



Cultural and Creative Strategy Review

Bath & North East Somerset
2015-2020

Bath and North East Somerset - *The place to live, work and visit*

Culture and creative industries: economic strategy

Arts and Culture as a Core Sector

Creative and Digital as a Key Sector --- for growth and job creation.

Economic Strategy Review aims



Strategy development

Research and consultation...



Over 150 organisations contributed to the consultation process

Four core priorities identified for creativity and culture in B&NES

1. Increase the **quality and visibility** of our creative activity
2. **Increase** the availability and range of **workspace and exhibition space**
3. Grow and **deepen public engagement** and providing opportunities for trans-generational creative and cultural engagement
4. **Maximise economic and social value**

THEMES



ACTIONS

From consultation to action

Ambition and activity:

World-class culture
Creative economy
City identity and B&NES

Audiences and participation:

Visibility and discoverability
Audiences and engagement
Children and young people
Nurturing talent

Infrastructure and connectivity:

Venues and work spaces
Collaborative networks
Financial sustainability and infrastructure



IMPLEMENTATION

Cultural and Creative Investment Board (CCIB)

Made up of key public sector funders (Arts Council England, Heritage Lottery Fund, Local Economic Partnerships) with B&NES Council, Bath Tourism Plus, and three Cultural and Creative sector representatives.

- Provide ethically-robust, diverse, sustainable **governance**
- **Support the development** of culture and the creative industries
- **Identify strategic priorities** and possibilities for **investment**
- **Facilitate cross-department funding and working** within the Council on major projects
- **Implement the strategy** and prioritise short and long-term goals, set targets and milestones
- **Work with key cultural organisations**, locally, regionally and nationally, to develop transformational projects
- Attract and **coordinate where necessary external funding** for cultural projects
- Identify and facilitate large-scale opportunities e.g. major national and international bids

IMPLEMENTATION

Cultural and Creative Bath Partnership (CCBP)

A new group bringing together Creative Bath, Cultural Forum and The Guild Co-working Hub to:

- **Represent the sector** to the CCIB
- **Coordinate activity** across the sector
- Help facilitate the **sharing of expertise**
- Develop ideas, **collaborations and connections**
- Identify areas for **research** e.g. audience, impact measurement, creative industry cluster mapping
- Collate and **communicate feedback from the CCIB**, and from specialist groups and individuals
- **Foster a collegiate and collaborative approach** among culture sector enterprises
- Be **supported by B&NES Economy & Culture Team** in coordinating the promotion of sector networks and specialist groups