiplex to the city centre and the successful Vue Cinema opened in the Autumn. Project complete.*

5.2 An Accessible City

Exeter Vision Objective: *To improve accessibility for all and to promote and extend alternatives to car use.*

Cultural Objectives:

Better public transport information interchange and improvements to lead to more accessible services, to connect to facilities and activities throughout the city, with particular reference to support of the night-time economy.

- *No enhancements to report.*

Develop a network of walking and cycling routes to provide safe routes and incentive to physical activity.

- *More cycleways have been installed in the last year, including a very substantial stretch between Bridge Road and Turf. More elements of*

the Riverside Valley Park enhancement project have been completed, including re-landscaping Duckes Marsh and the gateway to the park from the Basin, both of which have included better routes for pedestrians and cyclists.

5.3 An Electronic City

Exeter Vision Objective: *To encourage people, businesses and other organisations fully to embrace the latest technology and use it to improve the way we live and work.*

Cultural Objectives:

Develop a City partnership to use Information and Communications Technology (ICT) to promote access to cultural opportunities, including electronic booking and information services.

- *Improvements in the City Council's website continue to increase access to cultural information including all major festivals and events .*
- *Plans for the new Tourist Information Centre as part of the Princesshay development include a new box office facility for the Northcott and other events which also has an on line booking capability.*
- *Tickets for most events at the 2007 Animated Exeter, Vibraphonic, Summer and Autumn Festivals were or will be available on-line through exetertickets.co.uk.*

Develop the quality of cultural provision on the web.

- *The Museum service has commissioned a report on the use of Web 2.0, the new generation of interactive technology which encourages users to become much more involved.*
- *Living Here, RAMM's major project during the re-development of the main building, will include a website to be used as a virtual gallery and archive, to house the social history of West Exe.*
- *2007 Animated Exeter, Vibraphonic, Summer and Autumn festivals and Exeter Open Studios all have improved websites and are all festival sites operate as 'sub sites' to the Council's website.*

All cultural services should consider their potential for providing learning and seek to exploit it by digitisation and web enablement.

- *Building on the advice in the report on Web 2.0, RAMM will be enhancing its learning materials provided to teachers throughout the county.*
- *Animated Exeter continues to work in partnership with Devon Arts in Schools and Media Specialist schools in Devon and Exeter College to provide digital and media training and opportunities for teachers and pupils across the County. The festival has also produced a sample CDROM teacher's pack it plans to develop. The festival works closely with national animation HFE colleges, course leaders, industry trainers and recruiters to provide careers information on animation and digital media technologies training.*

5.4 A City where People are Healthy and Active

Exeter Vision Objective: *To promote well-being and prevent ill-health for all, so that every citizen is able to live their life as fully, actively and independently as possible*

Cultural Objectives:

Ensure that everyone in the city, regardless of their age, where they live or their economic position, has good access to appropriate exercise facilities, both physical and mental, with a good range options, and that those facilities are promoted vigorously.

- *The Leisure Facilities team has completed the feasibility stages of a project to build a new swimming centre to replace the Pyramids. A policy for the management of the facilities from the end of the current contract in 2010 is now in place and initial market testing will begin shortly.*
- *The Leisure and Museums Unit has written a completely new Leisure & Museums Strategy during 2006. The consultation draft was approved by Scrutiny Committee Community in January.*
- *All the new Exeter schools are now complete, and have good facilities for general community use, especially sport, but the managing company is not promoting them, or making it easy to use them.*
- *Magic Carpet has been supported by the Council Grants Committee since April 2006 to provide regular creative activities for people with special needs in the City.*

Develop a network of walking and cycling routes to provide safe routes and incentive to physical activity.

- *See 5.2 above.*

Help to promote good physical and mental health by offering all residents of the city active and absorbing activities which teach and maintain physical and mental skills and provide social interaction.

- *The City Council promoted free swimming for the under 18's scheme from the 1st May 2006 to the end of the financial year, and is now promoting a second year of the programme.*
- *The new regional centre of excellence for netball at the University, created with assistance from the City Council, was launched in March.*
- *Several new informal facilities for ball games, skateboarding and cycling have been completed, or are in the pipeline.*
- *Dance activities and performances targeting young people have been promoted as part of the Vibrasonic Festival. The partnership with Dance in Devon led to increased profile of dance opportunities at Exeter Phoenix, Respect Festival and Summer Festival in 2006. Similar participatory events are programmed for 2007.*
- *All the regularly funded arts organisations funded by the City Council provide activities which promote this aim.*

5.5 A City of Strong Communities

Exeter Vision Objective: *To be a city where every resident is able to play a full and active part in its social, economic, political and cultural life.*

Cultural Objectives:

Promote social inclusion by ensuring that all services and initiatives consider how they will provide for parts of the community not traditionally engaged with those activities.

- *An audit of community facilities has been carried out. The government's recent announcements on the issue of community governance are changing the community agenda and the review of provision signalled last year will take this into account.*
- *Consultation on the new Leisure and Museums strategy will include specific work to engage hard to reach audiences.*
- *An Arts Audit of professional and voluntary arts organisations and individuals has been completed which may help highlight parts of the community not currently sufficiently engaged. Consultation on the results of the Arts Audit will take place as part of the review of the Arts & Media Strategy.*

Create a proactive grants system which has at its root the intention of equalising access to all cultural services and activities.

- *All grant applications are subject to a comprehensive scrutiny system*

Invest in capacity building within community groups to enable them to create and manage their own programmes, supporting them with facilities where appropriate.

