



A Cultural Future for Bournemouth, Christchurch and Poole

2nd interim online consultation results

1st May 2020

Introduction

The conference 'A Cultural Future for Bournemouth, Christchurch and Poole', scheduled for 23rd March 2020 and designed to look at the outcomes of the BCP Cultural Enquiry in more detail, was postponed until later in 2020 due to the COVID-19 crisis.

The conference was due to host workshops based around four themes: Talent, Infrastructure, Quality of Place and Festivals, and also included a Visioning Exercise looking at a long-term cultural vision for the region. The results of these surveys are due to feed into the creation of the BCP Cultural Collective – a Cultural Compact for Bournemouth, Christchurch and Poole - and inform the creation of a new Cultural Strategy for the region.

These five topics have been available since 7th February 2020 as online surveys in a public consultation. The surveys are still open, but this report provides a summary of responses so far until 1st May 2020.

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Appendix (Excel document) Raw data – full list of additional responses

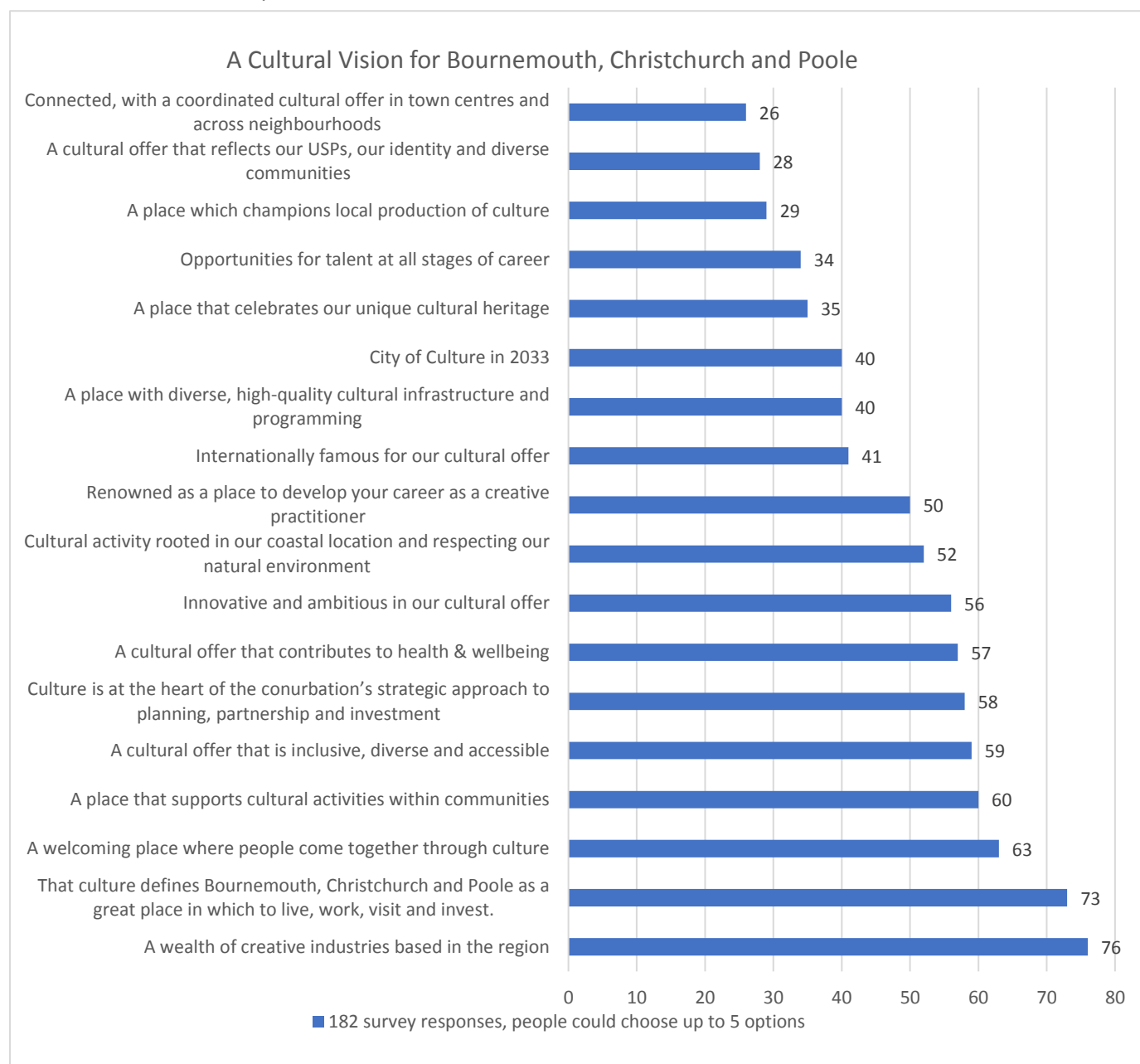
Survey 1 – “A Cultural Vision for Bournemouth, Christchurch and Poole”.


