



A Cultural Future for Bournemouth, Christchurch and Poole

The way forward...

'What Next?' Workshops Guide

The Bournemouth, Christchurch and Poole Cultural Enquiry was established at the same time as the UK's newest city region came into being under the new unitary authority of BCP Council. The Enquiry took place throughout 2019 and was initiated to shape a shared ambition and collective opportunity for the region as a place of culture. Now is the time to re-imagine a conurbation-wide cultural offer, to build something bigger and better and for culture to be impactful across a range of strategic agendas.

The Cultural Enquiry identified the need for Bournemouth, Christchurch and Poole to concentrate on both

1. a neighbourhood and grassroots approach to culture and
2. a scaled-up culture-led city-making approach.

Bringing these together into a third approach

3. a **Whole Place Approach to Culture**. This marries the importance of micro-scale, locally embedded and community-facing activities; to one which thinks and acts big.

The Enquiry has helped shape three main themes for Bournemouth, Christchurch and Poole going forwards:

1. **Talent**
2. **Infrastructure**
3. **Quality of Place**

and some potential priority actions including

4. **Developing our festival offer**

These four topics will be discussed in the conference workshops. You will also have the opportunity to contribute towards a long-term Cultural Vision for Bournemouth Christchurch and Poole.



A Cultural Future for Bournemouth, Christchurch and Poole

Bournemouth, Christchurch and Poole are entering a new era. The three towns have an incredibly rich cultural offer across their neighbourhoods, and an impressive range of cultural assets and organisations, in an area of natural beauty with the coastline that joins them together. With a new Unitary Authority of a scale comparable to Bristol, now is the time to shape a shared ambition, a whole-place approach to culture, with a long-term cultural vision for the conurbation. Tell us:

“What is your 20-year cultural vision for Bournemouth, Christchurch and Poole?”

- A welcoming place where people come together through culture
- Culture is at the heart of the conurbation’s strategic approach to planning, partnership and investment
- A place that supports cultural activities within communities
- A cultural offer that reflects our USPs, our identity and diverse communities
- A cultural offer that contributes to health & wellbeing
- Internationally famous for our cultural offer
- Innovative and ambitious in our cultural offer
- A place which champions local production of culture
- City of Culture in 2033
- A place that celebrates our unique cultural heritage
- Connected, with a coordinated cultural offer in town centres and across neighbourhoods
- Cultural activity rooted in our coastal location and respecting our natural environment
- Renowned as a place to develop your career as a creative practitioner
- Opportunities for talent at all stages of career
- A wealth of creative industries based in the region
- A place with diverse, high-quality cultural infrastructure and programming
- That culture defines Bournemouth, Christchurch and Poole as a great place in which to live, work, visit and invest.
- A cultural offer that is inclusive, diverse and accessible

This workshop will be running independently throughout the day during the conference. You can also complete our online survey to choose the top five options that are important to you, or to tell us what else we should include in a long-term Cultural Vision for Bournemouth, Christchurch and Poole.

Complete our survey here:

<https://form.jotform.com/hayler/a-cultural-vision-for-BCP>



Workshop 1. - Talent

By talent we mean arts and creative education, support for artists and creative practitioners at all stages of their careers and a step change in cultural provision and 'everyday creativity'. It means supporting everyone to enjoy a creative life. An explanation of terms in bold can be found in the glossary of terms at the end of this document.

BCP Council will

1. Work with the [Local Enterprise Partnership](#)ⁱ to ensure there is money to invest in this strategy and to make sure Bournemouth, Christchurch and Poole produces the best, most ambitious culture and attracts and retains talented creatives.
2. Support schools to be champions in arts and creative learning.

Which three things should the BCP Cultural Collective prioritise next?

1. Help artists and creative businesses to flourish with funding, advice and opportunity.
2. Create more and better opportunities for creative practitioners to work, collaborate and innovate by encouraging a **local commissioning culture**ⁱⁱ.
3. Ensure the **cultural infrastructure**ⁱⁱⁱ can support and connect creative practitioners.
4. Establish stronger links and opportunities between universities and creative practitioners by creating platforms for professional development, Research & Development, and **'third space'**^{iv} models for knowledge exchange.
5. Develop creative spaces that foster collaboration and innovation, connect business, education, culture and technology, and ensure they are accessible to all.
6. Develop specialist **creative hubs**^v for producing cultural content (such as a hub for festival development, or an animation and special effects studio).
7. Co-design cultural infrastructure and programming with young people.
8. Offer paid opportunities for internships to help tackle inequality.

