



Promote, Provide, Participate

SK CULTURAL STRATEGY 2013/14 TO 2015/16
South Kesteven District Council



STAMFORD • GRANTHAM • BOURNE • THE DEEPINGS

Vision

Our vision for 2021 is to create vibrant communities where people want to live, work and invest

Through our key priorities we intend to deliver by 2021:

- Thriving and sustainable market towns offering a better quality of life
- Recognition as a growing vibrant environment
- A place which attracts visitors and businesses
- A growing mixed economy offering improved prosperity and lifestyle
- A healthy and safe environment with improved transport links
- People living healthier lifestyles
- Town centres offering something for everyone
- A thriving entrepreneurial culture with increased high value jobs
- Good quality housing for all
- To capture, encourage and retain local talent
- Connected communities who are able to work or live anywhere in the district

Grow the economy

- Support and facilitate the growth of business
- Enable delivery of attractive retail and leisure offer
- Easy to do business with - look to say yes
- Promote infrastructure to support growth
- Skills - high value employment
- Attractive as a destination for investment

Promote leisure, arts and culture

- Support and enable development of a diverse economy - daytime and evening
- Enable wide ranging leisure opportunities
- Enable access to a balanced culture and arts programme
- Promote our heritage and tourism

Keep SK clean, green and healthy

- Enable development of our parks and open spaces
- Clean and attractive street scene
- Sustain high levels of recycling
- Reduce the carbon footprint of our organisation
- Encourage active and healthy lifestyles

Support good housing for all

- Ensure the right mixture of housing meets local needs
- Enlarge the development of lifetime homes
- Support the creation of neighbourhoods and communities
- Reduce fuel poverty

Introduction

The Cultural strategy sets out the requirements to deliver the Council's priority **'to grow the economy'** and **'create the environment to promote leisure, arts and culture'**, by ensuring a coordinated approach to improving the cultural offer in South Kesteven. It provides a framework which helps responds to local needs and describes how aims and priorities can be delivered by working together with partners.

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.'

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Aims

One of the Council's over arching aims for the district is to deliver physical growth in the form of new jobs, housing and infrastructure. This physical development needs to be complemented by cultural development to ensure strong, healthy and sustainable communities. As the economy recovers from recession, the challenge for South Kesteven over the short to medium term is to improve and promote a range of activities for the whole community to be able to engage in, which will help grow the district's economy, wellbeing and quality of life for its residents.

The council aims to do this by working with partners to:

Enable the delivery of an attractive retail experience

Support and enable development of a diverse economy – daytime and evening

Cultivate South Kesteven as a destination for investment

Promote our heritage and tourism

Enable the delivery of an attractive retail experience

Enable access to a balanced culture and arts programme

“ the challenge for South Kesteven over the short to medium term is to improve and promote a range of activities for the whole community ”

Working with Partners to deliver the strategy

The council will implement this strategy by working in partnership to add value, cultivating a supportive approach to achieve greater results and providing certainty where possible, to instil confidence in the market. We will do this by:

Working with partner organisations to commission new projects

Facilitating the delivery of initiatives by partners and the community

Taking responsibility where appropriate for directly delivering projects



Context

South Kesteven has a wealth of cultural assets that span a wide range of areas, including built and natural heritage, architecture, museums, libraries, sports, leisure, visual and performing arts, festivals and events, specialist retailers, markets and fairs.

The cultural provision is made up of activity provided by public, private, voluntary 'not for profit', charitable and religious organisations.

The district has a rich built heritage with more than 92 scheduled monuments, 2,148 listed buildings, 48 conservation areas and 10 registered historic parks and gardens. It has an historic environment with ancient market towns, villages, churches, manor houses, stately homes, castles, canals, parks, gardens and woodlands.

There is an established music and comedy scene, of varying genres that operate in our bars and pubs. We also have amateur music, singing, drama, orchestral and visual arts groups including brass bands and operatic societies. This is particularly vibrant in Grantham.

Across the district there are a number of private and voluntary run sports clubs that provide a range of sporting opportunities for adults, young people and children including football, rugby, tennis, hockey, netball, swimming, bowling, cycling, equestrian sports and water sports.

