

# PEOPLE, PLACES AND SPACES

A Cultural Infrastructure Development Strategy for  
the South West of England



In partnership with:

**Arts Council England, South West**  
**Big Lottery Fund**  
**Chief Cultural and Leisure Officers' Association – South West**  
**English Heritage South West**  
**Government Office for the South West**  
**Heritage Lottery Fund**  
**Museums, Libraries and Archives South West**  
**South West of England Regional Development Agency**  
**South West Regional Assembly**  
**South West Screen**  
**South West Tourism**  
**Sport England South West**

**Final Version**

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please contact us on 01392 229587.

# Foreword

As Chair of Culture South West, I am delighted to commend to you **People, Places and Spaces**. It is no mean feat to have brought together regional agencies in a process which has identified 13 joint regional priorities and a commitment to working together in 10 'Planning Areas for Culture'.

The purpose of **People, Places and Spaces** is to transform our cultural landscape over the next twenty years. Already it is being welcomed for:

- bringing together all the regional cultural agencies, the lottery distributors, the South West of England Regional Development Agency, the Government Office for the South West, the South West Regional Assembly and the Chief Cultural and Leisure Officers Association;
- encouraging and facilitating local authorities and partner agencies to work across boundaries – both geographic and sectoral;
- setting priorities for joint investment and seeking to secure financial contributions from property developers in line with spatial planning guidance.

**People, Places and Spaces** complements rather than replaces existing sector and agency specific strategies. While the importance of local accessibility to culture in all its forms is fully recognised, this strategy concentrates on the regional and sub-regional infrastructure. Cultural infrastructure at a local level is not within its scope.

At its heart is a set of collective regional priorities. We believe these to be central to the cultural life of the region and to reflect its distinctiveness and uniqueness in the eyes of residents and visitors alike. These are beyond the remit of a single agency and require collaboration to bring to fruition.

As a group of regional agencies, we have also started scoping our priorities for sub-regional cultural infrastructure and devised ten 'Planning Areas for Culture' based mostly on groupings of what the draft Regional Spatial Strategy refers to as Strategically Significant Cities and Towns. We recognise the need for detailed discussions with local authorities and sub-regional partners within these areas before priorities can be finalised.

A wide range of organisations in the region have commented on its content, ambition and delivery to date. These responses have informed the approach to implementation. We are now looking forward to working with each and every one of you to turn our aspirations into reality.

**Peter Boyden**

*Chair, Culture South West*

*September 2008*

# Preface

**People, Places and Spaces** comprises the following:

- **People, Places and Spaces** - main strategy document
- **Supporting Documents** (available separately):
  1. Facts About the South West
  2. Strategic Documents Review

**People, Places and Spaces** has been endorsed as the regional cultural spatial strategy by all the agencies involved in its development. This is without prejudice to any comments any agency may make as part of any statutory approval process for a project. Whilst the agencies cannot pre-endorse investment in any individual projects listed in the document, or otherwise, **People, Places and Spaces** is expected to inform their selection and assessments. Agencies' plans and investment priorities can be found on their websites and project applicants would need to meet the specific criteria of any given funding scheme, with success also dependent on the availability of funds.

Documents are available from Culture South West at [www.culturesouthwest.org.uk](http://www.culturesouthwest.org.uk) and:

Culture South West  
Sterling House  
Dix's Field  
Exeter  
Devon EX1 1QA

Telephone: +44 (0) 1392 229587

Email: [info@culturesouthwest.org.uk](mailto:info@culturesouthwest.org.uk)

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# People, Places and Spaces: an introduction

- 1 **People, Places and Spaces** is a cultural infrastructure strategy for developing major cultural infrastructure and associated investment in the South West of England over the next twenty years. The strategy was produced by a partnership of: the regional cultural agencies, the National Lottery distributors, South West of England Regional Development Agency (South West RDA), Government Office for the South West, South West Regional Assembly (SW RA) and the Chief Cultural and Leisure Officers' Association in the South West (see Annex Two for full list). Culture South West has led the iterative process which has culminated in this 'fit for purpose' strategy.
  
- 2 **People, Places and Spaces** is about a 'joined up' approach to developing regional cultural infrastructure. It concentrates on those cultural projects that are of such scale and ambition that they lie beyond the reach of any one agency and those that provide exceptional opportunities for inter-agency collaboration. The strategy is about 'collective' identification of cultural infrastructure need and investment at a regional and sub-regional level. By working together now to establish the process for cultural infrastructure development, cultural life in the region can be transformed for generations to come.
  
- 3 Culture is defined as having both a material and a value dimension. The **material dimension** encompasses, for example:
  - performing and visual arts, music, crafts and fashion
  - film, television, interactive media, games, digital technologies
  - museums, artefacts, archives and design
  - libraries, literature, writing and publishing
  - built heritage, architecture, natural and marine landscapes and archaeology
  - cathedrals, churches and places of worship
  - sports events, facilities and development
  - parks, open spaces, wildlife habitats, coastal environment, countryside and outdoor recreation
  - children's play, playgrounds and play activities
  - tourism, festivals and visitor attractions
  - informal leisure pursuits.

The **value dimension** embraces, for example:

- relationships between individuals and groups, sense of belonging and self-esteem
- shared memories, experiences and identities

- diverse cultural, faith and historic backgrounds
  - social standards, values and norms
  - what we consider valuable to pass on to future generations.
- 4 Physical infrastructure, and its long term improvement, is the primary focus of this strategy i.e. the buildings, facilities, places and spaces where culture happens. Given the region's areas of outstanding natural beauty and World Heritage Sites and their relationship to cultural participation, **People, Places and Spaces** also addresses key development needs of such natural and heritage environments.
  - 5 **People, Places and Spaces** concentrates on the range and type of cultural infrastructure that is most needed at a regional and sub-regional level in the South West. While acknowledging the importance of local provision, this strategy does not attempt to define or quantify smaller scale local cultural infrastructure development and investment. Nor does it replace the sector specific strategies and investments of individual cultural agencies. The onus here is on large scale and cross-cultural priorities where joint endeavour will achieve the greatest impact.
  - 6 Growth areas, mainly urban ones and their hinterlands throughout the South West, are identified for cross-cultural development and investment. These places and spaces offer the best opportunities for widest participation by the greatest number of people, and for attracting public and private investors.
  - 7 The partners are agreed that, at regional and sub-regional levels, there is a baseline of cultural infrastructure that residents might expect in order to function within their modern communities. There may be subtle differences between the baselines of the seven sub-regions of the South West (see Glossary), but for the region as a whole, there should be a range of high quality cultural facilities available to residents and visitors alike.
  - 8 Such an approach, however, necessitates the partners to strike a balance between public expectations and the recognition that the overall goal will best be served by working collaboratively together on shared objectives. For the purposes of this strategy we present a set of ambitions and principles which define the levels of accessibility to cultural infrastructure and which the partners 'aspire' to at a regional and sub-regional level.
  - 9 The ambitions and principles set out in this document are applied across the relevant components of culture in the region. We are not just concerned with new provision but also redeveloping, re-using and extending existing provision. Of importance too is improving the quality of design, management, sustainability and equality of access to such

provision, and ensuring that developments are both distinctive and customer driven.

