



Building Blocks for South Kesteven's Cultural Strategy

Consultation Document

April 2013



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Building Blocks

- Over arching long term **Vision**
- Strategic **Mission**
- Corporate **Aims**
- Working in **Partnership**
- What it includes **Scope**
- Where we are now **Position**
- Where we want to be **Ambition**
- What this will look like **Success**
- How this will be achieved **Delivery**



Council Vision 2021

- Create vibrant communities to live, work and invest
- Thriving and sustainable market towns offering an excellent quality of life
- Recognition as a vibrant, exciting environment for cultural activities
- A place which attracts visitors and businesses for its cultural offer



Council Vision 2021

- A growing mixed economy offering improved prosperity for everyone
- Healthy and safe communities which are inclusive to all
- Vibrant Town Centres offering a range of diverse activities and services for all
- A strong entrepreneurial culture demonstrated through a growing successful local economy



Strategic Mission:

‘For the District to be recognised as a place that offers an excellent quality of life with a wide choice of rich and varied cultural provision, promoting high levels of involvement, inclusion and economic prosperity.’

Does this capture the essence of the strategy?



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Agreed Corporate Aims

- Support development of a diverse economy – daytime and evening
- Enable wide ranging leisure opportunities
- Facilitate delivery of a balanced cultural and arts programme
- Promote our heritage and tourism
- Enable the delivery of an attractive retail experience
- Cultivate South Kesteven as a destination for investment



Partnership Working

- **Community leadership;**
Taking responsibility where appropriate for directly delivering projects and services
- **Adding Value;** Working with partner organisations to commission new projects
- **Supportive approach;**
Facilitating the delivery of initiatives by partners and the community

Is this appropriate & acceptable?



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Scope: What does it include?

Our cultural assets span a wide range of areas including:

- Heritage
- Architecture,
- Museums & Libraries,
- Sports & Leisure,
- Visual & Performing Arts,
- Festivals & Events,
- Specialist retailers, markets and fairs

Is this complete? Should anything else be included?



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Position: Where are we now?

- **Rich built heritage:** 1500 scheduled monuments
- **Historic environment:** ancient market towns, churches, manor houses, stately homes, castles,
- **Natural Environment:** a canal, parks, gardens and woodlands.
- **Music & comedy scene,** of varying genres, including amateur music, singing, drama, orchestral and visual arts groups, brass bands and operatic societies.



Position: Where are we now?

Sports and Leisure:

- Variety of Sports clubs and activities.
- Established sports tourism e.g. Equestrian.
- High quality golf courses
- Water courses
- Cycling
- Beautiful countryside
- Country shows, fairs and markets
- Festivals and events hosted across the district



Should anything else be included?



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Position: Where are we now?

The Council manage:

- Leisure Centres in Grantham, Stamford, Bourne and Market Deeping.
- Meres Centre, a 1200 seat venue in Grantham, attracting national and international Acts
- Arts Centres & theatres (Grantham & Stamford)
- TIC (Stamford and Grantham)
- Parks and open spaces across the district
- Programme of festivals, markets and events

Sunday Times - 'Best Place to live and commute'

Has anything been missed out?



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Ambition: Where we want to be?

SK 2013

- A range of town centre activity with a limited evening economy offer
- Growing recognition of cultural provision and good quality of life
- Opportunities for inward investment to build on the arts and leisure offer in the Town centres
- Reasonable levels of community participation which can be harnessed to improve community cohesion and civic pride
- Limited knowledge or evidence about how current provision meets local needs and supports the local economy.
- Growing sense of community with varying levels of cultural provision across the district

SK 2021

- Vibrant town centres offering a range of activities and cultural services for all sectors of the community.
- Thriving evening economy providing choice of leisure activities and a safe environment
- Strong cultural offer that acts as a catalyst for investment
- Provide equality of opportunities for residents to learn and develop skills through cultural provision
- Reputation as a district with strong community engagement and high quality of life.
- Have a strong sense of community, identity and place as the district's infrastructure and population grows.



Success: What this will look like?

