

A CULTURAL ENQUIRY FOR BOURNEMOUTH, CHRISTCHURCH, POOLE SHAPING A NEW CREATIVE FUTURE BY LOOKING AT THE ROLE CULTURE PLAYS IN PEOPLE'S LIVES AND EXPLORING THE OPPORTUNITY FOR A LONG-TERM CULTURAL VISION FOR ALL OUR COMMUNITIES

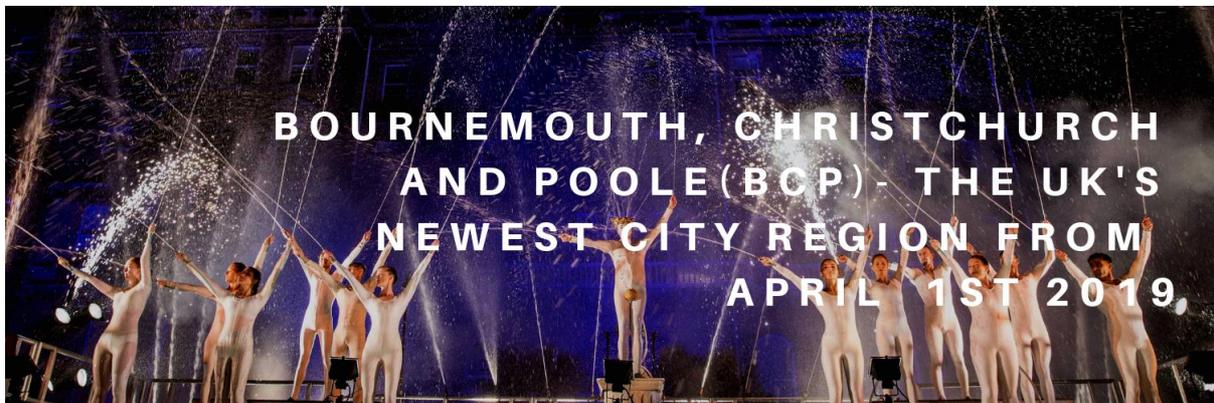


Photo Credit: Avanti (Spurting man) / Bournemouth and Poole Tourism

Three Councils, two Universities, a Local Enterprise Partnership, a Symphony Orchestra and a major venue have come together, supported by Arts Council England to develop a long-term vision for Culture at the heart of the UK's newest City Region.

The leading figures from Bournemouth, Christchurch and Poole Councils, Arts University Bournemouth (AUB), Bournemouth Symphony Orchestra, Bournemouth University, Dorset Local Enterprise Partnership, Lighthouse, Poole's Centre for the Arts and Arts Council England (ACE) today launched a public *Cultural Enquiry*. The Enquiry will look at the role that culture plays in people's lives and the opportunity for a long-term cultural vision at the heart of communities in the new City Region covering Bournemouth, Christchurch, Poole (BCP) unitary authority, which comes into existence on 1 April 2019.

Following a rigorous tendering process, Tom Fleming Creative Consultancy, the leading internationally-renowned UK based consultancy for the creative economy, have been engaged to undertake the *Cultural Enquiry*.

Darren Henley, Chief Executive of Arts Council England said:

"Bournemouth, Christchurch and Poole Councils have an exceptional track record of investing in art and culture, which can be seen through the superb range of creative work produced in the region. The forthcoming local government reorganisation presents a unique chance for culture to be put at the heart of this coastal region's strategy and further develop its sense of place. We're proud to be supporting this long-term vision for the new unitary authority and we look forward to seeing the recommendations made, for the future prosperity of BCP."

Stuart Bartholomew, Principal and Vice Chancellor of Arts University Bournemouth and Chair of the Cultural Partnership said:

"The new authority of Bournemouth, Christchurch and Poole has a unique and enviable set of cultural assets which have wide community impact. They not only improve broad social well-being, they are major contributors to the economy. This Cultural Enquiry will develop a longer term vision of the role arts and culture can play in social and economic development as well as contributing to the high levels of ambition we share for a new City Region."

Tom Fleming, Director of the Tom Fleming Creative Consultancy said:

“We are very excited to be undertaking this Cultural Enquiry on behalf of the partnership. For the UK’s newest city region this is a unique opportunity to ensure that culture is positioned at the heart of the area’s future success, contributing to improving the quality of life and quality of place. Our engagement process will range from individual interviews to large, open public events. Culture is for everyone and we will ensure that our work captures as broad a spectrum of voices as possible.”