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.

Respondees were asked to consider:

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

They were asked to choose up to 5 options from the below list and provide their own further comments. 182 responses have been received so far.





Summary of additional comments on Vision

Content/ programming

BCP needs to attract and support cultural institutions of the highest quality.

Our current cultural provision feels outdated and in need of a revamp.

Our current cultural provision is fantastic and should be maximised and supported.

Culture needs to be coordinated across the conurbation to offer a range of quality content.

Need to focus on a broad range of diverse content, not just high culture - this could include more galleries, interactive museums, wet weather family offer, music on the beach, a sculpture park, art cinema, contemporary art exhibition space, a more varied quality music scene.

We need to cater throughout the year for residents as well as for the summer tourist season.

Heritage

We need to celebrate the individual heritage of the three towns.

We need to celebrate our historic and literary links, listed buildings and our natural attractions.

Partnerships

The Universities need to be involved in generating ideas and shaping strategy.

More collaboration with AUB

More collaboration with museums and educational institutions.

Partnerships with schools and the involvement of the younger generation is key.

An anchor institution/ creative hubs

BCP needs a highly visible anchor institution to act as a catalyst for further development - like a Turner Contemporary.

BCP should build on the existing creative venues and rediscover/ celebrate what it has.

Develop Poole quayside with a range of museums and galleries.

BCP needs affordable and accessible studio spaces for artists and creation spaces for R&D

The natural environment

Needs to be preserved and not spoilt by any tourism attractions and new cultural developments.

Our cultural offer should be in harmony with our local environment.

We should be leaders in sustainable living, supporting innovative ideas and enriching lives, fostering a sense of place and community.

Strategy

Ambition, innovation and sustainability are key

We need to create a cultural ecology, which is interconnected and cross generational

We need to develop a talent pipeline that supports those at all stages of career


We need better networks and the development of culture and strategy should be in part artist led

Culture should be at the heart of our vision for the conurbation.

Identity, health and wellbeing, community and the environment are all key elements in developing cultural strategy.

The tourist attractions are sometimes overplayed at the expense of cultural and other events.

Creating a vision needs to be led by a more diverse team of facilitators who are also experts at supporting local talent.



Culture needs to be embedded in local strategies in a more fundamental way, and connected with other sectors.

Use culture to regenerate our town centres especially where retail is failing.

Diversity and accessibility

We need more intergenerational activities that are inclusive and build new skills


We need a range of content that caters for our diverse communities, supports local artists and attracts top quality talent and audiences from further afield.

The vision for culture should be rooted in communities and our identity.

Networks and promotion

We need a joined-up way of promoting the existing cultural offer.

Bottom-up initiatives need more support and the infrastructure to help them thrive.



‘What Next?’ Workshops

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 are explored in the following surveys.

Survey 2 – “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.

Respondees were told that:

