

# Update to CSC on the Cultural Strategy

**Clr Loraine Rossati – Portfolio Holder, Culture,  
Leisure and IT**

**Rob Gregory, Operations Director – Housing and  
Communities**

**Sam Daisley, Museum & Cultural Development  
Officer**



# Stevenage Re-imagined: Making Stevenage a Destination Creative Town

2015 – Portfolio Holder commissions cultural journey

2017 – Issued brief for Consultants

2017 – Joint commission appointed ArtReach

2018 – Stevenage Re-Imagined launched

2018 – Arts & Culture officer appointed

2018 – Cultural Forum established

2018 – Junction 7 Creatives formed

2019 – Public Launch event

2020 – Successful funding bids ACE, National Lottery & NLHF



# Our Vision

- Flagship performing arts, museum and heritage facilities
- An iconic public realm arts programme
- Creative industries spaces and hubs, including digital media, to attract and develop talent
- Support for wellbeing, skills development and economic growth





# Our cultural ambitions

- Major public art programme and trail
- Establishment creative industry hubs
- Enhance the depth and artistic quality of festivals and events
- Upgrading of the Gordon Craig Theatre
- A new museum
- High quality music facilities for the town
- Link arts and heritage with sport to build on the town's substantial sporting heritage
- Support innovative arts and health projects
- Hertfordshire Cultural Education Partnership



**ACTIVE**  
STEVENAGE



**STEVENAGE**  
**BETTER**  
a place for everyone

**Stevenage**  
BOROUGH COUNCIL

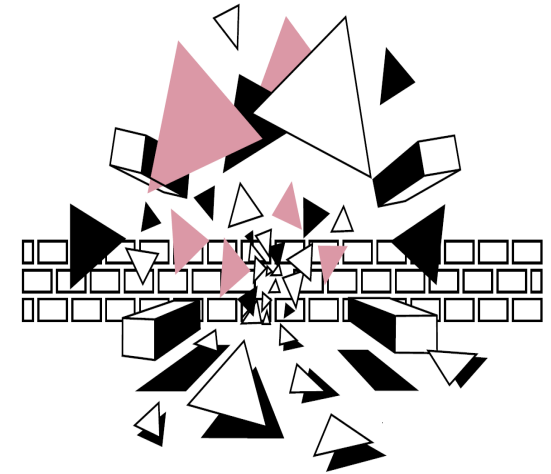
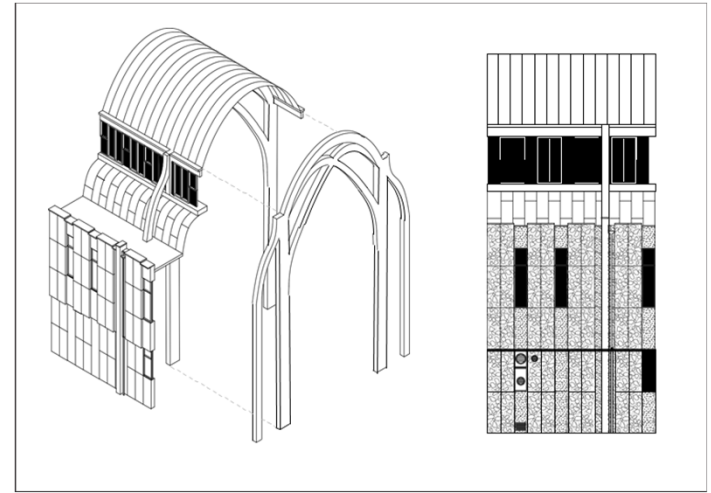
# Our priorities

- Widen the cultural offer
- Increase cultural involvement
- Connect and advocate cultural opportunities
- Celebrate the heritage of Stevenage
- Develop opportunities for children and young people
- Improve health and wellbeing



# What we have done so far

- Mainstreamed Cultural and Museum officer role
- Junction 7 Creatives formed with Meanwhile space
- Battle of the bands – Practice Roomz 50 local performers
- New Town; New Art – Out in Stevenage
- Underpass BLM project – Community partners
- Details Project – partnership with MK
- Stevenage Schools Network
- Stevenage Day
- Covid Cobra – community and youth
- New Bus station artwork
- Stevenage History Timeline
- Stevenage Hall of Fame
- Dedicated Health Strategy officer & new Leisure Contract
- Resident Card – target 32,400 by 2024