Background to the enquiry

1. There is huge potential for the arts and culture in Bournemouth, Christchurch and Poole - the challenge is to realise it. This is entirely achievable for three main reasons. There is widespread public appreciation of arts and culture here. The area is privileged to host top quality blue-chip arts organisations and a vibrant network of artists and performers. There is a strong shared commitment on the part of the key institutions that arts and culture can contribute so much more to our community and its future.
2. The creation of the new council for Bournemouth, Christchurch and Poole creates a unique opportunity to develop this agenda. There is strong commitment to develop a higher level of ambition for the area. Arts and culture could be a USP for the city and a key part of the new council’s strategy because of the sense of place it can engender.
3. Opportunities arising from the government’s recognition of the vital role of arts and culture in UK plc and its investment in creative industries should be grasped. The potential of the creative industries here to increase productivity and to be a bigger driver of the economy is very significant.
4. The enquiry is being jointly funded by the eight partners, which is being matched by funding from Arts Council England.

Purpose of the enquiry

The purpose of the enquiry will be to engage with the widest range of stake-holders to develop the opportunity for arts and culture in Bournemouth, Christchurch and Poole, building on the great assets that are already here, and to articulate the benefits arts and culture can bring.

The scope of the enquiry includes:

- Articulation of aspirations which will bring benefits to people, places and business;
- Setting a clear and ambitious direction of travel;
- Definition of a framework for investment over 10 – 15 years within which diverse ambitions can be realised;
- Confirmation of the strengths of the area and the developments underway;
- Opening up thinking about what art and culture is and the role it plays and can play in the lives of people and businesses here;
- The contribution that arts and culture can make to a distinctive identity for the Bournemouth, Christchurch and Poole area;
- Exploring and explaining how investment in arts and culture can generate the benefits aspired to here e.g. economic growth, health and well-being, educational attainment, community development etc;
- Identifying ways of quantifying economic and social benefits from investment in arts and culture;
- Develop ideas about what a campaign for arts and culture might look like including key messages;
- Exploration of the opportunities for public and private funding that could contribute to the framework for investment.

Timescale for the enquiry:

- Launch the Enquiry – 24th January 2019
- Engagement with stakeholders – January to May 2019
- Interim report – June 2019
- Final report – October 2019

ENDS

For further information, enquiries & requests please contact:

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Notes to Editors:

1. 6 x Image attached: [Image 1](#): Bournemouth, Christchurch and Poole Cultural Enquiry (Photo Credit: Avanti (Spurting Man)/ Bournemouth and Poole Tourism) , [Image 2](#): Bournemouth (Photo Credit: Bournemouth and Poole Tourism), [Image 3](#): BSO Proms in the Park at Meyrick Park, Bournemouth (Photo Credit: Bournemouth Daily Echo) , [Image 4](#): Inside Out Festival, Poole (Photo Credit: Inside Out Festival Dorset) , [Image 5](#): ‘Light up Poole’ Digital Arts Festival, at Poole Museum (Photo Credit: Elliot Franks Photography) , [Image 6](#): Lighthouse, Poole’s Centre for the Arts (Photo Credit: Richard Budd)
2. **The Council partners**
The public are familiar with their council as a supplier of essential services from lighting to rubbish collection, social care to maintaining roads. However, councils are also highly involved in arts both directly and via creative partnerships. The three Councils of Bournemouth, Christchurch and Poole which will from April 1 2019 form the new BCP Council have a significant cultural offering between them and are proud to play a part in developing local facilities, supporting venues, championing creativity and promoting talent.
3. **Bournemouth Borough Council**
Bournemouth hosts a wide range of cultural events throughout the year, including the popular Arts by the Sea Festival, which started in 2011 as a celebration of art, culture, people and place. Each year it provides an intriguing, exciting and unique carnivalesque celebration of art across many forms.
Bournemouth International Centre is the South Coast’s largest event venue, with a capacity for more than 10,000 people, offering a wide range of events.
Bournemouth Pavilion and Ballroom is Bournemouth’s stunning Art Deco theatre, providing a year-round diverse range of cultural and artistic events that appeal to a wide variety of tastes as well as being home to a youth theatre.
With four purpose-built galleries, Russell-Cotes Art Gallery and Museum boasts an array of stunning artwork among the collection and visiting exhibitions. The main house was designed by the architect, John Frederick Fogerty, and much of it is preserved for viewing; including the exquisite main hall with its plush staircase which encapsulate the grandeur of the late-Victorian era.
4. **Christchurch Council**
Christchurch Priory dates back to Norman times, and welcomes visitors from across the world. As well as attracting visitors for the historical aspects, the Priory is a popular venue for concerts. The unique atmosphere and spacious acoustic make it an ideal place to enjoy a wide variety of music. The town’s Regent Centre offers a cinema, theatre, concert hall, art gallery and entertainment centre, house in an attractive 1930’s building. As cultural centre