- *The new Play Association is now in existence*
- *The new Exwick Community Centre opened towards the end of 2006, and staff continue to work with the Association to make the most of its potential.*
- *Leisure & Museum's Community Outreach team is heavily involved in the new community engagement programme*
- *Exeter Arts Council, which continues to deliver small arts grants on behalf of the Council has increased its publicity to engage harder to reach applicants.*

5.6 A City which Cares for the Environment

Exeter Vision Objective: *To protect and enhance Exeter's environment so that it makes a major contribution to quality of life, supports balanced economic growth, and makes a positive contribution to the global environment.*

Cultural Objectives:

Conserve and enhance the countryside areas of the City, and encourage community ownership of all green space.

- *Major parts of the Riverside Valley Park enhancement project have been delivered with more to come in the coming year.*
- *A management plan for Ludwell Valley Park was completed..*

Through good management, education and the use of planning policies protect and enhance habitats and bio-diversity within the City boundaries, for example by creating wildlife pathways around the City.

- *Staff have continued to complete elements of the Biodiversity Action Plan in the form of Habitat and Species Action Plans.*

Use the Valley Parks as an educational resource

- *A programme of talks and walks is now under way following the appointment of a new post to the Countryside team.*

To preserve and enhance Exeter's historic environment and safeguard its archaeological heritage.

- *Countryside staff have continued to deliver advice and guidance on habitat and biodiversity issue as part of the planning process.*

To promote good design in all developments.

- *The City Council Planning Department and Economy and Tourism Unit have participated in the development of the Devon Quality Design Initiative*

To encourage the use of the work of artists and craftspeople in public places.

- *Three artists are now working with the architects on the RAMM project, and their work will be incorporated into the building ready for the opening in 2010.*
- *Public Art Schemes for Princesshay and Quay developments have progressed. A Public Art element has been developed as part of Richmond Yard.*

5.7 A Safe City

Exeter Vision Objective: *To achieve and maintain the position of being the safest city in the South West*

Cultural Objectives:

Create a climate where the range of activity and participation opportunities discourages any tendency towards crime.

- *The Leisure Facilities team continues to deliver new facilities in all parts of the city. See para 5.4 above.*
- *The arts organisations funded by the City Council through Service Agreements such as Exeter Northcott Theatre, Theatre Alibi, Exeter Phoenix, Spacex Gallery, Wren Trust and Magic Carpet have all continued to provide extensive activities for young people. Other such activities targeting young people have been funded through Exeter Arts Council.*

Invest in capacity building within community groups to enable them to create and manage their own programmes, supporting them with facilities where appropriate.

- *Community Outreach section works with sports, play and community groups to offer assistance, and some grant advice, in the areas of their expertise.*
- *The Economy and Tourism Unit provide support to groups, such as the artist led Exeter Open Studios event in 2006 and 2007 plus grant advice to voluntary arts organisations and individuals*
- *The Autumn Festival Awards scheme continues to encourage and develop community capacity and support the community led activity.*
- *The arts organisations funded by the City Council through Service Agreements have all delivered community outreach programmes that continue to encourage community development and capacity building.*
- *The voluntary management board of Exeter Barnfield Theatre has been given professional support and advice over the past year to improve the operational management of the theatre.*

Develop a diverse late night economy in the City, to offer a range of facilities for a variety of audiences in a safe and well-serviced environment

The arts organisations funded by the City Council through Service Agreements and the Council led festivals all add to the night-time economy through the range of events programmed throughout the year.

5.8 A Learning City

Exeter Vision Objective: *To generate a culture of learning in Exeter, raising the quality of education and training for everyone in order to maximise personal achievement, promote social inclusion and support economic development.*

Cultural Objectives:

Ensure all cultural services are integrated into the learning city culture, and that their potential is exploited, to create accessible ways into learning.

- *The new Family Learning Officer at RAMM has taken up her post, while Community Outreach have moved the focus of their work to offsite locations.*

- *Also RAMM, an intensive and ambitious programme of events and activities has been planned for the whole city.*
- *Exeter Phoenix Media Centre has developed partnerships with the University of Exeter and Exeter College to both offer facilities to and deliver parts of their accredited foundation, degree and MA courses. Spacex Gallery works with Plymouth University and Dartington College delivering modules of MA courses in curating and arts practice in the community. The Exeter Northcott offers NVQ's for theatre technicians and in stage lighting. All have well developed relationships with local schools, colleges and higher education, all offer work experience and volunteer training.*

Use cultural activities of all kinds to build skills, self-confidence and the ability to learn in individuals so that they can take advantage of all the opportunities available to them.

- *In sport and arts development links are being built to ensure that anyone taking part has a pathway to an enhanced form of activity – a sports club or arts group for example.*
- *All the Animated Exeter, Vibraphonic and the Autumn Festival provide activities and events that encourage creative activity and group participation such as making a short film that is publicly screened or performing before a live audience. The Festivals also significantly raise public awareness of the cultural facilities available across the City.*
- *Projects supported financially through the Exeter Positive Steps Fund include initiatives which use creativity and artistic performance to build self-confidence and basic skills to enhance the employability of individuals.*

Build links with schools and colleges and other institutions, to ensure that informal learning opportunities are available to complement and enhance formal learning.

- *Through the Sports Development Manager the Council is closely linked to the new Schools Sports Partnership in the city and is working with its staff.*
- *RAMM has developed links with several schools in specific projects. The City Council and Exeter College are working together to create a new Hub Club at the Flowerpot Fields site.*
- *Animated Exeter promotes a programme of activities for all ages and abilities encouraging a development of skills and interests that are integrated with the formal education, training and career strands described in para 5.3*
- *The arts organisations funded by the City Council through Service Agreements all have education and outreach policies and programmes.*
- *The Exeter Barnfield Theatre continues to build links with schools providing a venue for extra curricular performance activities.*