- 10 The implications of climate change for the environment, society and economy of the South West are likely to be profound. Partners recognise that, in developing our cultural infrastructure over the next 20 years, we shall need to consider carbon reduction targets and adaptation to unavoidable climate change.

# The South West: a better place to be

- 11 The South West of England is at a moment of unprecedented change. Renewed confidence in regional planning and policy-making has created a more coherent view of the future, one built on economic competitiveness, social justice and quality of life.
- 12 A new Regional Cultural Strategy for the South West underpins the spatial one described in **People, Places and Spaces** and replaces *In Search of Chunky Dunsters* (July 2001)<sup>1</sup>, providing a broader regional context for cross-cultural development. **A better place to be: Culture and the South West of England**<sup>2</sup> is where the reader will find case studies and narrative that illustrate the richness and diversity of the South West as a place of choice and cultural distinction.
- 13 The South West of England Regional Development Agency (South West RDA) and the South West Regional Assembly (SW RA) have produced frameworks for economic and sustainable regional development that will guide planning and investment for decades to come. Notable are the Regional Economic Strategy<sup>3</sup> (RES), Draft Regional Spatial Strategy<sup>4</sup> (RSS) and Integrated Regional Strategy *Just Connect*.<sup>5</sup> The RSS will, when published in 2008, anticipate the housing and broader infrastructure needs of an increase in population of over 900,000 by 2029<sup>6</sup>. An essential part of planning and managing this demographic change is recognising, as the RSS does, the importance of cultural infrastructure to the needs of the existing and expanding population and the communities in which people live.
- 14 The partners believe sustainable development depends on an enlightened and creative approach to understanding how individuals and communities live, work, study and play. Sustainable development is about **people**; it is about enabling people to live their lives in a positive, active and dynamic way within environmental limits – and understanding that we don't yet know what those limits are. The **places and spaces** we help shape for the future through this strategy will help provide the basis for sustainability.

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<sup>1</sup> Culture South West (July 2001) *In Search of Chunky Dunsters: A Cultural Strategy for the South West*

<sup>2</sup> Culture South West (September 2008) *A better place to be: Culture and the South West of England*

<sup>3</sup> South West Regional Development Agency (June 2006) *Regional Economic Strategy for the South West of England 2006-2015*

<sup>4</sup> South West Regional Assembly (June 2005) *Draft Regional Spatial Strategy for the South West of England 2006-2026*

<sup>5</sup> South West Regional Development Agency (2006) *Just Connect: An Integrated Regional Strategy*

<sup>6</sup> Office for National Statistics (September 2007) *Revised Sub National Population Projections 2004* see <http://www.statistics.gov.uk>

- 15 Housing, education, health and social care, crime prevention and transport – all are fundamental issues. But so too is culture. Culture, as mentioned in the previous section, is both material and value, product and belief, instrument and an intrinsic part of everyday life. Culture is part of an individual's identity, ethnicity and sense of belonging and is a powerful force in community cohesion and citizenship. We need to ensure that new and enlarged urban developments possess cultural facilities to become, and remain, thriving dynamic communities – places where people want to live, feel they belong and also travel to for enjoyment and participation in cultural activities.
- 16 Culture can help stimulate growth. The imagination of the creative individual can be the spark that sets off an employment production chain. The skills that culture nurtures are important to economic growth and prosperity in design, manufacturing, retail and leisure services. Culture also offers young people unique opportunities to explore and learn, to express themselves, helping them to become engaged and responsible members of society.
- 17 The South West is home to a wealth of cultural assets and a thriving creative economy<sup>78</sup>. There are also some significant gaps and weaknesses. If the South West's reputation as the region of choice, in which to live, work, study, play and visit, is to be a reality, we must significantly invest in its cultural infrastructure. Deciding where to invest, and how, is the territory **People, Places and Spaces** covers.

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<sup>7</sup> South West Regional Development Agency (June 2007) *South West Creative Industries Strategy*:

<sup>8</sup> Culture South West (September 2008) *A better place to be: Culture and the South West of England*

# Our vision

- 18 Each partner involved in **People, Places and Spaces** is committed to working towards a shared vision which is:

*to ensure that South West England is the region of choice for vibrant cultural activity, where engaged individuals build creative communities, where culture is seen as a core component of all regional development and a vital contributor to the quality of life of everyone in the region.*

- 19 Through working together to establish a process for cultural infrastructure development, our goals are to see a region where:

- Cultural sector partners work together to deliver an integrated approach to cultural infrastructure improvement and development;
- Priority is given to projects involving more than one cultural domain so that integrated cultural development is the 'norm';
- Planning Areas for Culture are established as a framework for sub-regional cultural infrastructure development;
- Cultural infrastructure addresses the needs of diverse communities within the region, taking account of factors such as social inclusion, rurality, age, sexual orientation, race, ethnicity, disability, gender, faiths and religious beliefs;
- Cultural sector partners address the major gaps in the region's cultural provision – bringing cultural activity within reach of more people in the region;
- Culture is recognised as a key component of all development planning in the region;
- Cultural infrastructure is developed with clear and quantifiable impact assessments (economic, social, environmental and accessibility);
- Creative individuals of quality, imagination and enterprise choose to live, work and study in the region;
- Cultural organisations of distinction, ambition and excitement enhance the reputation of the South West;
- Cultural participation and activity increase.

- 20 The partners will ‘champion’ the importance of high quality and distinctive design. Creating Excellence emphasises the importance of ensuring the unique quality of future building developments in the region in *Designing our Environment: towards a better built environment* (2006)<sup>9</sup>. We fully endorse this ambition to encourage good design as part of promoting regional culture and as an investment in a new heritage for future generations.
- 21 **People, Places and Spaces** partners recognise the challenges of sustainable development, globalisation, market competition, demographic changes and the region’s rural dimension and their respective impacts on a cultural ‘offer’. In adopting a practical focused approach to infrastructure development, the partners believe this strategy can make a valuable contribution to solution-finding over the next twenty years.

