

Cultural Assets

The table below shows the cultural assets that we have influence on – either we have ownership of or otherwise and how they are managed as well as a narrative.

Cultural Asset	How managed	Narrative
Torre Abbey, Torquay	Directly managed by Torbay Council	We have a team that directly manages Torre Abbey for the benefit of the community and visitors to the area. Their focus is on protecting the building and collection care, as well as running a programme to reduce the cost burden on the council. Also includes, seasonal café offer, walled garden and palm house.
Princess Theatre, Torquay	Managed on behalf of the council by Ambassador Theatre Group (ATG) who are a national and highly rated theatre management and show production organisation. ATG have a long lease.	The council pays a fee for ATG to run a varied and popular programme of entertainment at Princess Theatre.
Palace Theatre	Leased by Jazz Hands CIC a local community interest company	Jazz Hands run the theatre.
Torquay Museum	The museum is owned by the museum’s charitable trust.	Torbay council provide a grant each year towards the cost of running the museum
Brixham Heritage Museum	Brixham Museum building is owned by Torbay Council and leased by the museum charity at no cost. Brixham Heritage Museum is a registered charity	The council provides a grant each year towards the running of the museum

Cultural Asset	How managed	Narrative
Torbay Leisure Centre	The Leisure Centre is owned by Torbay Council. Lex Leisure who are linked to Parkwood Leisure run the centre on a long lease.	There is no additional cost to the council as part of the lease.
Riviera International Centre	The Centre is owned by Torbay Council. Lex Leisure who are linked to Parkwood Leisure run the centre on a long lease.	There is no direct cost to the council. However, the council is responsible for repairs under the lease.
Swim Torquay, Plainmoor Torquay	This is a community facility with charitable status. The land is owned by the council and the organisation built the pool on it. Therefore the centre is now a legal entity leased from Torbay Council	The council paid a grant towards running costs in 2023 to support rising energy costs and it is hoped this will continue next financial year.
Admiral Pool, Brixham	This is a community facility with charitable status. The land is owned by the council and the organisation built the pool on it. Therefore the centre is now a legal entity leased from Torbay Council	The council paid a grant towards running costs in 2023 to support rising energy costs and it is hoped this will continue next financial year.

All other council owned properties such as Oldway, Pavilions etc. are not currently within scope of the Events Team's objectives. Other than to be supportive through related heritage and events work. The link for the heritage strategy is here: [Torbay Heritage Strategy - Torbay Council](#)

In terms of promotion of cultural assets.

The Council works with English Riviera BID Company (ERBID) to promote Torre Abbey and the Geopark which are also our only directly managed and promoted facilities. The other facilities in Torbay are also directed promoted by ERBID. Attached are copies of the marketing plans we have for the various areas in culture and events. Including Geopark and Torre Abbey.

Data. We use customer data for Torre Abbey to shape and adjust our offer accordingly. We have signed up members (1196 club) as well as visitors for exhibition, events and general visitors to the Abbey. We also have a strong schools programme where we encourage school visits.

We also use limited Data for the Geopark.

Appendices:

Appendix 2 - Geopark Marketing Strategy (exempt)

Appendix 3 - Social Media Data (exempt)

Appendix 4 - Marketing Activity (exempt)

Appendix 5 - Overview Marketing Plan (exempt)

Appendix 6 - Torre Abbey Marketing Spend (exempt)

Appendix 7 - Proposed Events Working Document (exempt)