for Christchurch, The Regent aims to continually develop public access to the performing arts. Red House Museum and Gardens is housed in a former workhouse built in 1764. The Georgian building is now filled with a rich variety of displays and objects with a local theme. CADArts was established in 1978 to promote participation in, and development of, the Arts. It gives guidance on the arts as well as hosting a series of rotating exhibitions by local artists & groups in the Hayloft Gallery.

5. Borough of Poole

Borough of Poole supports a wide range of cultural events throughout the year including ongoing support of Lighthouse (see 10) and Bournemouth Symphony Orchestra (see 7). Poole Museum tells a fascinating story spanning thousands of years, across oceans and into the lives of many Poole people, all housed in four closely connected but very different buildings one of which dates to around 1300. Poole Museum offers permanent and travelling collections from pottery to paintings, photography, artefacts and even an Iron Age logboat dated at 295BC.

6. Arts University Bournemouth

Established in 1885 as a specialist institution, Arts University Bournemouth (AUB) is a leading university offering high quality specialist education in art, design, media and performance across the creative industries. AUB are passionate about the creative subjects they teach and continue to encourage curiosity, risk-taking and adventure in exploring and pushing subject knowledge and its boundaries.

7. Bournemouth Symphony Orchestra

Bournemouth Symphony Orchestra (BSO) is a cultural beacon for the South and South West, existing to give people across the region of over 10,000 square miles the opportunity to experience and participate in great art. As one of the UK's busiest orchestras, the BSO reaches around 5,000 concert-goers per week and is the only UK symphony orchestra not based in a major city. A core part of the BSO's mission is its work beyond the concert hall. BSO Participate offers a diverse range of people across a myriad of communities the opportunity to experience the power of music, irrespective of circumstance.

8. Bournemouth University

Bournemouth University has more than 19,000 students and is ranked as one of the top 200 young universities in the world. Bournemouth University's vision is to be recognised worldwide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.

9. Dorset Local Enterprise Partnership

Dorset Local Enterprise Partnership (Dorset LEP) is a business led private and public sector partnership that aims to promote local economic growth and prosperity. It operates to drive long term, strategic investment, which it enables through cross sector working and partnership. The core aims of the LEP are to create more jobs, aid the up-skilling of Dorset's workforce, support housing provisions and drive long term growth of the local economy.

10. Lighthouse Poole – Poole Arts Trust Ltd

Lighthouse Poole's vision is to be the leading arts centre in the South West of England. Lighthouse is a creative organisation and an iconic building that plays an integral part in the delivery of Poole's arts strategy, as well as providing economic benefit and profile for the town. It is Poole's cultural centre of excellence for live performance, film and visual art - an inviting, welcoming and exciting place that is a vital part of its community. Lighthouse is a

creative destination that entertains, stimulates and inspires the people of the South West, and in particular the communities of Poole, Bournemouth and Dorset.

11. Tom Fleming Creative Consultancy

Tom Fleming Creative Consultancy are the UK's leading international cultural, arts and creative economy consultancy and research agency. Their interdisciplinary and multi-lingual team has worked across the world on research, strategy, evaluation, business planning and visioning exercises. Central areas of expertise include policy and strategy for the cultural sector and creative economy; deep knowledge on the relationship between culture, creativity and economic development; and technical expertise in organisational change, business models, financial planning, impact studies, investment and creative clusters.

To this project they bring over 20 years of experience in producing evidence- and partnership-based strategies, visions and action plans for cities and regions across the UK and internationally. This includes successful bid development for several European Capitals of Culture and over 40 cultural strategies and plans for places as diverse as Swansea, Guimarães, Eastbourne and Doncaster.

They have 'on the ground' knowledge of the area from work over the last decade, including delivering an economic and social impact study of creative industries for Bournemouth and Poole in 2006 and Creative Industries research for Creative Dorset in 2012.

For more information visit www.tfconsultancy.co.uk or Twitter @tfconsultancy

12. Arts Council England

Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. <http://www.artscouncil.org.uk>