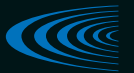




Stockton-on-Tees
BOROUGH COUNCIL



Culture-on-Tees



Arts
Libraries
Museums
SPORT
Leisure

history heritage movement **competition** **belonging** meaning illumination
creativity activity **expression** exploration play ideas **tales** **discovery**
adventure voyages horizons participation innovation **imagination**

CULTURE STOCKTON
2007 - 2012

CULTURE STOCKTON 2007 - 2012

The cultural strategy of the Stockton Renaissance Culture Partnership

Culture includes the arts, museums, heritage, libraries, leisure and sports. It's about play and learning, creativity and expression, about identity and belonging, it defines the characteristics we share and helps us make sense of the world and our place in it. From 'Harry Potter' to 'Big Brother' to 'World Cup' football, cultural activity triggers debate and provides illustrations and metaphors to help communities evolve and stay strong.

Our vision is of culture enriching all aspects of life in our borough, contributing to active healthy lifestyles, animating our public space, and creating chances for people from all communities to come together, face to face. We want people to be able to read books, see films, go to the theatre, walk in the park, discover their heritage and history, play sports, dance, listen to music, sing, and we want landmark buildings that point to the future and monuments that celebrate our past. And we want people to enjoy these opportunities in safe, convenient, affordable ways.

Culture contributes to our wider social and economic objectives and features in a range of strategies and plans. We aim to encourage the use of culture to achieve these aims, and extend the opportunities for people to experience and participate in cultural activity for its own sake.

Paul Burns
Director
Tees Music Alliance
(Chair of Culture Partnership)

AIMS

Promoting our festivals

The Stockton International Riverside Festival (SIRF), Riverside Fringe and Billingham International Folklore Festivals (BIFF) are massive events locally, regionally and nationally. They bring our families and diverse communities together and attract large numbers of visitors to the borough. Festivals such as these challenge national perceptions about the area, helping us attract investment and talent. Local shows and events also play a valuable role in bringing communities together, sustaining voluntary groups and societies that maintain important traditions.

We will continue to value our local events and work to strengthen links between SIRF and BIFF, building on the international reputation of both, and using them to illustrate the richness of cultural diversity. These high profile events will spearhead our efforts to contribute to the 2012 Olympiad cultural celebrations. Culture will be central to our work on destination marketing and tourism.

The lead agency for this aim is Stockton Arts Development Service, the Stockton Arts Strategy 2006 - 2009 sets out how this aim will be taken forward.

Value creativity and invention (particularly in young people)

In order to be at the forefront of development, with an innovative 21st century borough, it is important that we nurture, develop and drive the creativity of our residents. Cultural activity for young people is a priority. We want to extend opportunities for young people to make and perform music and dance, read and write stories and poems, draw and make pictures and sculpture, to test their physical skills through competition and challenges. We want local people to celebrate the value of creativity and invention. We aim to make culture a fundamental part of our education and economic development plans, and we want to use culture to attract and retain talented and entrepreneurial individuals.

This aim touches on a range of providers and partners, no single cultural agency takes a lead. The Children's and Young People's Plan 2007 – 2010, and the Adults Vision 2006 – 2011 (not appended to this strategy), provide the framework for cultural agencies' contribution to this aim. The Stockton Arts Strategy 2006 – 2009, the Tees Music Alliance Business Plan 2006 – 2011, and the Stockton Library Business Plan 2007 – 2010, outline activities that contribute directly to success in this area.

Raise the profile of our heritage

Stockton has a rich heritage and through our museums and heritage assets we can tell the fascinating story of the borough's history and help develop a sense of continuity and community pride. Our biggest museum and park sits on a site bounded by the world's first railway line to the west, and the reason for settlements in this area since the iron age, the River Tees, to the east. We aim to refresh Preston Hall and Park, improving the landscape and visitor facilities, and highlighting our rich history. This major redevelopment will help people see more of the Museum collection, and connect with local history in exciting, interactive ways. Ropner Park and Preston Park will contribute to the Tees Valley green infrastructure plans, and help provide more opportunities for people to access safe, high quality open space for healthy activities.

The lead agency for this aim is Stockton Museum Service, supported by Tees Valley Archaeology. The Stockton Museum Service Strategy (Egeria) 2005, and the Tees Valley Archaeology Forward Plan 2007 – 2008, set out how this aim will be taken forward. Related supporting documents, setting out the detail of Preston Park and Hall redevelopment, are not appended but can be supplied by the Stockton Museums Service.

