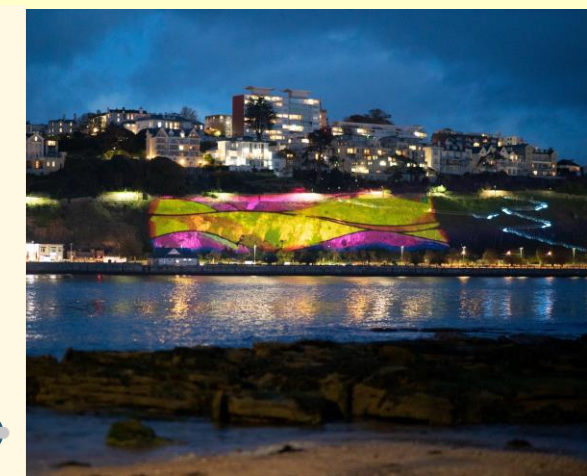




Task & Finish Group: Review of Events, Culture & Tourism 20 November 2023

Strategic cultural partnerships and Torbay's cultural and heritage strategies

Martin Thomas, Executive Director - Torbay Culture, Torbay Council





Participation in culture and heritage = Better quality of life

... it grows the local economy, supports communities, strengthens civic engagement



- **Context** and delivery against existing **Cultural Strategy** aims
- **Expanding** on the Cultural Strategy – **Torbay's Heritage Strategy**
- Torbay's **opportunities** – including **Heritage Places** 10-year investment partnership, alignment with **Levelling Up** funds
- **UNESCO** and our USPs ...and *why*
- **Ambition** - our aspirations for the future...

Context:

- **Cultural Strategy ‘Enjoy, Talk, Do, Be – a cultural strategy for Torbay and its communities’** 2014-24 aims: participation, strategic alignment, natural and built environment. Strongly referenced the potential of our UNESCO designation
- **Torbay Culture** est. 2015, exec role based within TDA (Council, ACE, TDA were partners in strategy development at time). Martin Thomas arrived December 2018. Exec role moved into Torbay Council December 2021.
- **Delivery phases of strategy:** *Great Place Scheme (2017-20)* = cultural programme enabled us to develop audiences for Global Geopark and local stories and places (activity and research)
- **COVID response:** *Create To Recover (2020) Culture Recovery Fund work (2021)*
- Partnership research (NHS, Public Health, HE sector) and our own commissioned / originated work: *Audience evaluation (2020), Culture Health & Wellbeing reports (2020/21); Creative Industries in Seaside Resorts & Country Towns (2022, UoE/PEC)*

Delivery against the 'maturing' cultural strategy:

- **Keep growing – cultural and creative development for our home:** **Agatha Christie** artwork, AC Festival sustainability; **CDF:** supporting programme in Paignton, digital skills programme (SDC), CDF National Network visit to Torbay (Sep 2022); **Hospital Rooms** delivery in mental health wards (Nov 2022)
- **Living well – better future for young people:** Supporting **interventions** (via external opportunities - Literature Works, AC Festival, CDF programme). **Evidence and impact** – culture health and wellbeing reports; UoE research into creative industries.
- **Encouraging a renaissance for historic places and spaces:** **CDF capital** investment; MEND and other funding Torre Abbey; Torbay local heritage grant scheme; Heritage Places
- **Environment – celebrating our UNESCO Global Geopark:** Active participation in UNESCO revalidation, advocacy and funding advice, supporting programming, participation in the UK National Commission audience development resilience work (underway now)
- **Cultural tourism:** 'Writers on the Riviera' and 'Speed Up and Slow Down' delivered, continued participation in **DMG**, prioritisation of Agatha Christie as authentic USP

Expanding on the Cultural strategy – Torbay Heritage Strategy 2021-26

Why:

- To address deficits in respect of Torbay’s heritage – urgency of built heritage challenge (i.e. ‘traffic light’ issues, needs, opportunities). Context of 12 SAMs, SSSIs, Accredited museums, 860+ listed buildings, National Nature Reserve
- Better grasp of our underused USP of English Riviera – our distinctiveness (ERBID)

Actions from Heritage Strategy:

- **Heritage interpretation framework**, endorsed by National Lottery Heritage Fund 2021
- **Investment** in a **new local heritage grant scheme** (Heritage Fund) Bespoke scheme, to be used as inspiration for scheme in Northern Ireland 2023>>
- **Capital investment alignment** with national funding – **‘Lightplay’** Royal Terrace Gardens 2021 natural and science heritage as inspiration; **CDF2 Paignton Picture House** (DCMS & ACE) alignment with others (DLUHC); **Torre Abbey** (MEND etc) focus for investment and transformation, etc 2022 >>
- **New conservation role** – Principal Historic Environment Officer role (appointed 2023)

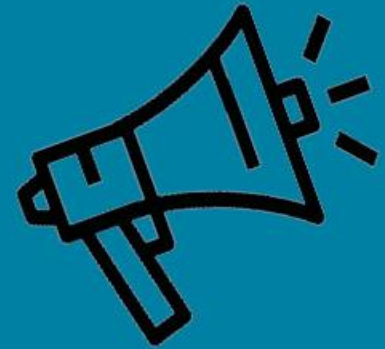
Torbay's opportunities to maximise

- **Torbay is among the first 'Heritage Places'** - closer and deeper collaboration with the **Heritage Fund** 10 year funded partnership (£200m across 10 years, 20 places), aligned with Fund's national strategy to 2033, and local opportunities for Torbay
- **'Levelling Up Partnership'** DLUHC LUP (£400m, 10 years, 20 places) is a parallel opportunity. Heritage Fund 10 Year partnership to be cross referenced and complementary
- **'Levelling Up for Culture Place'** (LUCP) DCMS & ACE listing (2022) resulted in £3.5m DCMS investment = CDF2 - Paignton Picture House and MEND - Torre Abbey
- **Potential future Arts Council investment in Torbay** ACE investment in Torbay for 2023-26 was low (comparators N Devon, Torridge, S Somerset as other LUCPs; neighbours Exeter, Plymouth, Cornwall). Dialogue ongoing with ACE to address this
- **'Torbay Story'** toolkit to tell our USPs, authenticity, relevance and inspirational. Align this and LUP with a **Theory of Change model** the Heritage Fund want to agree by Dec 2023.

#HeritagePlaces



Heritage
Fund



Torbay's opportunities to maximise

- **'Heritage Places' development year (2024) informing three x 3-year cycles of support to 2033** will provide route for Council and local partners to follow. Working **alongside** the Heritage Fund (UK) and other bodies (Natural England, Arts Council England, Historic England) this in turn can encourage greater investment from government and NDPBs (e.g. HE's commitment to prioritise Torbay projects like Torre Abbey, Picture House).
- **Capacity building** additional resources (2 FTE roles / or variation e.g. 3 x PT) to work alongside Planning, Culture & Events, Policy etc and partners.
- **Relevance for local residents** ensuring local plans (e.g. Conservation Area Appraisals) are relevant to local people, up to date, and build on 'already committed' investment areas (e.g. Torbay Road, The Strand, etc). Economic and social impact assessment – providing evidence for future investment = benefits local and visitor economy
- **Public involvement and participation** Supporting consultation and engagement through heritage forum. Informing stages of the plan, and prioritising funding requests.

Complementarity with UNESCO

- *(A Geopark) ...'uses its geological heritage, in connection with all other aspects of the area's **natural and cultural heritage**, to enhance awareness and understanding of key issues facing society...' (Earth Hour, the UN SDG, environmental and social responsibility)*
- **'Human-centred'**:
 - *'Culture should not be considered as a policy domain in isolation, but rather as a cross-cutting dimension that may foster a paradigm shift to renew policymaking towards an inclusive, people-centred and context-relevant approach'*
- **Enriching lives:** through improving our places, access, and participation
- **Helping build '*inclusive, innovative and resilient communities*'**: our strategies for heritage and culture echo UNESCO's desire to see stronger '*regional cultural identities*'
- **Evidence-based approach to programmes:** analysis and evaluation to inform actions.
Tools for advocacy, measurement of impact, and progress