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<sup>9</sup> Creating Excellence (2006) *Designing our Environment – towards a better built environment*

## Our process

- 22 Culture South West, as the Department for Culture Media and Sport (DCMS) sponsored Regional Cultural Consortium for the South West of England, has led the advancement of this cultural infrastructure and investment development strategy. **People, Places and Spaces** evolved over three years, from the challenge identified in *2020 Vision: Cultural and Creative Futures* (Mercer: 2005)<sup>10</sup> through an initial exploratory study (Elson and Downing: January 2005)<sup>11</sup>, research phase conducted by Genesis Strategic Management Consultants, a twelve week public consultation (April-July 2007) and finally to its present form.
- 23 A Joint Implementation Group was set up in April 2007 consisting of organisations that reflect the main stakeholders for **People, Places and Spaces** - regional cultural agencies, lottery distributors, local authorities, Government Office for the South West, South West RDA and South West Regional Assembly (see Annex Two). The group's aims were to: support Culture South West in managing the consultation process; address issues raised during the consultation phase; decide on subsequent revisions and approve the final document; act as the core group for identifying a critical pathway for implementing regional priorities and ultimately the strategy itself.
- 24 As a ground-breaking piece of cultural spatial planning in the English regions, **People, Places and Spaces** is as much a 'live' process as a product although the core principles should endure. Public consultation elicited informed and thought-provoking feedback<sup>12</sup> from different 'voices' and further dialogue should continue to influence the document's implementation and currency. Essentially **People, Places and Spaces** is a framework for developing cultural infrastructure and associated investment packages in areas of growth and significant change across the South West.
- 25 Genesis Strategic Management Consultants conducted the research and development phase (November 2005-June 2006). The focus was on building a shared understanding of the current position of cultural infrastructure and policy context by the Project Steering Group and partner organisations and an agreed Action Plan. The approach involved: desk-based research of existing major cultural resource and facilities; analysis of cultural agency strategies; future needs and the connections of such

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<sup>10</sup> Mercer, C. (January 2005) *2020 Visions: Cultural and Creative Futures in the South West* Culture South West, Exeter

<sup>11</sup> Elson, M. and Downey, L (January 2005) *Culture and the Regional Spatial Strategy in the South West* Culture South West and South West Regional Assembly, Exeter

<sup>12</sup> Culture South West (October 2007) *People, Places and Spaces: Consultation Feedback Report*

development to non-cultural planning and strategies. Of particular importance were, and continue to be: the Draft Regional Spatial Strategy (SW RA: 2006)<sup>13</sup> and Just Connect: Integrated Regional Strategy (SW RA: 2006)<sup>14</sup> and the Regional Economic Strategy (South West RDA: 2007)<sup>15</sup>. Formal and informal meetings and consultation opportunities were held, for example, to: assess current provision, gaps and opportunities for future regional and sub-regional projects. A briefing note was made available to answer frequently asked questions regarding the strategy.<sup>16</sup>

- 26 Given the critical importance of local authorities to the implementation of **People, Places and Spaces**, meetings were held with members of the Chief Cultural and Leisure Officers' Association (CCLOA) and individual authority officers. This dialogue will be maintained in discussions of regional and sub-regional priorities. Individual local authorities will be involved in planning within the Planning Areas for Culture (see point 37).
- 27 A formal twelve week public consultation on **People, Places and Spaces** commenced on 27 April 2007 with the publication of a draft strategy and supporting documents. Responses were received from regional and local agencies, service providers, urban and rural local authorities, regional and sub-regional organisations, from all geographic parts of the South West. Annex One lists those agencies and organisations which responded during the various consultation exercises and public meetings.
- 28 A Consultation Feedback Report was published (Culture South West: November 2007)<sup>17</sup> and the analyses and recommendations informed this version of **People, Places and Spaces**. The strategy provides a starting point for cultural spatial planning – the framework for identifying regional and sub-regional priorities and for guiding the alignment of other cultural infrastructure development in the Planning Areas for Culture (PACs).
- 29 Culture South West will take the role of promoting, reviewing and evaluating the strategy's progress, but delivery is the responsibility of those agencies who lead on the regional priority projects and of lead groups in the Planning Areas for Culture. An important success factor for the future will be South West RDA support and integration of this cultural spatial strategy into the single regional strategy.

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<sup>13</sup> South West Regional Assembly (June 2006) *Draft Regional Spatial Strategy for the South West 2006-2026*

<sup>14</sup> South West Assembly (November 2006) *Just Connect!: Integrated Regional Strategy*

<sup>15</sup> South West Regional Development Agency (June 2006) *Regional Economic Strategy for South West England 2006-2015*

<sup>16</sup> Culture South West (October 2005) *South West Cultural Infrastructure Development Strategy: Briefing Note*

<sup>17</sup> Culture South West (October 2007) *Consultation Feedback Report*

## Strategy scope

- 30 **People, Places and Spaces** is positioned, as mentioned above, within a broad regional policy context. It links directly to the Draft Regional Spatial Strategy (RSS)<sup>18</sup>, Regional Economic Strategy (RES)<sup>19</sup>, the Regional Sustainable Development Framework<sup>20</sup> and the Regional Cultural Strategy<sup>21</sup>. In common with these documents, **People, Places and Spaces** seeks, in the first instance, to deliver the region's five agreed strategic aims set out in the Integrated Regional Strategy<sup>22</sup>.
- 31 The RSS provides the long-term over-arching spatial strategy for the South West up to 2026 and identifies **People, Places and Spaces** as a key component when identifying regional and sub-regional cultural infrastructure. The RSS seeks to manage growth and change in order to meet the needs of communities and their potential within environmental limits. To deliver more sustainable communities and a more sustainable region there will be significant changes in twenty-one Strategically Significant Cities and Towns (SSCTs) and a "smaller scale of change outside of those places to achieve more self-contained, balanced communities and a better local environment" (SW RA: 2006).
- 32 RSS policies on culture and the environment are concerned with increasing cultural participation, enhancing the region's distinctive environments and the quality and diversity of our cultural life. These indicators also link to the principles of a sustainable region, one that is "healthy, productive, socially just and living within environmental limits" (SW RA: 2006)<sup>23</sup>.
- 33 The RSS proposes physical development in the South West in those places which offer the greatest opportunities for employment and the greatest levels of accessibility by means other than car to culture, transport, health, education and other services i.e. areas of significant change in the twenty-one SSCTs.
- 34 The RES aims to encourage and deliver economic development in the region on a sustainable basis. The role of culture is recognised as helping

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<sup>18</sup> South West Regional Assembly (June 2006) *Draft Regional Spatial Strategy for the South West 2006-2026*

<sup>19</sup> South West Regional Development Agency (June 2006) *Regional Economic Strategy for the South West 2006-2015*

<sup>20</sup> South West Regional Development Agency (2005) *The Way Ahead: Delivering Sustainable Communities for the South West* South West Regional Development Agency, South West Assembly, Government Office for the South West

<sup>21</sup> Culture South West (September 2008) *A better place to be: Culture and the South West of England*

<sup>22</sup> South West Regional Assembly (2006) *Just Connect: An Integrated Regional Strategy*

<sup>23</sup> as above

to grow the region's economy and contributing to quality of life – the value of culture-led regeneration is recognised by partners. The RES also identifies the importance of maintaining and enhancing cultural assets and using them to raise the profile and image of the South West. It calls for a genuine commitment to working closely together to ensure stakeholders plan for, and respond positively and creatively to, economic and cultural challenges.