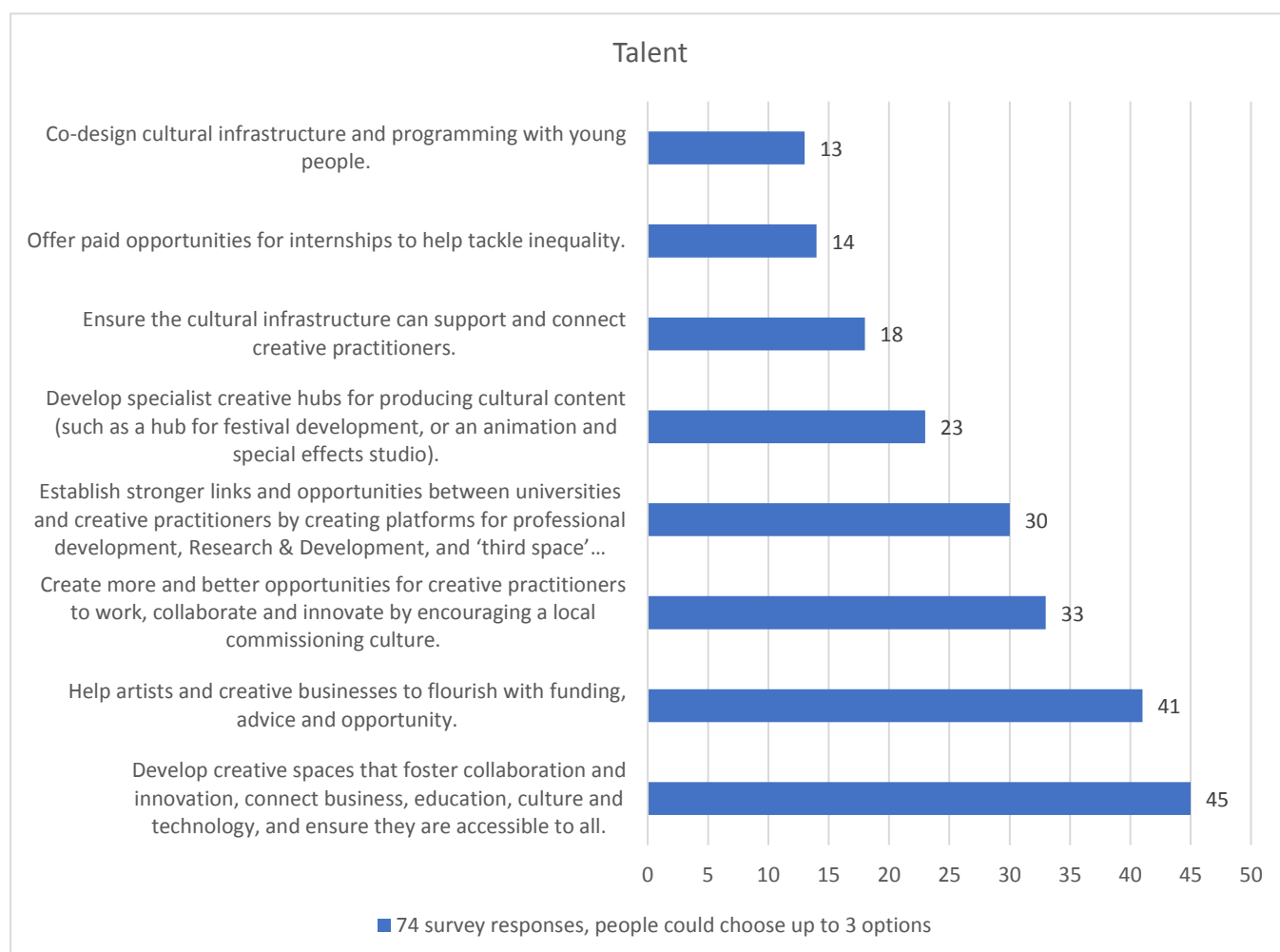
BCP Council will

1. Work with the [Local Enterprise Partnership](#) 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.

Respondees were asked to consider the list below and think about:

“Which three things should the BCP Cultural Collective prioritise next?”

Respondees were asked to choose up to 3 options and provide further comments.





Summary of additional comments on Talent

Universities and Bournemouth and Poole College

We need more job opportunities to retain talented students

Need for stronger links between universities and the local area

AUB can link students with the creative industries, BU has a national identity, together they can link education and practice.

Need to involve B&P College as well as the Universities

Partnerships

Active links between BCP Council and AUB

Collaboration, producing work together in new partnerships, co-developing funding bids and discovering new approaches.

Bridge the gap between festivals and the film industry

Museums, arts centres, Parks and Countryside areas and events should work more closely together to provide better opportunities.

Connectivity and participation are key.

Developers and creatives should be linked to embed culture into developments.

Collaboration allows for two-way flow of knowledge and the creation of fresh ideas.

Ethos

Need to support a creative culture in the region as an attractive reason to live and work here

Encourage entrepreneurship

Vibrant

Arts and culture need a higher profile and to be embedded in BCP's DNA

Important to instil a sense of community and a sense of pride in what we produce in our local area.

Diversity and accessibility

Need to ensure our ethos is diverse, inclusive and tolerant.

Accessibility to and affordability of culture is vital.

Need to encourage work by BAME talent

Creative hubs

Repurpose empty retail units as creative hubs and create cultural quarters in Bournemouth and Poole

The need for a space for people to come together - experience new things, meet different people

Flexibility for people who only have free time in the evenings and weekends

Create an accessible public form and a place for outreach and education


Infrastructure to support collaboration, R&D and professional development.

A place to forge partnerships, work on joint projects, an incubation space and place for help and support.