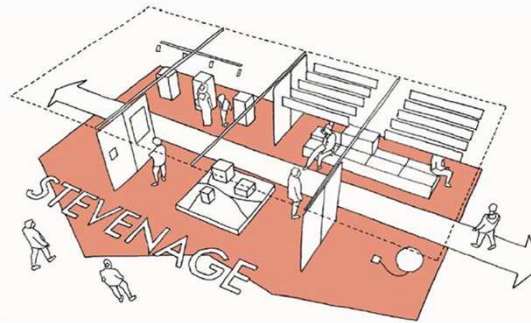
# Culture-Led Regeneration

Local Government Association - Culture, tourism, leisure and sport report: helping to create places where people want to live, work and visit.

## Event Island



## New Town Museum



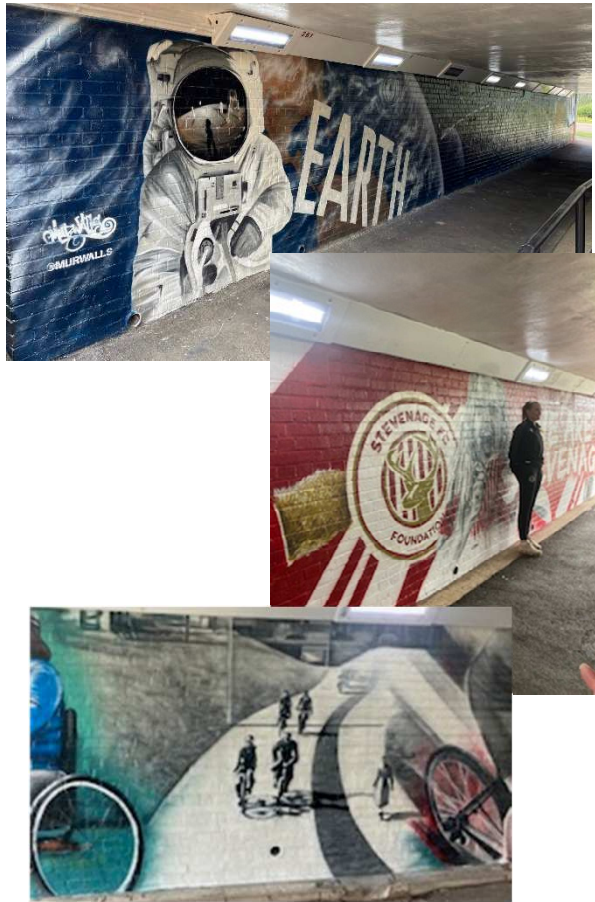
## Arts & Heritage Trail



## Focus groups with heritage consultant, Clare Adler

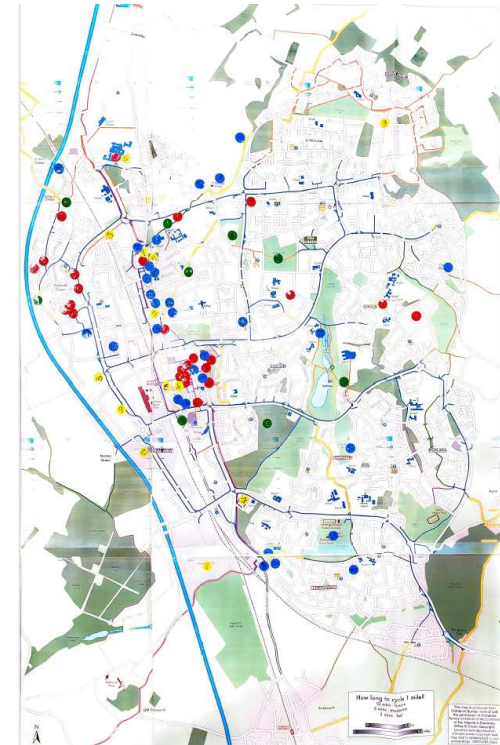
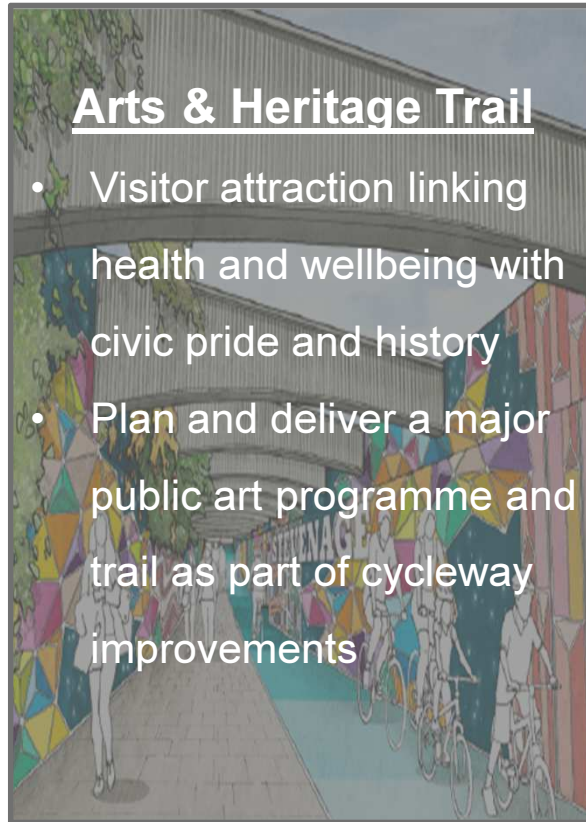