- 35 The Regional Sustainable Development Framework (RSDF) states: *“The South West must remain a region with a beautiful and diverse environment. By working together and applying the principles of sustainability we can achieve lasting economic prosperity and social justice, whilst protecting that environment. This approach will secure a higher quality of life now and for the future.”* (SW RA: 2006)

## Our focus: what's in, what's out

- 36 **People, Places and Spaces** is about a collective identification of cultural infrastructure and investment needs at a regional and sub-regional level over the next twenty years. Notwithstanding the importance of local cultural provision such as swimming pools, libraries and film clubs, **People, Places and Spaces** concentrates on the larger scale regional and sub-regional projects that are required to meet the demands of wider catchment areas.
- 37 As a starting point, ten Planning Areas for Culture (PAC) have been devised for cultural infrastructural planning at sub-regional level. These are based mostly on groupings of the Strategically Significant Cities and Towns (SSCTs) mentioned in the RSS (SW RA: 2006) and their hinterlands and, in the case of Cornwall, on an exceptional European structural funding status. They are all areas of significant change in terms of population, housing and employment. PACs are intended to complement rather than disrupt existing administrative or political boundaries and partnerships.
- 38 In developing the ten PACs, attention was given to groupings of SSCTs and their hinterlands that would provide a manageable framework for analysing and developing cultural infrastructure over the longer term. Hinterland refers to a SSCT's surrounding geographic area that is at an accessible distance and preferably by public transport. The table below shows the towns, cities and geographic areas identified in the ten PACs (in alphabetical order):

Planning Area for Culture	SSCTs included
1	Barnstaple
2	Bournemouth, Poole, Dorchester, Weymouth, Salisbury
3	Bristol, Bath and Weston super Mare
4	Cheltenham and Gloucester
5	Cornwall
6	Exeter
7	Plymouth
8	Swindon, Chippenham and Trowbridge
9	Taunton, Bridgwater and Yeovil
10	Torbay

- 39 Existing cultural provision and gaps at regional and sub-regional level were rigorously assessed in order to identify the key priorities for future

development. These regional and sub-regional projects are those that meet the criteria set for joint agency intervention and would significantly enhance current cultural provision in the region.

- 40 In sport, arts, media and museums, libraries, galleries and archives, sub-regional needs were considered on a PAC by PAC basis. For the natural, maritime and heritage environments, a more subtle approach was required because of their size and national and international audiences. Cultural provision such as World Heritage Sites and the South West Coast Path National Trail attract people far beyond their geographic location. The priority for this type of infrastructure development is to conserve and, where appropriate, enhance access, interpretation and other participative services.
- 41 A similar bespoke approach was taken to a small handful of 'iconic' projects such as The Eden Project and Tate St Ives whose contribution to the region's cultural infrastructure is exceptional. **People, Places and Spaces** recognises the importance of supporting places and spaces where high profile projects can flourish and new ones emerge. This, of course, links to the region's tourism industry and its ability to attract domestic and international visitors.
- 42 While local provision is not the focus of this document, **People, Places and Spaces** occupies the territory at a strategic level. It concentrates on those initiatives that are of such scale and ambition that they lie beyond the reach of any single agency and can only be realised through multiple cross sector collaboration and investment.

# Supporting infrastructure

- 43 Buildings and other forms of physical cultural provision are the focus of **People, Places and Spaces** but they cannot stand alone. The goals of this strategy can only be achieved if there is parallel consideration of supporting infrastructure necessary for developing and encouraging a diverse and widespread use of, participation in and access to, the physical infrastructure.
- 44 The regional cultural agencies deliver a wide variety of initiatives which constitute supporting infrastructure. For example, programmes in learning and skills, audience and talent development, networking and business development. In terms of their specific sectoral interests, targets and priorities, these programmes will continue to respond to regional and local needs. There are, nonetheless, a number of key areas in which there is considerable value to be gained from the regional agencies working more closely together. These include:
- Learning and skills development;
  - Research and intelligence to underpin the case for provision and to facilitate joint analysis (where applicable), policy development and evaluation of impact;
  - Advocacy for the shared goals of **People, Places and Spaces**;
  - Audience development and participation including festivals and major events;
  - Shared networks.
- 45 Culture South West will take the lead, in collaboration with the agencies, to develop cross cultural sector programmes and activities in these areas of supporting infrastructure. The main focus of this activity will be the regional and sub-regional priorities with the aim of supporting, where needed, those cultural organisations that are either seeking to develop new cultural infrastructure or seeking to expand existing provision and physical access.
- 46 Major events, including festivals, that develop audiences and increase participation, are considered a significant aspect of supporting cultural infrastructure in the South West, as part of an integrated approach to events development. Annex Three sets out the overall context and case for a joint regional approach to major events.

# Investment opportunities and principles

- 47 The vision for **People, Places and Spaces** is founded on a firm commitment by the partners to working together for a transformation of the region's cultural infrastructure. To this end, the main sources of investment are expected to align with those for the other key regional strategies, the new Regional Cultural Strategy and the cultural agencies' own individual plans. The intention is to maximise investment opportunities and available resources.
- 48 The RES states "*The South West needs to continue to attract investment, visitors and businesses to the region. To do this we need to build on what is great about the South West – our environment, culture and creativity. We need to promote a shared sense of what the region has to offer and an 'across the board' commitment to quality provision*". (South West RDA: 2006)
- 49 Commercial developers are encouraged to use **People, Places and Spaces** as a guide and prompt when considering future creative and urban regeneration plans. Private sector investment is a critical part of any publicly funded endeavour – and cultural projects are no exception.
- 50 Local authority engagement with, and commitment to, this strategy is another important success factor. As significant stakeholders in local cultural provision and new build, as well as influential in planning design and developer contributions, local authorities are likely to be minor or major investors in the identified regional and sub-regional priorities. Again, **People, Places and Spaces** offers guidance and a contextual framework for planners and decision-makers.
- 51 In addition, **People, Places and Spaces** provides a strategic focus for other investors in cultural infrastructure. Whilst National Lottery distributors and other grant giving bodies cannot 'pre-endorse' individual projects, this cultural spatial strategy is expected to inform their selection and assessments.
- 52 As well as placing this strategy within its regional policy context, Culture South West and partners, and the PAC lead groups, seek to extend their connections with funding and investment agencies and programmes. For example, the *Living Landmarks* programme of the Big Lottery Fund and similar community focused funding are especially relevant to the integrated model of cultural infrastructure which is central to this

document's vision. European funding programmes offer investment opportunities for both existing and new cultural infrastructure initiatives.

- 53 The *London 2012 Olympic Games and Paralympic Games* represent a unique opportunity for revitalising communities in the South West, contributing to the development of cultural infrastructure and increasing participation in sport and other cultural activities.
- 54 **People, Places and Spaces** has an important role to play in delivering government growth and 'place-making' agenda. Public and private developers are encouraged to consider cultural infrastructure needs of new and growing communities at an early stage of planning. The focus on 'place-making' within national and regional policy, particularly in relation to areas of housing growth and regeneration such as those identified in the PACs, provides a real opportunity for cultural needs to be considered as an integral part of creative urban design.
- 55 Other major capital development programmes, such as the government's schools modernisation programme *Building Schools for the Future*, or capital developments led by Higher Education Institutions, can also contribute to the enhancement of cultural infrastructure programmes such as those taking place in, for example, Bath, Plymouth and Cornwall.
- 56 In order to make the case for cultural infrastructure development with public investment programmes, as projects in their own right and as part of urban and housing developments, there is an imperative for the cultural sector in the South West to be clear about its priorities. This is a vital role for **People, Places and Spaces** to play.