Established sports tourism, which is recognised on an international level, draws in visitors for events such as Burghley and Belton horse trials. Our high quality golf courses also attract visitors from across the country.

The district has a cultural offer that includes market towns, historic houses, beautiful countryside, arts, food, rural craft, markets, country shows and fairs, and festivals held throughout the year with stunning backdrops such as the Georgian town of Stamford.

The council is a major player in ensuring a diverse cultural offer is available across the district. We manage:

- Leisure Centres in Grantham, Stamford, Bourne and the Deepings.
- The Meres Centre, a 1200 seat venue in Grantham, attracting national and international acts
- Arts centres and theatres in Grantham and Stamford
- Tourist Information Centres in Stamford and Grantham
- Parks and open spaces across the district
- A programme of festivals and events

We also support and facilitate a number of partner events through the year.

One of the issues within the district is that the arts and cultural offer is fragmented, this strategy has specifically been developed to address this.

In summary, South Kesteven has a diverse set of cultural and sporting assets and organisations, from ancient market towns to stunning historic houses and art centres, internationally famous sporting events and numerous voluntary sports groups that serve the community and provide a wide cultural offer.



District wide Perspective: Where we are and where we want to be

The district already has a relatively wide cultural and leisure offer, in line with other districts of a similar size, and provides a good quality of life for residents. Stamford has been voted the best place to live in Great Britain by the Sunday Times 2013 Place Survey and Grantham was also highlighted as one of the best towns to live and commute into London.

It is recognised, however, that the quality and variety of the offer is not the same across the district and current

provision may not address the needs of all sectors of the community. Also the council has a strong ambition to deliver planned, sustainable growth in the district and increase the level of jobs, housing and opportunities for all residents. Therefore in view of the growing needs and diversity of our local population, this strategy reflects the requirement to actively maintain and improve the cultural and leisure provision in the area. The council is keen to work with the commercial sector to do this.

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.

What will this look like in our market towns and villages?

This medium term strategy focuses on promoting and developing the individuality and special qualities of each of our market towns.

Grantham – ‘Cultivating visual and performing arts’

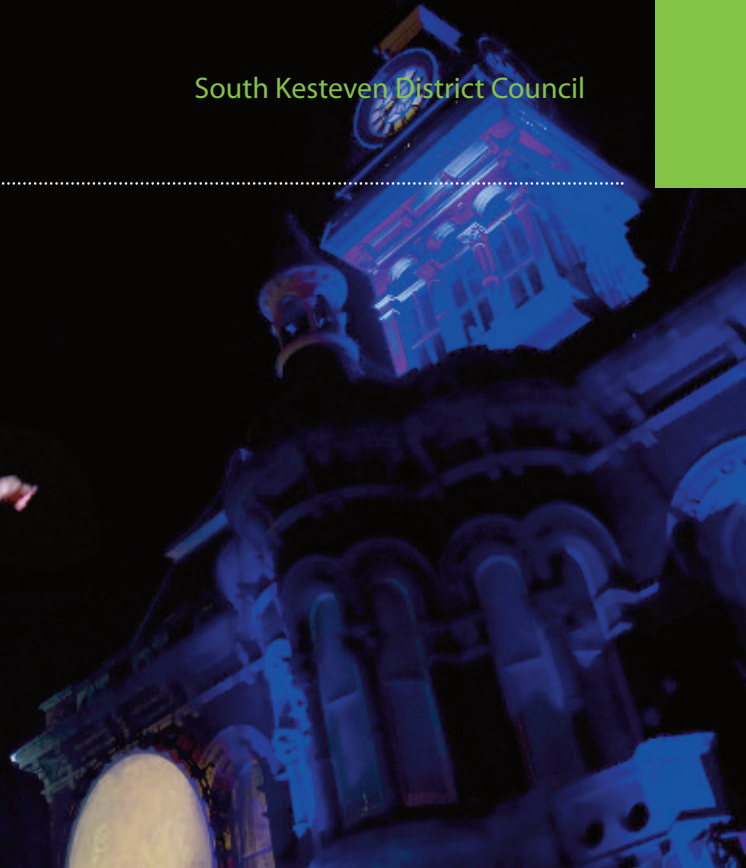
- A cultural quarter with an improved Cinema and Leisure complex development
- Improved public realm and performance space at St Peter’s Hill
- Thriving Arts Centre forming the hub of cultural activity and creative network
- An active family entertainment scene
- Parks and green spaces linked to the 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 with local crafts and produce
- Growth and development embracing town heritage and building on links to famous people
- Reputation of being a creative, active centre.



