

Stevenage Re-Imagined

Appendix C - Action Plan

Some of the Objectives identified are common between more than one aim.

Aim	Objectives	Delivery Responsibility
<p>1. Create an extensive new trail of public art, with a focus on interactive artwork, to draw residents and visitors to the cycle network and to Fairlands Valley Park and to enhance the regenerated town centre, also helping to revitalise the existing heritage sculpture trail</p>	<p>1.1. During 2018 plan to incorporate public art within the Stevenage Central regeneration programme, including work complementary to the Mondrian heritage, commissions that allow for public engagement and participation in their development, and work that pilots an interactive approach.</p> <p>1.2. Seek inward investment resources in 2018, including from the business community to facilitate the subsequent development and delivery of new, interactive public art to enliven cycle paths and key routes from the town centre (e.g. Gunnels Wood Rd).</p> <p>1.3. From 2019-2023 facilitate and promote the opportunity for artists, artisans and creative industry organisations (including new media organisations) to utilise under productive/empty buildings in Stevenage town centre.</p> <p>1.4. Revitalise and re-profile the existing sculpture trail.</p> <p>1.5. Facilitate the involvement of children, young people and the wider community in the development of Stevenage art in the public realm</p>	<p>SBC Regeneration Team/ Communities & Neighbourhoods</p> <p>Cultural Strategy Consultant and appointed Cultural Enabler</p> <p>SBC</p> <p>Local arts and heritage organisations through the Arts and Heritage Forum</p> <p>Arts and Heritage Forum and Stevenage members of Hertfordshire Cultural Education Partnership (CEP)</p>

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<p>2. Facilitate new creative spaces for artists (studios), musicians (practice rooms/recording facilities) and creative/digital industry SMEs to build the local pool of artists, practitioners and creatives</p>	<p>2.1. In 2018 and 2019 undertake an audit of potential spaces for use as studios and creative industry hubs.</p> <p>2.2. By 2019 review potential site opportunities for additional recording studios and music performance space.</p> <p>2.3. From 2019-2023 facilitate and promote the opportunity for artists, artisans and creative industry organisations (including new media organisations) to utilise under productive/empty buildings in Stevenage town centre.</p> <p>2.4. Explore the potential for Hertfordshire Local Enterprise Partnership (LEP) support to establish a bespoke new creative industries hub</p>	<p>SBC</p> <p>The Practice Roomz and partners</p> <p>SBC</p> <p>SBC</p>
<p>3. Develop existing Outdoor Festivals and events to increase the cultural offer, and develop new Outdoor Arts and heritage offers that together create volunteering and other opportunities for local people and added value attraction for visitors</p>	<p>3.1. By September 2018 have initiated a new Arts and Heritage Forum for Stevenage that engages a wide cross section of organisations and practitioners engaged in the sector.</p> <p>3.2. By December 2019 have enhanced the arts and heritage offer at the Stevenage Festival, Stevenage Day and Charter Fair, with at least two new arts participation opportunities and at least one additional new performing arts presentation at each.</p> <p>3.3. Create a pool of Festival volunteers, building to 100 by 2023, to support added value arts and heritage delivery at Stevenage Festivals and providing a personal and skills development opportunity for participants, potentially leading to paid employment.</p> <p>3.4. Initiate a new Festival with a strong arts and heritage component in Fairlands Valley Park in 2020 to encourage increased family use of the Park.</p>	<p>Appointed Cultural “Enabler”</p> <p>Members of the Arts and Heritage Forum and Stevenage Arts Guild</p> <p>Arts and Heritage Forum</p> <p>Arts and Heritage partners supported by SBC and Stevenage Leisure Ltd</p>