A community space for classes, meetings and viewing exhibitions. Somewhere to host student work, a youth theatre, the best contemporary shows.

A place designed by the people who are going to use it.

There are people out there who want to contribute mentoring and training to support career development



Utilise existing facilities more and widen the scope of their use.

Content

More high quality visual arts

More commissions and grants needed to support survival of small freelance businesses.

Need ambition in the work we produce locally to be of international quality

Introduce local competitive exhibitions for visual artists

Involvement

People have got ideas, time and skill to contribute to developing our cultural future and they want to be allowed to participate in the process.

People want to be part of the decision making process

Artists, creatives, young people, old people - the entire community - want to be involved in development of strategies and infrastructure.

Infrastructure

A good cultural infrastructure is crucial to provide opportunities and resilience to the sector.

Networks need to be developed and maintained.

Need to improve the current lack of coordination and ambition in planning and funding culture.

Need to acknowledge that culture is an important driver for tourism and the local economy.

Summary – Survey 3 – “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.

Respondees were told that:

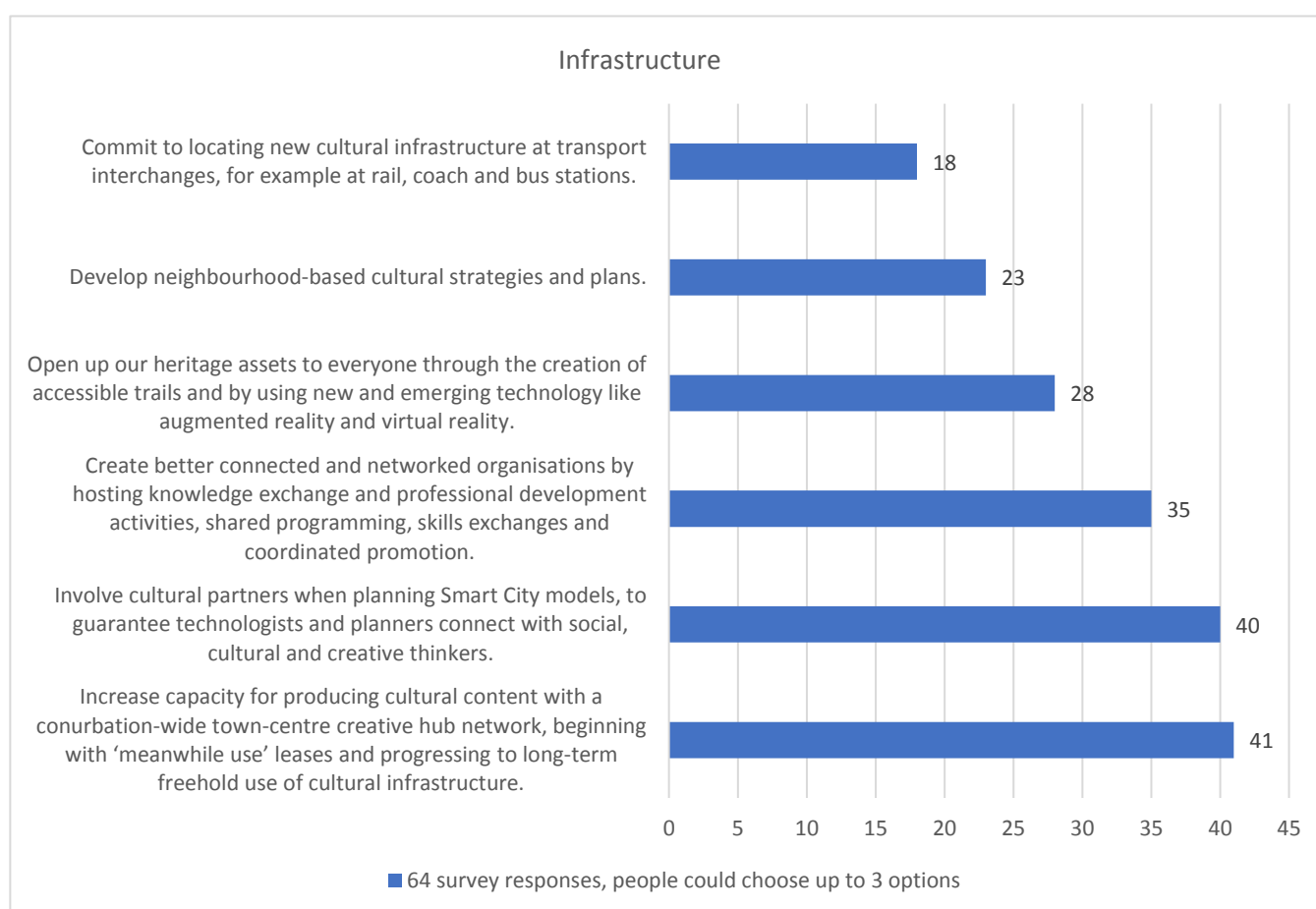
BCP Council will

1. Ensure culture is a key theme in the BCP Local Development Plan, 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.