What would this do for you?

What can you do to help make this happen?

Attend our conference on 23rd March to discuss the above in person, or complete our online survey on this topic here: <https://form.jotform.com/hayler/what-next-workshops-TALENT>



Workshop 2. - Infrastructure

Here infrastructure refers to scaled-up, diversified and sustainable cultural organisations, venues and platforms across Bournemouth, Christchurch and Poole. It means the alignment of spatial planning, transport and culture. It also means ‘softer infrastructure’, the tools and processes which can deliver the wider economic and social ambitions of BCP. An explanation of terms in bold can be found in the glossary of terms at the end of this document.

BCP Council will

1. Ensure culture is a key theme in the [BCP Local Development Plan^{vi}](#), so that culture becomes a factor in all major planning policy documents across the conurbation.
2. Consider a strategic review of the role and purpose of town centres, with the aim of creating an ambitious new vision for their use including artists and cultural organisations.
3. Undertake a feasibility study on redeveloping the Bournemouth International Centre (BIC) to create a cultural district including a combined gallery, event and performance space.

Which three things should the BCP Cultural Collective prioritise next?

1. Develop neighbourhood-based cultural strategies and plans.
2. Commit to locating new **cultural infrastructure^{vii}** at transport interchanges, for example at rail, coach and bus stations.
3. Involve cultural partners when planning **Smart City^{viii}** models, to guarantee technologists and planners connect with social, cultural and creative thinkers.
4. Increase capacity for producing cultural content with a conurbation-wide town-centre creative hub network, beginning with ‘**meanwhile use^{ix}**’ leases and progressing to long-term freehold use of cultural infrastructure.
5. Open up our **heritage assets^x** to everyone through the creation of accessible trails and by using new and emerging technology like augmented reality and virtual reality.
6. Create better connected and networked organisations by hosting knowledge exchange and professional development activities, shared programming, skills exchanges and coordinated promotion.

What would this do for you?

What can you do to help make this happen?

Attend our conference to discuss the above in person, or complete our online survey on this topic here: <https://form.jotform.com/hayler/what-next-workshops-INFRASTRUCTURE>



Workshop 3. - Quality of Place

This theme is about how culture and creativity can contribute to the quality of place in Bournemouth, Christchurch and Poole – that set of sometimes hard to define things that make places great places to live, work and visit. An explanation of terms in bold can be found in the glossary of terms at the end of this document.

BCP Council has

1. BCP Council has positioned culture at the heart of [BCP Council's Corporate Plan](#)^{xi} – the whole idea of Bournemouth, Christchurch and Poole as a place needs to be articulated through culture.

Which three things should the BCP Cultural Collective prioritise next?

1. Integrate culture into health and care practice, linking to the Dorset-wide [One Health Accelerator](#)^{xii} launched in 2019.
2. Pilot **social and cultural prescribing**^{xiii} – promoting volunteer programmes, art therapy and other activities focussed on helping people live longer, healthier and more active lives.
3. Build space for culture into new developments through the planning process, creating multi-purpose destinations and environments that are more human-friendly.
4. Act as environmental pioneers and concentrate cultural infrastructure at neighbourhood level, transport hubs and at nodes in cycle and walking networks to change people's behaviour in the current car-dependent system.
5. Use new spaces and make more of existing spaces (including libraries) in order to revitalise our town centres, and tie in to the [Dorset Smart Place initiative](#).
6. Focus on enabling more participation at neighbourhood level to improve people's every day access to a creative and cultural life.
7. Bid for **UK City of Culture**^{xiv} and/ or UNESCO City of Media Arts status and/ or World Heritage status for our natural and coastal environment.
8. Partner with [UK Core Cities](#) and international cities to tour new creative programmes and revitalise our current cultural content.

What would this do for you?

What can you do to help make this happen?