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<p>4. Maximise skills and personal development opportunities for Stevenage residents through engagement with cultural activity</p>	<p>4.1. By December 2019 have enhanced the arts and heritage offer at the Stevenage Festival, Stevenage Day and Charter Fair, with at least two new arts participation opportunities</p> <p>4.2. Create a pool of Festival volunteers, building to 100 by 2023, to support added value arts and heritage delivery at Stevenage Festivals and providing a personal and skills development opportunity for participants, potentially leading to paid employment.</p> <p>4.3. Facilitate the involvement of children, young people and the wider community in the development of Stevenage art in the public realm</p> <p>4.4. Seek funding support from Public Health and the local NHS Trust to initiate pilot Arts in Health projects in 2019 with the aspiration to deliver a fuller programme from 2020</p>	<p>Members of the Arts and Heritage Forum and Stevenage Arts Guild</p> <p>Arts and Heritage Forum</p> <p>Arts and Heritage Forum and Stevenage members of Hertfordshire CEP</p> <p>A partnership between University of Hertfordshire with Stevenage Arts Guild and the Arts and Heritage Forum, supported by a Cultural Enabler.</p>
<p>5. Upgrade the Gordon Craig Theatre and maximise other performance spaces to meet the 21st century needs of the Stevenage community</p>	<p>5.1. By 2019 further decisions made on the upgrade plans for the Gordon Craig and timeline determined.</p> <p>5.2. With the establishment of the Arts and Heritage Forum in 2019, and development of the Cultural Education Partnership, a joined-up approach will be agreed to utilising, marketing and maximising existing smaller scale performance spaces both for local groups and visiting companies.</p> <p>5.3. Develop a cohesive and joined-up programme of presentations at smaller performing arts spaces in 2020 and review opportunities to build the programme beyond.</p>	<p>SBC and Stevenage Leisure Ltd</p> <p>Arts and Heritage Forum and CEP members with support from an appointed cultural “Enabler”</p> <p>Organisations (including schools) with performing arts spaces and Arts and Heritage Forum Members</p>

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<p>6. Relocate and revitalise the Stevenage Borough Museum to widen access and increase footfall, incorporating a USP as the First New Town Museum</p>	<p>6.1. By 2019 finalise plans for the upgrade of the Museum as part of the Stevenage Central development.</p> <p>6.2. By 2020 develop plans and seek funding for further development of the Museum offer, incorporating focused interpretation of the role of Stevenage as the country's first New Town.</p> <p>6.3. Facilitate increased school visits to and engagement with Stevenage Museum. By 2022 all schools in Stevenage will be engaging with the Museum offer.</p> <p>6.4. Maximise Festival activity to create opportunities for pop-up heritage activity and associated participative engagement and volunteering, with a focus on a new Fairlands Valley Park Festival in 2020</p> <p>6.5. By 2022 the completion of the Stevenage Central regeneration will make the town centre environment into an open-air heritage/museum location with supporting public art and interpretation.</p>	<p>SBC Regeneration Team and Museum Team</p> <p>Stevenage Museum Team</p> <p>Hertfordshire CEP Members, Arts and Heritage Forum Members, Stevenage schools and Museum Team</p> <p>Arts and Heritage partners supported by SBC and Stevenage Leisure Ltd</p> <p>SBC Regeneration Team and Arts and Heritage Forum Members</p>
<p>7. Increase provision of music making, recording and performance facilities and activity</p>	<p>7.1. By 2019 review potential site opportunities for additional recording studios and music performance space.</p> <p>7.2. With the establishment of the Arts and Heritage Forum in 2019, and development of the Cultural Education Partnership, opportunities will be explored (including funding opportunities) to maximise existing studio facilities for daytime education and participation activity.</p> <p>7.3. Alongside development of additional capacity for music rehearsal and recording space an initial review will be undertaken in 2020 to explore potential for establishing a bespoke and flexible music performance space in Stevenage.</p>	<p>The Practice Roomz and partners</p> <p>Hertfordshire CEP Members, Stevenage schools and The Practice Roomz</p> <p>The Practice Roomz and partners, including SBC</p>