Grantham – ‘Cultivating visual and performing arts’

- A cultural quarter with an improved Cinema and Leisure complex development
- Improved public realm and performance space at St Peter’s Square
- Thriving Arts Centre forming the hub of cultural activity and creative network
- An active family entertainment scene
- Parks and green spaces linked to the town and viewed as part of the whole town experience
- Known nationally for hosting exciting festivals and events e.g. Gravity Fields
- Vibrant street entertainment and artists
- Thriving markets and local craft centre
- Growth and development embracing town heritage and offer
- Reputation of being a creative, active centre

Does this fit with the strategy’s ambition?



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Success: What this will look like?

Stamford – ‘Preserving heritage and architecture’

- Strong evening economy based around high quality food and drink offer, cultural events and demonstrations
- Daytime coffee culture
- Active town trails and heritage activities
- River based leisure activities
- Independent and specialist retailers
- Established film and TV location
- Increased overnight stay visitors and day visitors
- Reputation as the finest Georgian town in UK, with stunning original architecture and built environment.
- Thriving market town with national appeal

Does this fit with the strategy's ambition?



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Success: What this will look like?

Bourne – ‘championing community spirit and participation’

- Charming bustling ancient market town
- Range of independent, specialist and national retailers
- Renowned locally for its waterways, open spaces and parks
- Preserved ancient 400 acre woodland
- Wide variety of active clubs and community organisations
- Good schools and colleges with a diverse range of learning opportunities and courses
- Birth place of BRM, Charles Worth and William Cecill
- Wide local appeal as a self contained town offering all of life’s essentials

Does this fit with the strategy’s ambition?



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Success: What this will look like?

Market Deeping, Deeping St James and our rural Hinterland – ‘Sparkling jewels in a rich landscape of opportunity’

- Known for a high quality local fresh food and drink offer
- Magnificent Gardens and beautiful Stately Homes
- Idyllic Country Manor House Hotels
- Peaceful surrounding countryside, bridle paths and cycle routes
- Golf courses and water sport venues
- Rich variety of social sports and leisure clubs for youth and adults
- Specialist local events such as Music in Quiet Spaces

Does this fit with the strategy’s ambition?



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Delivery: How this will be achieved

Promote, Provide, Participate:

- To promote the wide ranging benefits of SK's culture
- To preserve and develop SK unique cultural offer
- To enable and encourage people to participate in SKs cultural activity



Promote the wide range of cultural provision:

- **Maximising promotion of SK cultural** offer by producing a comprehensive communication plan across the district
- **Understanding and identifying more effective ways of reaching customers** and business investors locally, regionally and beyond
- **Working with partners to market key cultural assets and events** in each of the towns and encourage cross marketing
- **Encouraging active life styles and engagement** with positive cultural activities to people of all ages across the district
- Building a virtual 'cultural community' using **social media**
- Champion **cultural ambassadors** and help their voice to be heard
- Developing **strong relationships** with businesses in the cultural and tourism sectors to maximise opportunities
- Cultivating a reputation as being an **thriving, entrepreneurial area** with successful business growth

Should anything else be included?



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Preserve and develop SK's unique offer:

- **Attracting new business** into the town centres to increase leisure, retail and evening economy
- **Map cultural activity** and identifying areas for increased provision
- **Encouraging physical development** of the town which complements the heritage and enhances the cultural townscape.
- Recognise the **value of the visitor** economy to the district and champion the hospitality sector
- **Maximise the use** of existing cultural facilities and shaping provision around local needs whilst being ambitious for the district
- **Raise reputation of district** and putting us on the map by improving the quality of the local cultural provision
- Actively **lobbying the film** and TV makers
- **Levering investment** into the district to stimulate cultural activities such as festivals and events

Should anything else be included?



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Enable and encourage participation:

- **Work with partners** to increase the number of opportunities to volunteer through cultural provision
- **Review and develop rural provision** in partnership with other public sector and voluntary sector organisations
- **Seek to provide additional facilities** through planning and opportunities afforded by growing communities
- **Cultivating a sense of community** in new housing growth areas particularly in Grantham with 7000 new houses allocated.
- **Work with cultural providers**, community base training providers and the education sector to maximise cultural learning opportunities
- **Develop community champions** for the district
- Building knowledge of communities, identity and **sense of pride**

Should anything else be included?



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