Respondees were asked to consider the list below and think about:

“Which three things should the BCP Cultural Collective prioritise next?”

Respondees were asked to choose up to 3 options and provide further comments.





Summary of additional comments on Infrastructure

Strategy

Need to ensure joined-up thinking which will result in better opportunities

Need to connect the Universities with the community more.

The significance of cultural and heritage assets needs to be realised and a structure put in place to support them.

Culture should be a key part of the Local Plan

Need a more coordinated, ambitious and sustainable cultural offer

Importance to champion the positive effect of culture on the community as well as on the economy

A cultural partnership should be created to bring together heritage and culture.

We should integrate cultural opportunities into Park Masterplans and Countryside sites, and work closely with the Future Parks Accelerator team

Utilise the Historic Environment Record and Maritime Archaeology Record to inform strategic planning.

Identity

We need to create a new sense of identity for the newly formed conurbation.

Bournemouth should sell itself as a green town based on it's historic identity as a healthy place to live.

Artists and creatives need to see themselves as part of the area's identity.

Creative Hubs

Encourage the use of empty buildings as creative hubs for cultural activities. Remove the red tape.

The importance of quiet spaces to allow creativity to flow.

Developing cultural activities at transport hubs would alienate all the people who cannot access those hubs.

Vital to improve access by public transport to any new creative hubs with frequent reliable transport links.

Communities need access to venues.

We should use underused park pavilions for cultural hubs

Town planning

We should use technology to embed culture into urban infrastructure

We should develop permanent lighting technologies for Poole to enhance the night-time identity.

Use existing partnerships to support current projects and initiatives

The ask of developers needs to be clear and viable in the context of planning and plan making.

Public transport

Needs to be improved to allow better access to our cultural attractions without having to drive.


Travel around the conurbation is very difficult especially in the evening.

Networks and partnerships

People need access to people for support advice and encouragement. Places with strong networking support have strong cultural offers.

Community events need support with promotion, organisational and business support.

Better networks mean stronger partnerships and more impact in community engagement



Stronger partnership working is needed to ensure the best results when constructing new buildings.
Build on the existing collaborations and avoid duplication and competition.

New cultural site

Bournemouth needs a public art gallery.

Poole needs a cultural centre of national renown and excellence.

Diversity and accessibility

Accessibility to spaces, support and cultural content needs to be improved.

Need to engage more with the BAME communities which means defining culture in a way that is meaningful to them.

Inclusivity and reflecting our audience demographics is important and cross-conurbation engagement of all neighbourhoods.

Involvement

People are keen to contribute to development of ideas and strategy and want to be involved in the decision making.

Organisations have venues they can offer up for events and exhibitions.

Communities and neighbourhoods need to be consulted about what they need before decisions are made.

Summary – Survey 4 – “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.

Respondees were told that:

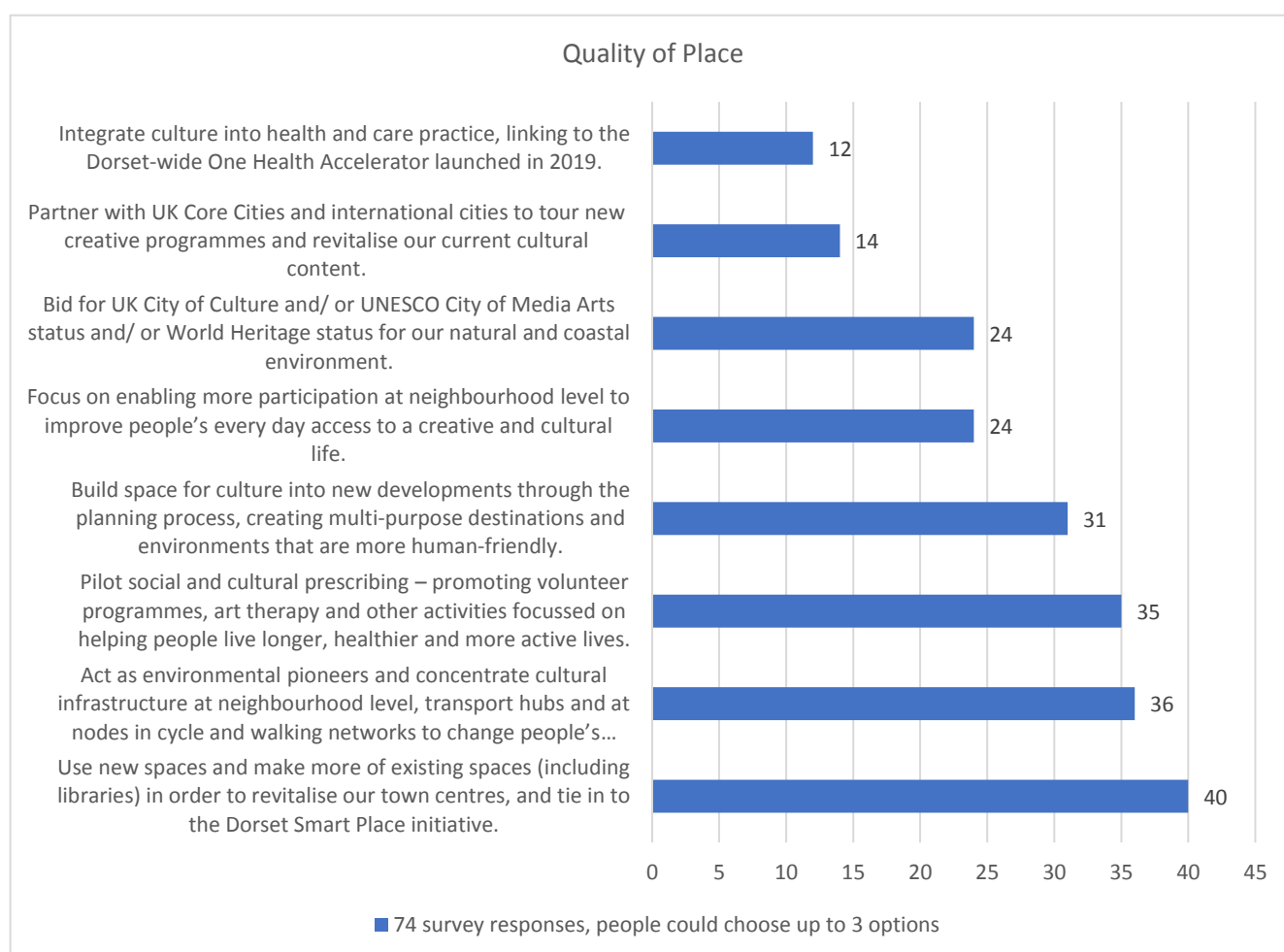
BCP Council has

1. BCP Council has positioned culture at the heart of BCP Council’s Corporate Plan – the whole idea of Bournemouth, Christchurch and Poole as a place needs to be articulated through culture.

Respondees were asked to consider the list below and think about:

“Which three things should the BCP Cultural Collective prioritise next?”

Respondees were asked to choose up to 3 options and provide further comments.





Summary of additional comments on Quality of Place

Strategy

A City of Culture bid would provide a focussed project for the whole sector to support and should include our neighbours in Dorset and Southampton.

Ensure culture is part of future development and regeneration programmes, including transport, housing and environment plans.

Housing needs, deliverability and viability need to be balanced with cultural requirements when ensuring space for culture in housing developments.

Utilise work already carried out by partners.

Link culture to the Future Parks Accelerator Programme to ensure a holistic response to our vision for BCP.

We should join our museums and heritage centres in one single cultural heritage service and link this closely with tourism and culture.

Creative hubs

We need to make better use of the existing spaces we already have before we build more.

The most diverse area of BCP is lacking a cultural centre.

Public transport

Needs improving across the local area.

BCP should be vehicle free on Sundays to encourage cycling and make safe spaces for pop up businesses, street entertainment and gatherings.

Introduce a fleet of electric buses between key locations.

Increasing pedestrian access and bike zones would demonstrate a forward-thinking progressive city.

The Natural Environment

Need better access to more open spaces.

Need a more holistic approach to town planning and home building.

Need to ensure we look after our natural environment more.

We should maintain our natural environment and revitalise existing spaces.

Make our parks, green spaces and cultural assets the backdrop to all civic life.

Cultural Prescribing

A strong cultural prescribing network would allow artists to find new audiences and support funding applications.

Needs investment to upskill cultural producers and funding to establish innovative cultural programmes.