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<p>8. Support development of new focused Arts and Health initiatives and programmes (supporting the Borough Plan for Health and Well-Being)</p>	<p>8.1. Convene a meeting of key stakeholders in 2018 – Public Health, NHS Trust, SBC Health and Well-Being Team, the Healthy Hub, University of Hertfordshire (Art Therapy Programme Team) and Stevenage Arts Guild to develop a plan of action as Arts and Health Partners.</p> <p>8.2. Facilitate the involvement of children, young people and the wider community in the development of Stevenage art in the public realm</p> <p>8.3. Develop project/funding proposals for a pilot project(s) in 2019 to test ideas for Arts and Health initiatives.</p> <p>8.4. Seek funding support from Public Health and the local NHS Trust to initiate pilot Arts in Health projects in 2019 with the aspiration to deliver a fuller programme from 2020</p> <p>8.5. Establish one or more “offers” for an Arts on Prescription scheme in 2020 and implement through GP surgeries.</p> <p>8.6. Create a pool of Festival volunteers, building to 100 by 2023, to support added value arts and heritage delivery at Stevenage Festivals and providing a personal and skills development opportunity for participants, potentially leading to paid employment.</p>	<p>Appointed Cultural “Enabler”</p> <p>Arts and Heritage Forum and Stevenage members of Hertfordshire CEP</p> <p>Appointed Cultural Enabler working with all identified Arts and Health partners</p> <p>A partnership between University of Hertfordshire with other Arts and Health partners, supported by a Cultural Enabler.</p> <p>Arts organisations and Healthy Stevenage Partnership</p> <p>Arts and Heritage Forum</p>
<p>9. Deliver the Cultural Education Challenge by supporting and enabling cultural opportunities for all children and young people</p>	<p>9.1. Stevenage partners play an active role in development of an Action Plan for the Hertfordshire Cultural Education Partnership in 2018.</p> <p>9.2. Pilot activity delivered in Stevenage through the Hertfordshire Cultural Education Partnership</p>	<p>Stevenage partners in Hertfordshire CEP</p> <p>Stevenage partners in Hertfordshire CEP</p>

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	<p>9.3. 2018-2022 Stevenage schools encouraged to seek Artsmark status and to become accredited centres for Arts Award.</p> <p>9.4. 2018-2022 Arts organisations and individual artists/practitioners encouraged to achieve accreditation to deliver Arts Awards and to support Artsmark development as Artsmark Partners.</p> <p>9.5. Stevenage Arts Guild members develop offers and promotional activity to increase engagement of children and young people in local arts activity</p> <p>9.6. Develop a cohesive and joined-up programme of presentations at smaller performing arts spaces in 2020 and review opportunities to build the programme beyond.</p> <p>9.7. Development of a focused “festival” of work with learning disabled artists for 2021, centred on Valley School</p>	<p>Hertfordshire CEP and Stevenage schools</p> <p>Hertfordshire CEP and Arts and Heritage Forum</p> <p>Stevenage Arts Guild supported by Arts and Heritage Forum</p> <p>Organisations (including schools) with performing arts spaces and Arts and Heritage Forum Members</p> <p>Valley School, Stevenage Arts Guild and Arts and Heritage Forum members</p>
<p>10. Create a Borough wide Arts and Heritage Forum to act as a platform for communication and cultural advocacy, encompassing professional, amateur and community sectors</p>	<p>10.1. Seek inward investment resources in 2018 to enable support to be provided e.g. through a Cultural “Enabler” position to kick-start the Arts and Heritage Forum and other Stevenage Re-Imagined initiatives</p> <p>10.2. Hold a launch event for the Strategy that facilitates business engagement and cultivates potential ongoing business support</p> <p>10.3. By September 2018 have initiated a new Arts and Heritage Forum for Stevenage that engages a wide cross section of organisations and practitioners engaged in the sector.</p> <p>10.4. By December 2019 the Arts and Heritage Forum firmly established and operating as a</p>	<p>SBC/Cultural Strategy Consultant</p> <p>SBC Officers</p> <p>Appointed Cultural “Enabler”</p> <p>Arts and Heritage Forum</p>

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	<p>vibrant and well-attended self-led network that engages a full cross section of the Stevenage arts and heritage sector (organisations and practitioners).</p> <p>10.5. Use the enhancement/development of Festival activity in 2020 to initiate a cohesive and connected plan for training and skills development, volunteering and marketing and PR to raise the profile of Stevenage as a cultural destination.</p> <p>10.6. Review the effectiveness of the Arts and Heritage Forum in 2022 and create a Development Plan for the next five years of the Stevenage re-Imagined Strategy.</p>	<p>Members</p> <p>Arts and Heritage Forum Members</p> <p>Arts and Heritage Forum Members</p>