# Regional priorities

- 57 **People, Places and Spaces** key regional projects are those that are of such scale and ambition that they can only be achieved through the collective endeavours of two or more cultural agencies and stakeholder partners. These initiatives are critical to the successful delivery of the over-arching vision for cultural infrastructure.
- 58 The strategy identifies thirteen regional projects which are judged to be priorities for meeting the cultural needs of the South West now and far into the future. In addition to extensive consultation and facilities mapping (see point 25), the partners have applied their combined experience and knowledge of the cultural and economic terrain to assess major gaps in the region's cultural offer. The projects, therefore, include the development of both existing and new facilities, some named and others yet to find their place and space.
- 59 Each priority is described under one of four themes:
- **Theme 1: Icons of the South West** - these are instantly recognisable projects of world class quality, design and distinctiveness. They put the region 'on the map' and make a statement about ambition and impact.
  - **Theme 2: Our history and heritage** – these are projects that tell the stories of the South West: its places and events and how people have lived, worked and celebrated in the past.
  - **Theme 3: 2012 and beyond** – these are projects that seek to ensure a legacy from the Olympic and Paralympic Games, changing forever the quality of cultural opportunity for people.
  - **Theme 4: Image and reputation** – these are projects that show the spirit of imagination, creativity and entrepreneurship that is needed for the South West to operate confidently on a world stage.

<b>Theme 1: Icons of the South West</b>	
Existing	<b>Eden Project:</b> enhancing Eden’s capacity to develop as a major visitor attraction, and centre for creativity, education, science and sustainability
	<b>Tate St Ives:</b> increasing exhibition space and facilities, building on the potential of links with the Leach Pottery and Porthmeor Studios.
New	<b>Iconic Public Art:</b> iconic pieces of public art in prominent locations in the region that capture the spirit and image of the South West
<b>Theme 2: Our history and heritage</b>	
Existing	<b>South West Coast Path National Trail:</b> managing the conservation, interpretation and enjoyment of the coastline
	<b>The Jurassic Coast World Heritage Site:</b> as above
	<b>Stonehenge:</b> improving the setting and visitor experience
New	<b>Digital Memories of the South West:</b> a digitally accessible film and media archive capable of holding, and sharing, the images and stories of the region and its people
<b>Theme 3: 2012 and beyond</b>	
Existing	<b>Weymouth and Portland:</b> maximising the Olympic and Paralympic legacy of the Sailing Academy and wider cultural provision in Weymouth and Portland
New	<b>Major Events Approach and Cultural Olympiad:</b> an effective approach to co-ordinating the sourcing, creating and supporting of major events as part of an events policy (see Annex Three) and a vibrant Cultural Olympiad in the region.
<b>Theme 4: Image and reputation</b>	
Existing	<b>Colston Hall:</b> completion of phases two and three to create an internationally significant concert hall for symphonic and other musical performance
New	<b>Indoor Arena:</b> a major large-scale multi use performance and exhibition arena; flexible and modular in design but capable of accommodating an audience of up to 12,000
	<b>International Convention Centre:</b> a multi-purpose centre capable of hosting international cultural events and integrated with highest quality transport and accommodation infrastructure [ <i>could be developed as part of existing provision or as a new facility</i> ]
	<b>Major Stadium:</b> a major outdoor facility that is sufficiently flexible to be able to promote sporting and cultural opportunities at a local, regional and national level

## Sub-regional priorities

- 60 Opportunities are identified for strategically driven sub-regional cultural infrastructure. Research into existing and planned provision, drawing on data from the regional cultural agencies and local authorities, informed the assessment and resulted in a framework for sub-regional developments within each of the ten Planning Areas for Culture (PACs). The PACs embrace the named urban and geographic areas of high growth and their surrounding hinterlands.
- 61 **People, Places and Spaces** partners are keen to work collectively with groups of other cultural organisations and relevant bodies active in each of the PACs to help identify, shape and drive forward future cross-cultural developments. Discussion with local authorities and economic and cultural partnerships is viewed as vital before projects in PAC areas can be identified, agreed and finalised. At this stage, the precise form and nature of the infrastructure in each planning area is expected to emerge during the implementation stage of cultural spatial development.
- 62 Implementation of **People, Places and Spaces** will add value to local planning and development work and build coherence between both local and regional cultural facilities. By joining forces and aligning strategic thinking, the partners wish to make more rapid progress in making things happen and to maintain the integrity of locally arrived at solutions. Some groups, or partnerships, are identified in the table below (some are well established while others emergent) to take forward sub-regional priorities.
- 63 **People, Places and Spaces** partners have begun the process of scoping cross-cultural priorities in the PAC areas. These priorities are intended to start the ball rolling in the named urban towns, cities and administrative areas rather than restrict future collaborative work. PACs will develop and mature over time and therefore new priorities will emerge over the twenty year period. In summary, the immediate sub-regional priorities are as follows, in alphabetical order:

<b>Planning Areas for Culture (PACs)</b>	
<b>1</b>	<p><b>Barnstaple</b></p> <p>There is an evident opportunity to work collectively on a proposed new town centre cultural quarter with its potential positive impact on the town and its hinterland.</p>
<b>2</b>	<p><b>Bournemouth and Poole, Dorchester, Weymouth and Salisbury</b></p> <p>The two initial priority areas are Bournemouth/Poole and Weymouth/Portland. In Weymouth/Portland the focus will be in relation to opportunities arising from the 2012 Games. In Bournemouth/Poole the focus will be on the development of a cultural hub/zone of benefit to the towns and hinterlands, involving outdoor facilities which could include a multi sport community stadium and indoor facilities which could include screen provision, art and conference space.</p>
<b>3</b>	<p><b>Bristol, Bath and Weston-super-Mare</b></p> <p>Bristol is the immediate priority area, as it offers the greatest potential for a joint cultural hub/zone of significant impact on the wider local area and region. West of England Partnership and Bristol Cultural Development Partnership are existing groupings for engagement in co-ordinated cultural planning.</p>
<b>4</b>	<p><b>Cheltenham and Gloucester</b></p> <p>Gloucester is the current initial priority, representing the best opportunity for significant early developments. The focus will be on working with the Gloucester Heritage Urban Regeneration Company (URC) and the heritage facilities known as the 'magnificent seven' projects.</p>
<b>5</b>	<p><b>Cornwall</b></p> <p>Initial priority areas include Camborne, Pool and Redruth; Falmouth and Penryn.</p> <p>In the Camborne, Pool and Redruth area the focus will be on working with the Urban Regeneration Company (CPR Regeneration) and exploring the potential for a cultural hub/zone in Cornwall.</p> <p>In the Falmouth area, an immediate focus will be the next stage development of the Combined Universities of Cornwall and the relocation of Dartington College of Arts. Significant partners for this PAC are The Creative Kernow Partnership and the Heartlands Project.</p>
<b>6</b>	<p><b>Exeter</b></p>