Why it matters

- **60% of people** more likely to **report good health** if they attend a cultural place or heritage setting in the previous year – in **Torbay** we have evaluation and evidence of cultural participation helping **improve health outcomes**
- Secondary school children who engage with culture are **twice as likely to volunteer** in their community, **20% more likely to vote**
- Children from lower income households who access culture at school are **3 times more likely** to gain a degree or Level 6 qualification
- **>386,000 jobs** supported by **heritage tourism** in the UK – in **Torbay**, heritage was clearly identified as an opportunity through the **Torbay Story**, and is a **growth area for careers** in leisure, hospitality and outdoor activity
- contribution of **heritage tourism alone to GDP = £36.6bn** – **Torbay** can benefit from a share of this by connecting our places

- **Extensive evidence** (UK and international) illustrates the value of improving places through heritage and culture. **Benefits** = economic (including inward trade and investment), health and wellbeing, community cohesion, respect for public spaces
- **Property prices increase:** in locations where cultural infrastructure (i.e. heritage attractions, museums, etc) has been supported; this extends to a distance of 20+km
- **Local economic vitality - economic activity increases in areas of cultural activity** = change in local economic output will be between 1.5 to 2.5 times the sum of the budget of the cultural organization and the total expected expenditures of visitors coming from outside the community (i.e. ‘multiplier model’ of re-investment / purchasing power in local economy, tested extensively over many years)
- **The value of heritage and culture is an important aspect of economic health:** (e.g. over the last 20 years in the US, almost **half** of all community, civic, political, social service, or other non-profit organizations now sponsor cultural events to build membership, raise money, educate youth, or contribute to civic life in other ways)

Ambition – our aspirations for the future:

- Investment in cultural Infrastructure and people
- Talent pipeline and future skills for next generation
- Support that really underpins the ambition

LIVERPOOL CALLING

AND THE RESULTS
ARE IN

EUROVISION HOST CITY 2023 IN NUMBERS



£54.8M

net economic boost to
Liverpool City Region



162M

162M viewers globally over
three live BBC shows



280K

>280,000 pieces of
global news coverage



2M

2M people reached through
the education and
community programmes



328K

328,328 people engaged
with the 2-week Eurofestival



473K

Venues welcomed
473,000 attendees
for Eurovision events



475

475 volunteers
contributed to 12,000
hours of Eurovision
activities



99%

99% of the OGAE's –
the official Eurovision Fan Club –
loved the undeniable festival
atmosphere and city welcome



175K

175,000 city centre hotel
rooms were sold in May –
the best month on record
since 2016 (STEAM Data)



87%

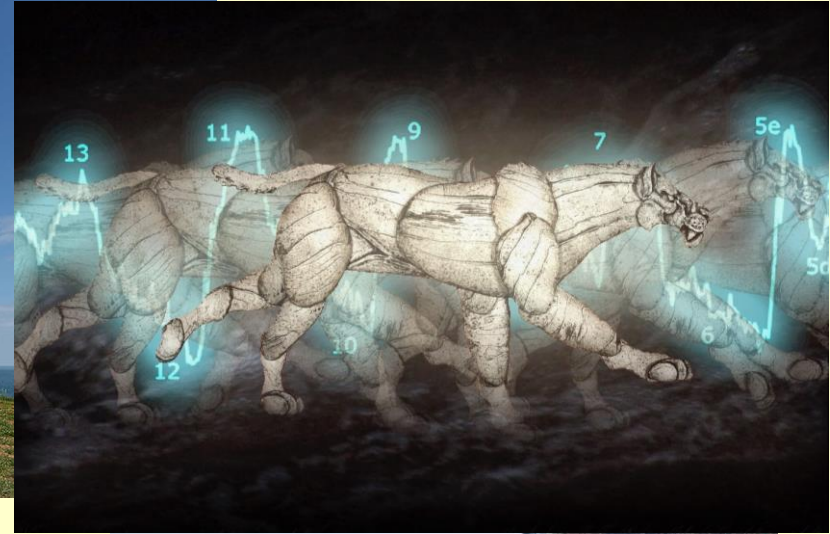
87% of people thought
the Eurovision Song
Contest promoted
positive feelings across
the countries involved



96%

96% of participants in
Eurovision nightlife would
recommend Liverpool
as a destination





Questions ?