Attend our conference to discuss the above in person, or complete our online survey on this topic here: <https://form.jotform.com/hayler/What-Next-Workshops-QUALITYOFPLACE>



Workshop 4. – Outdoor Festivals

Building on our festival offer could create a greater scale of cultural offer, national and international visibility for the region, push for higher quality and excellence, greater innovation, more diversity and create improved production capacity. Festivals can be a breeding ground for talent development and cultural production.

BCP Council will

1. Take a progressive approach to tourism within the new Tourism & Destination Strategy positioning Bournemouth, Christchurch and Poole as a key location for weekend Cultural Tourism breaks.

Which three things should the BCP Cultural Collective prioritise next?

1. Create a three-year plan to build a conurbation-wide festival offer, programme and production team, including a growth plan for [Arts by the Sea](#) and [Light Up Poole](#) and a converged offer with [BFX](#) and [Inside Out Dorset](#).
2. Establish [BEAF](#) as a key independent / fringe festival for contemporary art and culture in southern England.
3. Undertake a feasibility study for a new festival centre – for production, development and presentation.
4. Create more opportunities for Research & Development in the creation of outdoor work, positioning Bournemouth, Christchurch and Poole as an incubator for innovative practice.
5. Create more local opportunities for skills exchange and professional development in the outdoor arts sector.
6. An increased number and more varied commissions for artists as a way of developing local talent.
7. A focus on linking the creation of outdoor arts with the digital industries that are our local USP (unique selling points), with Bournemouth, Christchurch and Poole a testbed for digital technology within culture.
8. More platforms for active audience participation in cultural activity within festivals, and more festival activity showcasing community activity or within local communities.

What would this do for you?

What can you do to help make this happen?

Attend our conference to discuss the above in person, or complete our online survey on this topic here: <https://form.jotform.com/haylerl/what-next-workshops-FESTIVALS>



Glossary of terms

ⁱ **Dorset Local Enterprise Partnership (LEP)** is a private sector-led organisation responsible for speaking on behalf of businesses, championing important issues with government, securing funding and investment for the region and ultimately driving the economic growth of Dorset. They work in partnership with local stakeholders to deliver an [investment programme](#) with the aim of strengthening [Dorset's economy](#).

ⁱⁱ By a **local commissioning culture** we mean that when there is an opportunity for culture to be created, local creative practitioners will be given the first chance to respond.

ⁱⁱⁱ By **cultural infrastructure** we mean all the things that allow culture to be consumed and to be produced – the buildings, people, creative spaces, opportunities, technology, the variety of creative content.

^{iv} By **'third space'** we mean the social spaces separate from the usual home and workplace environments, such as those found in churches, cafes, clubs, public libraries or parks.

^v A **Creative Hub** could be a building, a network or a set of partnership – anything that creates a centre for creative activity.

^{vi} [The BCP Local Development Plan](#) is a framework of policies that will guide development over the next 20 years, which help the council meet identified needs for new homes, jobs, infrastructure and other services within the conurbation, while respecting the local area's best natural features.

^{vii} By **cultural infrastructure** we mean all the things that allow culture to be consumed and to be produced – the buildings, people, creative spaces, opportunities, technology, the variety of creative content.

^{viii} **Smart Cities** use data and technology to create efficiencies, improve sustainability, create economic development and enhance quality of life for people living and working there.

^{ix} **'Meanwhile use'** refers to the short-term use of temporarily empty buildings such as shops until they can be brought back into commercial use.

^x By **heritage asset** we mean a building, monument, site, place, area or landscape identified as having historic or heritage interest.

^{xi} **BCP Council's Corporate Plan** sets out the council's long-term priorities, high-level actions and commitments to equality and diversity. It is underpinned by a four-year council-wide delivery plan.

^{xii} **One Health** refers to the interrelation between human, animal and environmental health and the way in which industry, academia and government tackle problems related to it. The **Dorset One Health Accelerator** will provide resources for local, regional, national and international projects in this area.

^{xiii} **Social and cultural prescribing** – sometimes referred to as community referral – means a way in which GPs, nurses and other primary care professionals refer people to a range of local, non-clinical services. It seeks to address people's needs in a holistic way and supports individuals to take greater control of their own health.



^{xiv} **UK City of Culture** is aimed at creating significant social and economic benefits to an area and lasts for the period of one year. The [UNESCO Creative Cities Network](#) promotes cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.