	<p>Within Exeter the focus will initially be on plans already underway for the development of a cultural quarter. Also important is the need to consider implications of cultural infrastructure to the major new housing developments on the eastern fringe of the city and work being implemented under the 'Heart of Devon' banner.</p>
<b>7</b>	<p><b>Plymouth</b></p> <p>Plymouth offers enormous potential for a joint cultural hub/zone of benefit to those in the city and its hinterland, working in partnership with the Creative Plymouth initiative and the City Development Company.</p>
<b>8</b>	<p><b>Swindon, Chippenham and Trowbridge</b></p> <p>An emerging priority is to widen the cultural remit of the Swindon Cultural Partnership and the regeneration of Swindon - in particular the proposals for the cultural quarter as featured in the New Swindon Company master plan.</p>
<b>9</b>	<p><b>Taunton, Bridgwater and Yeovil</b></p> <p>The immediate focus will be on Taunton, in particular taking forward cultural aspects of the <i>Taunton Vision</i> initiative and its ambitions for achieving wider impact on Somerset as a whole.</p> <p>An emerging priority is Bridgwater and the planned developments of The Engine Room and town centre cultural quarter with impact on the wider local catchment area.</p>
<b>10</b>	<p><b>Torbay</b></p> <p>A Torbay Cultural and Environment Partnership offers potential opportunities for joint cultural infrastructure development in Torbay and surrounding area especially in relation to wider issues of historic resort town regeneration. An initial focus on events and festivals that make use of the natural environment and nearby coastal area.</p>

64 The concept of developing cultural hubs, quarters, zones or parks (variously referred to above) is already taking shape in a range of national, regional and sub-regional plans (e.g. Sport England, Plymouth Cultural Quarter). There is no 'one size fits all' and this kind of integrated provision could, and should, vary in size and scope depending on location, catchments and the existence of other adjacent provision. The innovative idea is to bring together two or more partners from the cultural sector to widen the opportunities on offer at a single location and to create a range of indoor and outdoor activities. This innovative model for integrating sub-regional cultural provision is already showing positive results in places such as Bristol, Swindon, Plymouth and Cornwall.

- 65 Of equal importance to the development of physical cultural assets for the South West, is the 'soft' supporting infrastructure i.e. the capacity building, research and evidence gathering, partnership working and support, and networking. In addition there are cross-cutting themes of, for example, quality of design, accessibility and social inclusion, sustainability, surrounding built environments and public open spaces. This dimension of infrastructure is not, like transport, health and education, within the scope of **People, Places and Spaces**. Some aspects are addressed in the Regional Cultural Strategy, others by specialist agencies such as Creating Excellence, Sustainability South West, Equality South West and by the local authorities.
- 66 As part of the implementation of **People, Places and Spaces**, a process and timetable for each of the PACs will be developed with the lead group of local authorities, agencies and key organisations (see next section on Making it Happen).

# Making it happen: from ambition to reality

- 67 Culture South West will act as the co-ordinating point for implementing **People, Places and Spaces**. It will also manage the annual reviews and monitoring process to ensure that processes are effective and new priorities identified during the strategy's life time.
- 68 **People, Places and Spaces** is built on the concept of encouraging greater collaboration amongst the regional cultural agencies and their strategic and other partners than has traditionally been the case. The involvement, investment and influence of local authorities and Government Office for the South West are critical and most notably in the ten Planning Areas for Culture.
- 69 On the following pages, a number of actions are set out to ensure the strategy is effectively implemented. Clearly more detailed actions will be required for delivering individual regional and sub-regional priorities. The core actions are described under the following categories:
- leadership
  - research and intelligence
  - partnership and prioritisation
  - development and investment
  - review and assessment.

## Leadership

- 70 The key to effective implementation is the quality of strategic leadership. Culture South West has played a central role in bringing together all the main regional agencies for the production of **People, Places and Spaces**. Strong leadership and joint working will continue during the next phase of implementation.

Leadership Actions:	
<b>Action 1</b>	Culture South West to play lead role in co-ordinating the implementation of the strategy and establishing a Joint Implementation Group (JIG) which includes all main agencies in the South West.
<b>Action 2</b>	JIG to review staffing and other resources to ensure sufficient capacity for the implementation work required.
<b>Action 3</b>	Culture South West to update the Regional Cultural Strategy to ensure it reflects the priorities and principles within People, Places and Spaces.

## Research and intelligence

- 71 A strategy that seeks to be relevant over a twenty year period will require regular reviews and adjustments in accordance with evidence of economic, social, environmental and cultural trends. Research and evidence gathering will identify patterns of cultural participation and attendance which in turn will inform regional and sub-regional priorities. Cultural research activities are available through the South West Culture Module<sup>24</sup> led by Culture South West whose services include: monitoring, compiling and disseminating up-to-date information and intelligence on culture to policy makers and practitioners across the South West.

### Research and Intelligence Actions:

- |                 |  |
|-----------------|--|
| <b>Action 4</b> | Culture South West to take the lead in ensuring further needs analysis for People, Places and Spaces is incorporated into the joint regional cultural research strategy and delivered through the Culture Module e.g. analysis of information and intelligence required for effective implementation, monitoring and evaluation. |
| <b>Action 5</b> | JIG to oversee the development of measurable outcomes in relation to the goals and actions of People, Places and Spaces.   |

## Partnership and Prioritisation

- 72 Culture South West encourages a greater integration of strategic activities between the major cultural and supporting agencies in the South West through **People, Places and Spaces**. This will be reflected in a number of ways: in the coalescing of applicable policies; joint assessment of projects wherever relevant; in shared opportunities and joint working with, and across, the governmental agencies and departments.
- 73 A critical aspect of partnership working is the relationship between the regional cultural agencies and local authorities. **People, Places and Spaces** recognises local authorities will inevitably be minor or major stakeholders in capital investment projects and will be required to sustain the revenue consequences of any development. This will be especially important in the ten Planning Areas for Culture where detailed discussion will take place with local authorities before priorities can be agreed and finalised.

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<sup>24</sup> South West Culture Module see <http://www.swo.org.uk>

- 74 Annex Three describes the context and mechanism for developing a joint major events approach in the region with the aim of significantly increasing major events and festival activity in the South West. This should underpin a strategic approach by the relevant cultural agencies and in particular those for sport, media and the arts.