Need to recognise different people's needs and provide the appropriate solution.


Need to offer programmes into new spaces to widen reach to more individuals.

Embed culture into well being activities.

Talent

Make use of the talent of the people already in place to identify new initiatives.

Invest at grass roots level more and build on what is already working.



Identity

Culture plays a large part in maintaining and improving 'place' as well as celebrating it's uniqueness. All towns known for their culture have a major modern or modernised gallery - to be taken seriously BCP needs one too.

Every place should have it's own special identity and artists can capture and showcase this.

Diversity

Utilise the multi-cultural hub to engage with diverse and hidden communities.

Summary – Survey 5 – “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.

Respondees were told that:

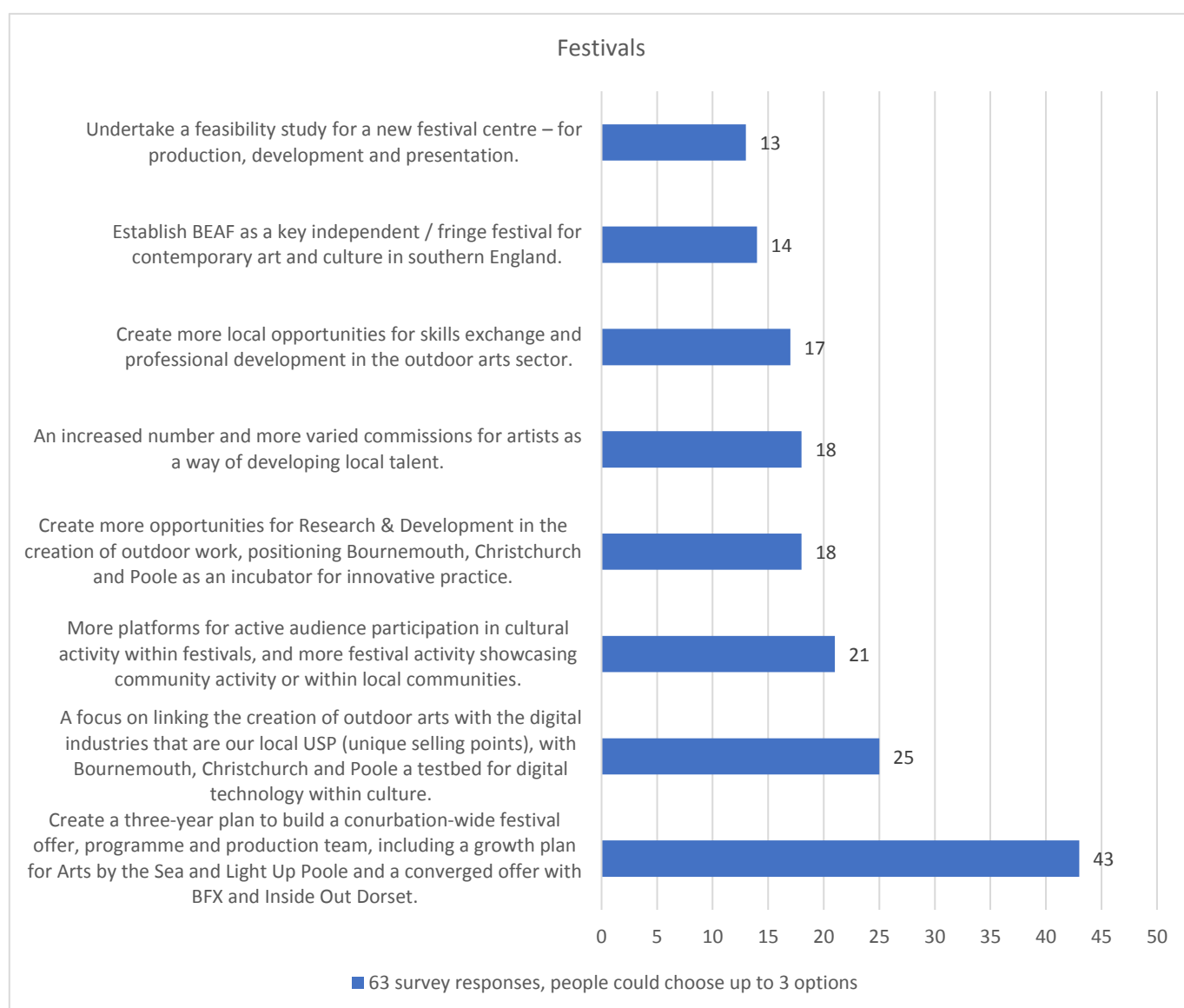
BCP Council will


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.