Stamford – ‘Preserving heritage and architecture’

- Thriving evening economy based around high quality food and drink offer, cultural events and demonstrations
- Daytime coffee culture and active family entertainment
- 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
- Thriving market town with national appeal
- Reputation as the finest Georgian town in UK, with stunning architecture and built environment.





Bourne – ‘championing community spirit and participation’

- Charming bustling market town with range of independent and national retailers
- Renowned locally for its waterways, open spaces, parks and Lido
- 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, Hereward the Wake, Charles Worth
- Wide local appeal as a self contained town offering all of life’s essentials



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

- Known for their 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



How will we achieve this?

In 2010 we took part in collaborative work with partners to develop a Cultural Strategy for Lincolnshire. This county-wide strategy set out three themes: 'Promote, Provide and Participate'. These themes have been adopted in this document to compliment the county strategy and set out our specific priorities in South Kesteven:-

Theme 1: To promote the wide ranging benefits of SK's culture

Theme 2: To preserve and develop SK unique cultural offer

Theme 3: To enable and encourage people to participate in SKs cultural activity

The initiatives identified under each theme below will be delivered over three years. Annual action plans will be drawn up with detailed measures and targets to achieve the strategy's ambitions across the district and improve the provision in each of our market towns.

Theme 1 To promote the wide ranging benefits of SK's culture

We will endeavour to do this through:

1. Maximising promotion of SK cultural offer to residents and visitors by producing a comprehensive communication plan across the district
2. Understanding and identifying more effective ways of reaching customers and business investors locally, regionally and beyond
3. Working with partners to market key cultural assets and events in each of the towns, and encouraging cross marketing as much as possible
4. Encouraging active life styles and engagement with positive cultural activities to people of all ages across the district
5. Establishing an electronic programme of events and activities for the whole district
6. Building a virtual 'cultural community' using social media
7. Championing cultural ambassadors and help their voice to be heard
8. Developing strong relationships with businesses in the cultural and tourism sectors to maximise opportunities
9. Cultivating a reputation as being an entrepreneurial area with successful business growth
10. Promoting our market towns as thriving service hubs and the evening economy



Theme 2

To preserve and develop SK's unique cultural identity

We will endeavour to do this through:

1. Attracting new business into the town centres to increase the leisure, retail and evening economy
2. Mapping cultural activity across the district and identifying areas for increased provision
3. Encouraging physical development of the town which complements the heritage and aesthetically enhances the cultural townscape.
4. Recognising the value of the visitor economy to the district and champion the hospitality sector
5. Maximising the use of existing cultural facilities and ensure their on-going viability by shaping provision around local needs and being ambitious for the district
6. Raising reputation of district and putting us on the map by improving the quality of the local cultural provision
7. Actively lobbying the film and TV industry to consider the area for their productions
8. Levering investment into the district to stimulate cultural activities such as festivals and events



Theme 3

To enable and encourage people to participate in SKs cultural activity

We will endeavour to do this through:

1. Working with partners to increase the number of opportunities to volunteer through cultural provision by establishing 'friends' and 'champion' programmes.
2. Reviewing and developing rural provision in partnership with other public sector and voluntary sector organisations
3. Seeking to provide additional facilities through planning and opportunities afforded by growing communities
4. Cultivating a sense of community in new housing growth areas particularly in Grantham where 7000 new houses have been allocated.
5. Work with cultural providers, community base training providers and the education sector to ensure cultural learning opportunities are maximised
6. Develop community champions for the district through training, leadership, investment and encouragement from different sectors of the community
7. Building knowledge of communities, identity and sense of pride



Achieving success how it will be measured?

The strategy will be implemented through an agreed annual action plan, appropriately resourced, with targets and deadlines, monitored by the Project Performance Management Board.



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