**Partnership and Prioritisation Actions:**

- |                 |  |
|-----------------|--|
| <b>Action 6</b> | JIG to establish a process for the ongoing identification and assessment of regional cultural infrastructure priorities.   |
| <b>Action 7</b> | JIG to agree a process for developing detailed implementation plans for each PAC in collaboration with the local lead cultural group/ partnership.   |
| <b>Action 8</b> | JIG to ensure that firstly, the joint approach to major events (see Annex Three) is accepted by all relevant cultural agencies and secondly, an Events Policy Group is set up to develop a detailed regional strategy. |

## Development and Investment

- 75 **People, Places and Spaces** requires significant investment over the next twenty years. Firstly this strategy encourages better use and co-ordination of existing financial resources. Developers will be targeted for their contributions and linked to the projected increases in housing and re-generation in high growth areas of the South West. These together should begin to cover the costs of cultural infrastructure development.

**Development and Investment Actions:**

- |                  |  |
|------------------|--|
| <b>Action 9</b>  | JIG to work with SW RA, South West RDA and local authorities to (i) promote People, Places and Spaces to planners and developers, and (ii) establish the most effective way of securing contributions from developers for cultural infrastructure. |
| <b>Action 10</b> | Regional agencies to consider coalescing policies, where relevant, which guide their investment in cultural infrastructure that will help ensure implementation of the priorities identified in People, Places and Spaces.                         |

## Review and Assessment

- 76 A twenty-year strategy must have mechanisms for adjusting to economic, environmental, social and cultural changes thus ensuring it does not become obsolete. A degree of flexibility and adaptability are, therefore, built into the implementation process of **People, Places and Spaces**.

**Review and Assessment Action:**

**Action 11**            Culture South West to conduct an annual review of the implementation of People, Places and Spaces and a major review every 5 years with corresponding impact assessments.

# Measuring success

77 The table below shows the relationship between the **People, Places and Spaces** actions (see points above) and the overall goals.

Strategy Goals	Actions
Cultural sector partners work together to deliver an integrated approach to cultural infrastructure improvement and development	All Actions
Priority is given to projects involving more than one cultural domain so that integrated cultural development is the norm	Actions 5, 6 & 11
Planning Areas for Culture are established as a framework for sub-regional cultural development	Action 7
Cultural infrastructure addresses the needs of diverse communities within the region with specific reference to age, social inclusion, ethnicity, access, disability and gender	Action 4 & 5
Cultural sector partners address the gaps in the region's cultural provision – bringing cultural activity within reach of more people in the region	Action 4, 5, 6 & 9
Culture is recognised as a core component of all types of development planning throughout the region	Action 9
Cultural infrastructure is developed with clear and quantifiable impact assessments (economic, social, environmental and accessibility)	Action 5
Creative individuals of quality, imagination and enterprise choose to live and work in the region	All Actions
Cultural organisations of distinction, ambition and excitement enhance the reputation of the South West	All Actions
Cultural participation and activity increases	Action 11

78 Central to the implementation of **People, Places and Spaces** are measurable outcomes in relation to these goals and actions. High level strategy outcomes were developed by the Joint Implementation Group (JIG) and linked to existing regional priorities. Those for sub-regional priorities will be identified in discussion with the local PAC lead groups.

79 A Monitoring and Evaluation Framework will guide the annual reviews and impact assessments of **People, Places and Spaces** and the five year progress review.

# Glossary

**Culture** is defined as having both a material and a value dimension. The material dimension includes: performing and visual arts, crafts and fashion; film, television, interactive media and games; museums, artefacts, archives and design ; libraries, literature, writing and publishing; built heritage, architecture, natural landscape and archaeology; cathedrals, churches and places of worship; sports events, facilities and development ; parks, open spaces, wildlife habitats, coastal environment, countryside and outdoor recreation; children's play, playgrounds and play activities; tourism, festivals and visitor attractions ; informal leisure pursuits. (DCMS)

The value dimension includes: relationships - between individuals and groups; shared memories, experiences and identities; diverse cultural, faiths and historic backgrounds; social standards, values and norms; that which is considered valuable to pass on to future generations.

**Cultural agencies** are those organisations sponsored by the Department for Culture, Media and Sport to undertake strategic regional remits, each agency with a specific cultural sector coverage. There are six in the South West: Arts Council England, South West; English Heritage; Museums, Libraries and Archives South West; South West Screen; South West Tourism; and Sport England South West.

**Cultural Infrastructure** in this document refers primarily to physical cultural facilities and their improvement e.g. buildings, recreation facilities and places where culture happens. In addition, infrastructure also includes areas of outstanding natural beauty (AONB), natural and heritage environments such as World Heritage Sites because of their inter-connection with where people participate and enjoy cultural activities and their importance to the region's distinctive assets.

**Planning Area for Culture (PAC)** is a grouping of either urban towns and cities and their hinterlands or a defined geographic area where there is, or projected to be, high growth in housing, employment and population density

over the next twenty years. A PAC provides a workable framework for the cultural agencies, local authorities, local strategic partnerships and cultural organisations to collectively agree and deliver existing and new cross-cultural sub-regional priorities. **People, Places and Spaces** identifies 10 PACs in the South West.

**Regional Cultural Consortium** is the name given by Department for Culture Media and Sport to the non departmental public bodies (NDPB) in the English regions with responsibility for championing and developing culture as a whole rather than being sector specific. Culture South West is one of nine Regional Cultural Consortium and was set up in 1999. Consortium members include: the cultural agencies; central, regional and local government representatives; elected individuals with expertise in cultural matters.

**Regional Cultural Strategy** is the over-arching policy document on championing and developing culture throughout the South West and provides the broader cultural context within which **People, Places and Spaces is positioned**. *In Search of Chunky Dunsters* (Culture South West: 2001) has now been replaced by *A better place to be: Culture and the South West of England* (Culture South West: 2008).

**South West** is the administrative area covered by the strategic regional agencies including Government Office for the South West, South West Regional Assembly and South West Regional Development Agency. The area encompasses the 51 local authority areas within: Bournemouth Dorset and Poole, Cornwall and Isles of Scilly, Devon (including Plymouth and Torbay), Gloucestershire, Swindon and Wiltshire, West of England. The South West is one of nine English regions.

**Sub regions of the South West** are administrative sub-divisions of the South West, used for example by national and regional government agencies for planning and development purposes. The 7 administrative sub-regions are: Bournemouth Dorset and Poole; Cornwall and Isles of Scilly; Devon (including Plymouth and Torbay); Gloucestershire; Swindon and Wiltshire; West of England.