Encourage better designed buildings and public spaces.

The environment in which people live has a dramatic effect on their sense of place, well-being and local pride. We aim to encourage the development of design schemes that go beyond the purely functional and create distinctive places that reflect the life and aspirations of the Borough. We aim to help the design professionals create better places for our communities, unique and rooted in local history, with integral arts and crafts works.

This aim touches on a range of service providers and partners, no single cultural agency takes a lead. The Tees Valley Design Guide and Specification provides the framework for cultural agencies' contribution to this aim. The Stockton Arts Strategy 2006 - 2009 outlines activities that contribute directly to success in this area.

Increase and widen participation in sport and physical activity

The 2006 Sport England Active People survey found that the people of the Borough are amongst the most active in the north of England, taking part in sport and physical activity, both as a source of fun and to improve health. There is also evidence that young people are participating more in sport now than in recent years. We aim to create an environment that facilitates safe and enjoyable physical activity and opportunities for people to participate and excel in sport. There will be particular emphasis on young people becoming more active after school and when they leave school. We also aim to provide a network of quality, accessible facilities that meet individual and community needs and national standards.

Stockton has hosted ambitious sporting events such as the Seve Trophy Golf Tournament at Wynyard Golf Club in 2005. We aim to maximise the potential

of the Tees Barrage for the development of triathlon, sailing, canoeing and other water sports using the catalyst of the Olympic Games 2012.

The lead agency for this is Stockton Sports Development Service, with Tees Active Limited as the lead provider of leisure services. The Stockton Sports Strategy 2003 – 2008 and Tees Active Ltd Business Development Plan 2005 – 2008 set out how this aim will be taken forward. The work of Tees Valley Dance also makes a significant contribution to the achievement of this aim, the Tees Valley Dance Business Plan 2004 – 2008 is appended.

Growing skills in the Cultural Sector

The growth and development of cultural activity in the Borough will provide new contract and employment opportunities. We aim to nurture and retain local talent, build skills and knowledge and attract creative people into the area from other parts of the country to support and develop the cultural sector in Stockton and the Tees Valley. We want to increase the number of cultural businesses in the area, and ensure they get the right support and investment from the training, development and advisory agencies.

There is also demand for improved workspace facilities, particularly in the visual arts. We aim to support the development of studios, galleries and selling opportunities for artists and crafts people.

The lead agency for this aim is the Stockton Arts Development Service, supported by the Tees Music Alliance. The Stockton Arts Strategy 2006 – 2009 and the Tees Music Alliance Business Plan 2006 – 2011 set out how this aim will be taken forward.

DELIVERY

Stockton Council is the main commissioner and provider in the culture sector in this area, but it works closely with the independent private and voluntary organisations. The achievement of many of the Culture Stockton aims will be dependant on the different action plans and programmes of the services and companies in question. These plans are produced to different timescales and follow different frameworks and formats, reflecting the different issues and drivers in the different sectors of Culture. In some cases the plans follow tight national guidelines, such as the Library Plan, in others they are the business plan of a limited company, as with Tees Active, or a cooperative such as Tees Music Alliance.

Although the plans are distinct and different, they all reflect the core belief that culture is a unique tool that can be used to achieve a range of social and economic objectives.

The Key agencies are:

- ARC (arts centre)
- Billingham International Folk Festival
- Stockton Museum Service
- Stockton Sports Development
- Stockton Arts Development Service
- Stockton Library Service
- Stockton Countryside and Greenspace Service
- Tees Music Alliance
- Tees Active (including Billingham Forum Theatre)
- Tees Valley Archaeology
- Tees Valley Dance
- Tees Valley Music Service

APPENDICES

1. Stockton Museum Service Strategy
Egeria 2005
2. Stockton Sports Strategy 2003 - 2008
3. Stockton Arts Strategy 2006 - 2009
4. Stockton Library Business Plan 2007 - 2010
5. Putting the Culture into Stockton's Cultural Quarter
Tees Music Alliance Business Plan 2006 – 2011
6. Tees Active Ltd Business Development Plan 2005 – 2008
7. Tees Valley Archaeology Forward Plan 2007 – 2008
8. Tees Valley Dance Business Plan 2004 - 2008