# Plan and deliver a major public art programme and trail



## Arts & Heritage Trail

- Visitor attraction linking health and wellbeing with civic pride and history
- Plan and deliver a major public art programme and trail as part of cycleway improvements





# Encourage the establishment of artist studios and creative industry hubs



Work with Junction 7

- Community and artist engagement.
- Bringing art to the town centre and beyond
- Encourage the establishment of artist studios and creative industry hubs by working closely with Junction 7 Creatives



# Enhance the depth and artistic quality of festivals and events

## THE PECULIAR MARKET



### Barrio Fiesta day

I have just come back from the Barrio Fiesta Filipino day at Events Island on Saturday, August 12 and just felt that I need to say what a fantastic event it was.

Such a wonderful spirit of community – so many happy people. I've not seen that for a long time – people talking, laughing and joking, children playing, it made the town centre come alive.

There were food stalls and information tables with loads of seats/tables for people to sit at – the Filipino people certainly know how to make a go of the event – and the entertainment on the stage and joyride was also first class.

Thank you and happy Filipino Day and well well done.

Ann M  
Stevenage



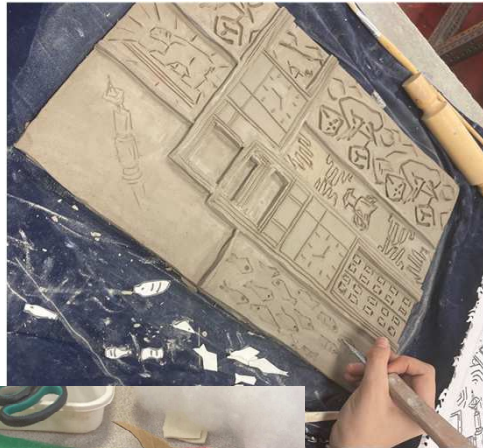
### Event Island

- Programme of events for the year
- Community input and access
- Catalyst for culture and support town centre vibrancy
- Enhance the depth and artistic quality of festivals and events through the centralised location of Event Island





# Facilitate a new central Stevenage home for the Museum while continuing a high-quality programme



## New Museum

- Part of a PSHub
- Moving to design stage
- Audience Development Plan and outreach
- 21<sup>st</sup> century facility and community asset
- Facilitate a new central Stevenage home for the Museum while continuing a high-quality programme



**Hemel Hempstead Forum, Dacorum**

A forum building within the same area and with many of the same functions with the exception of patient facing health services.

Some weak points about the scheme were identified in stakeholder sessions, but it would be useful to understand these in more detail on site.



**Tower Hamlets Town Hall**

A building primarily focussed on workspace and democratic/public spaces and the interactions between them, this would also provide a reference for architectural quality.



**St Albans Library**

A Tier 1 Library run by HCC which will help to demonstrate opportunities and challenges with the brief.



**Young V&A**

A newly designed museum space designed around interactive exhibits and learning spaces.



# Future Ambitions

- Take a 'people-powered art' approach: encouraging and supporting local people of all ages to have the opportunity to be creative – working with existing community organisations and new; thinking creatively about sourcing external funding to increase support to local groups
- Expand opportunities for art in underpasses
- Create an online Stevenage photo gallery, enabling local photographers to showcase their photos of our town