# Annex One: Consultation participants

Culture South West would like to thank the following agencies, organisations and individuals for their comments during the various consultation stages and for providing such constructive feedback on drafts of **People, Places and Spaces**:

Arts and Business South West	Gorseth Kernow
Arts Council England, South West	Groundwork Trust
Attik Dance	Higher Education Regional Development Association (HERDA–SW)
Bath and North East Somerset Council	Heritage Lottery Fund
Bath Festivals Limited	Innovate
Bath Film Festival & Bath City of Festivals	Institute of Digital Art and Technology, University of Plymouth
Big Lottery Fund	Jurassic Coast World Heritage Team
Bournemouth Dorset Poole Team, South West Regional Development Agency	Kerrier District Council
Borough of Poole	Libraries and Arts, Bournemouth
Bournemouth Borough Council	Lipson Performing Arts College
Bristol City Council	Local Heritage Initiative
Bristol Cultural Development Partnership	Lyme Regis Development Trust
Bristol Media	Lyme Regis Museum
British Association of Friends of Museums	Market and Coastal Towns Initiative
Celtic League – Kesunyan Kelttek Scoren Kernewek	Mebyon Kernow-the Party for Cornwall
Central Gloucester Initiative	Mid Devon District Council
Chief Cultural and Leisure Officers' Association (CCLOA)	Museums Libraries and Archives South West
Centre for Contemporary Art and the Natural World	National Association of Local Government Arts Officers (NALGAO)
Cheltenham Borough Council	National Federation of Artists' Studio Providers
Christchurch Community Partnership	National Trust
Community Council of Devon	Natural England
Cornwall – Bert Biscoe	North Devon District Council
Countryside Agency	North Somerset Council
Cranborne Chase and West Wiltshire Downs AONB	Penwith District Council
Creating: Excellence	PK Trust and Porthcurno Telegraph Museum
Creative Kernow Partnership	Play England
Creative Partnerships Cornwall and Plymouth	Plymouth Arglye
Dartington College of Arts	Plymouth Arts Centre
Dartington Plus	Plymouth City Council
Department for Culture, Media and Sport	Plymouth City Museum and Art Gallery
Destination Bristol	Plymouth College of Art and Design
Devon and Gloucestershire Quality Design Initiatives	Plymouth Cultural Diversity and the Arts Consortium
Devon County Council	Plymouth Music Zone
Dorchester Arts Action Group	Public Art South West
Dorset County Council	Rural Community Council
East Devon District Council	Ruth L Jones Ltd, Creative Consultancy
English Heritage	Salisbury Arts Centre
Equality South West	Sedgemoor District Council
Exeter City Council	Seneth an Stenegow Kernow
Exmoor National Park	Somerset County Council
Filton College	South Gloucestershire Library, Arts and Information Service
Flameworks	South Gloucestershire Council
G51 - Local Authority CEOs	South Hams District Council
Gloucester Heritage Urban Regeneration Company	South Somerset District Council
Gloucestershire County Council	South West Arts Marketing
Government Office for the South West	South West Coast Path Team

South West Forum  
South West Museums Hub  
South West Protected Landscapes Forum  
South West of England Regional  
Development Agency  
South West Regional Assembly  
South West Screen  
South West Tourism  
Space for Sport and Arts  
Sport England South West  
Sustainability South West  
Swindon Borough Council  
Swindon Cultural Partnership  
Tate St Ives

Taunton Deane Borough Council  
Taunton Vision  
Teignbridge District Council  
The Brewhouse  
The National Trust  
Theatre Royal (Plymouth) Ltd  
Theatres Trust  
Torbay Council  
University of Plymouth  
Urban Local Authorities Culture Forum  
West Dorset District Council  
Wiltshire County Council  
Wren Music

In addition a number of meetings were held in the preparation of this document to canvass the views of different groups including young people and local authority officers.

## Annex Two: Joint Implementation Group

The Joint Implementation Group was set up in April 2007 to take forward the next stage of **People, Places and Spaces**. Members represent the following organisations:

Arts Council England, South West  
Big Lottery Fund  
Chief Cultural and Leisure Officers' Association – South West  
Culture South West  
English Heritage South West  
Government Office for the South West  
Heritage Lottery Fund  
Museums, Libraries and Archives South West  
Natural England  
South West of England Regional Development Agency  
South West Regional Assembly  
South West Screen  
South West Tourism  
South West Unitary Authorities Cultural Forum  
Sport England South West

## Annex Three: Major events

**A)** This annex sets out the context and case for developing major events in the South West as a complement to the cultural infrastructure development strategy described in the main document and in particular their enhancement of, and importance to, the regional and sub-regional priorities.

**Aim:** to source, create and support major events and festival activity across the region

**B)** The cultural vibrancy of a region is determined as much by the types of events it hosts as by the places where these events happen. Cultural events come in all shapes and sizes, each offering uniqueness and value to the region – for example the World Surf Lifesaving Championships in Newquay in 2010, the UK School Games in Bath and Bristol in 2008, Glastonbury Music Festival, the Bristol Half Marathon, Celtic Film Festival and the Cheltenham Gold Cup. Cultural events have become recognised as significant drivers of economic, physical, social and cultural re-generation.

**C)** With the triumph of attracting the London 2012 Olympic Games and Paralympic Games, the profile and management of major events have become important issues throughout the UK. The South West is playing a key part with the staging of the sailing events at Weymouth and Portland. This presents new opportunities but also challenges to the cultural sector. We need to ensure the region's cultural assets contribute optimally in the delivery of quality events.

**D)** The 2012 Paralympic Games will help develop positive attitudes towards disabled people and raise awareness of the issues surrounding disability. Events of this kind offer an opportunity to promote the sporting clubs and recreational facilities in the region for people with disabilities and to encourage increased participation.

**E)** Major plans are being developed for the Cultural Olympiad from 2008 to 2012 in the South West. While this is an important initiative, so too is

growing the capability and capacity of major events in the region beyond 2012.

**F)** The present process of attracting events to the South West – and developing new events – is *ad hoc* and opportunistic. Many agencies, organisations, individuals and local authorities (and particularly those of the cities) are beginning to work together to increase event activity. The overall collective impact of this activity falls, however, far short of that achieved in other countries and regions. Market competition for major festivals and events is a challenge but one that the South West can rise to, building on its strengths and infrastructure.

**G)** Major cultural events might consist of:

- Major sports events
- Significant arts events
- National and international festivals across the cultural spectrum
- Countryside activities including agricultural shows
- Themed years focusing on elements of heritage and history
- Themed tourism activities
- Major conferences and conventions linked with cultural activities.

**H)** A major events strategy can only succeed if it provides both a ‘top down’ lead and supports the environment within which ideas emerge from individual promoters, practitioners and communities. It is not our intention to discourage local or individual initiatives. What is presented here is a strategic response to a weakness in the South West where potential is not being sufficiently harnessed to attract and grow major events, within the context of an overall events policy.

**I)** The South West – unlike some other regions and cities around the world – has no central agency or events management partnership to take the lead in attracting national and international events and developing and promoting those already present. Consultation feedback identified a region-wide partnership of agencies and key players as the preferred option in order to maximise resource and expertise.

- J)** The purpose of a strategic events partnership is to co-ordinate sourcing, creating and supporting major events within the overall context of events development.
  
- K)** An Events Policy Group will be set up to develop a detailed regional strategy and take forward appropriate plans for attracting and developing major events in the South West.

## Annex Four: References and further reading

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