Respondees were asked to consider the list below and think about:

“Which three things should the BCP Cultural Collective prioritise next?”

Respondees were asked to choose up to 3 options and provide further comments.





Summary of additional comments on Festivals

Artists/ talent

Work with the Creative Events Management course at AUB so students can develop their practice in front of a range of audiences within an industry setting

Incorporate BEAF into plans for festival development as the festival supporting emerging artists
BCP needs a serious music festival and a festival for local musicians.

Partners

Link festivals with the film industry.

Ensure museums and arts centres connect with and participate in the festival offer and are supported in their own activities.

Skills development

Support local skills development to benefit the sector and re-invest in local work rather than buying in.

We lack training for local production teams - existing festivals bring staff in from outside the region.
Train BCP based staff for these roles.

Support local and diversity

Support artist curated events and activity.

Support more diverse artists and bring on new emerging BAME artists.

Allow BAME communities to showcase their own original practised cultures.

Enable local artists to showcase their work creating an enhanced sense of belonging and accessibility for local communities

Commission more local artists

Planning, development, strategy

Develop new festivals that showcase critically acclaimed art or contemporary fringe work, or community led work, dance, heritage and music.

Ensure festivals have 12 month programmes wrapped around them so they're not just tourist events but invest across the year in community driven work.

Festivals should celebrate the locality and USP.

Ensure there is a new or existing wet-weather facility close to any proposed event so it can still proceed in bad weather conditions.

Utilise existing venues for events and participation.

Improve the ambition and sustainability of existing festivals.

Link the conurbation with larger scale festivals like Bestival


Audience

The existing festivals need to provide more participatory events for audience and reach a wider audience than their existing audience.

The existing festivals need a joined up marketing strategy to reach a wider audience, the general public and not just the usual arts people.

Innovation

BCP should be a national centre of excellence for festival production



BCP should be at the forefront of digital technology within culture, developing new platforms and technologies for home grown cultural heritage strategies.
Create four cultural quarters with different characters to host the different festivals, creating new environments and unlocking additional funding.

List of contributors

Survey respondees were able to provide their name or leave responses anonymously.

Emma	Abbey	David	Jones
Alejandro	Ballesteros	Loubna	Khamlichi
Libby	Battaglia	Paul	Kinvig
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Diane	Beasley	Mark	Lamb
Sarah	Bernardes	David	Lawrence
Zoe	Bradley	Cary	Lightfoot
Laura	Bright	Ken	Mantock
Beccy	Brookwell	Susan	McAdie
Rachael	Brown	Sam	Merrick
Laura	Bullivant	Adam	Merrifield
Jez	Carter	John	Merritt
Gerry	Clarke	Frank	Miles
James	Cole	Vanessa	Mill
Hayley	Curtis	Ben	Mitchell
Roy	Cusens	Sarah	Moore
Willem	de Bruijn	Lin	Moore
Martin	Devine	Sarah	Moore
David	Doust	Ashley	Nicholson
Ronnie	Draper	Donald	Nordberg
Ella	Dunn	Michele	Obrien
Jonathan	Dyke	Mary	O'Sullivan
Laura	Eldret	Mike	Pearce
Cleo	Evans	Julie	Pearson
Jon	Exton	Victoria	Pirie
Graham	Farrant	Sarah	Price
Jacqui	Garrett		Read
Maria	Gayton	Jennifer	Roberts
Elisabeth	Gordon	Anthony	Rogers
Edward	Gould	Michelle	Rumney
Beth	Goy	Guido	Schillig
Diane	Grannell	Lauren	Sewell
Kris	Gumbrell	Chris	Shephard
Briony	Hartley	Jon	Shipp
Gabrielle	Hass	Amaya	Silveria
Julie	Hawker	Susan	Sloan
Trudy	Hicken	(SWFed)	South West Federation of Museums
Mark	Holloway	PAULINE	STANLEY
Sarah	James	Margo	Teasdale
Martin	John	Gary	Trinder
Ian	Jones	Jacqui	van Bommel
Jon	Weaver	Matthew	Vass-White
Kim	West	Katharine	Walker
Cal	West	Julia	Wittich
Mandy	West	Denise	Wootten
	Wheatcroft	Jayne	
Frances	Wheatley	Patrick	
Claire	Whitaker	Pamela	
Beckee	White		
Lawrence	Williams		

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ⁱ A full list of additional responses can be found in the Excel document Appendix to this report.