

**CULTURAL PROGRAMMING AND ACTIVITY**

**REPORT OF THE DIRECTOR OF COMMUNITY AND CULTURAL SERVICES**

**LINK TO WORK PROGRAMME: MONITORING & EVALUATION**

**1. WHY HAS THIS REPORT COME TO THE COMMITTEE?**

- 1.1 The purpose of this report is to provide Members with an update regarding the Cultural Strategy that was launched in August 2003.

**2. BACKGROUND**

- 2.1 Sunderland's Cultural Strategy was launched in August 2003 following approval by Cabinet and the Sunderland Partnership.
- 2.2 The Cultural Strategy was reported to the Culture and Leisure Review Committee and a number of comments were received and considered.
- 2.3 The Thematic Partnership for 'Extending Cultural Opportunities' (the 'Culture Partnership') has been established and this group has considered in detail the objectives identified within the Cultural Strategy as well as other, related documents.

**3. CURRENT POSITION**

- 3.1 Through the work of the Culture Partnership, a number of objectives have been identified as key priorities. It was felt important to identify a reduced number of action points to enable the group to focus on driving this agenda forward vigorously.
- 3.2 To ensure that this process was undertaken robustly, the group considered how relevant proposed actions were in respect of delivering the following key outcomes:
- Support economic and physical regeneration
  - Develop cohesive and inclusive communities
  - Build cultural capacity and increase participation
  - Raise aspirations and well-being
  - Create new and enhance existing cultural opportunities
  - Enhance reputation as an events destination
  - Conserve and protect the environment and heritage
  - Enhance the image of the city

- 3.3 An Action Plan regarding the Cultural Strategy and associated matters is attached at Appendix 1 and this now focuses on the 10 areas of greatest significance. This prioritisation process will be reviewed by the partnership on a six-monthly basis and adjustments adopted where appropriate.

#### **4. CONCLUSION**

- 4.1 The report is provided to ensure that Members are kept advised regarding progress relating to these key cultural initiatives. Members are requested to consider the information provided and comment on the progress made to date.

#### **5. RECOMMENDATION**

- 5.1 Members are asked to note the contents of the report for information.

#### **6. BACKGROUND PAPERS**

- 6.1 The following background papers were relied upon in the preparation of this report:  
'Culture ... What's Yours' – Sunderland's Cultural Strategy, August 2003.  
'CULTUREfirst' – July 2004.

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## A. KEY PROJECTS

No	OUTCOMES	ACTION	OFFICER	PARTNERS	STATUS
1	2 / 3 / 4 / 5 / 6 / 8	Comprehensively review the resources and impact of current marketing activity and consider alternative methods.	CDA/SW/ JE	<ul style="list-style-type: none"> <li>• Marketing Co-ord Group</li> <li>• Sunderland ARC</li> <li>• NTB</li> <li>• Accommodation Providers</li> <li>• Visitor Attractions</li> <li>• COSP</li> <li>• Community Services</li> <li>• City Centre Manager</li> <li>• City Arts Officer</li> <li>• Service Providers</li> </ul>	<ul style="list-style-type: none"> <li>• Image Strategy launched June 2005.</li> <li>• Marketing of cultural services, events and attractions now in new image style.</li> <li>• Corporate Communications Audit recommendations fully implemented.</li> <li>• Corporate Communications Strategy implemented Spring 2006.</li> <li>• Corporate Communications Group established council wide to share best practice and implement image strategy.</li> <li>• Spring, Summer and Winter 2007 and Summer 2008 editions of 'Switched on' circulated to approx 127,000 households advising of forthcoming events within the city.</li> <li>• Partnership established and incorporated into Sunderland. Partnership structure.</li> <li>• City Centre Marketing partnership established.</li> <li>• New events website, <a href="http://www.sunderlandeevents.com">www.sunderlandevents.com</a> launched in October 2007.</li> <li>• New identity created for the Sunderland Festivals and Events Programme: SEE Sunderland (Share, Experience, Enjoy).</li> <li>• Development of the City Marketing Group and launch of first "proud of Sunderland" campaign – further campaigns with partners planned.</li> <li>• New Council-wide Communications and Marketing Strategy 2008 – 2011 currently in development.</li> <li>• Sunderland's tourism website, <a href="http://www.visitsunderland.com">www.visitsunderland.com</a> was relaunched in June 2007 following redevelopment.</li> <li>• To develop a specific library branding supported by the regional library standards adopted through the Embervision training of staff and improving service delivery, twelve North East authorities signed up to a programme delivered by international organisation, 'Embervision', delivering a quality standard and improvement programme to transform and innovate lasting impressions in libraries.</li> </ul>

2	1 / 2 / 3 / 4 / 5 / 6 / 7 / 8	Develop and promote more festivals and events which celebrate the distinctiveness of Sunderland.	JFH/SH	<ul style="list-style-type: none"> <li>• Dev &amp; Regen</li> <li>• Corporate Services</li> <li>• Community Services</li> <li>• ARC</li> <li>• Marketing Team</li> <li>• Tourism &amp; Events Team</li> <li>• NGI</li> <li>• English Heritage</li> <li>• ACE</li> <li>• Schools</li> <li>• Corporate Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusive Communities Working Group established within Culture &amp; Tourism.</li> <li>• Internal groups established.</li> <li>• New Post – Arts Education and Outreach Officer recruited. Post made permanent as of April 2007.</li> <li>• Temporary post created to support programme delivery.</li> <li>• £250,000 allocated per year “top up fund” to support Events Programme.</li> <li>• £2k awarded to support World Heritage status work with schools.</li> <li>• Sunderland International Friendship Festival featuring the Kite Festival established and delivered during July 2008.</li> <li>• ‘Sunderland Live!’ programme of music events</li> <li>• Heritage Events programme.</li> <li>• Parks &amp; Resorts events programme.</li> <li>• Supported five events with event and site management both for Sunderland City Council and external agencies eg Back on the Map &amp; Irish Festival</li> <li>• Events evaluation consultant to be appointed.</li> <li>• 2008 Events Programme delivered <ul style="list-style-type: none"> <li>- City Sings</li> <li>- Launch of Sunderland Aquatic and Wellness Centre</li> <li>- Penshaw Bowl</li> <li>- BUPA Great Womens Run</li> <li>- BUPA Junior Coastal Run</li> <li>- Diabetes UK Great North Walk</li> <li>- Sunderland International Airshow 2008</li> </ul> </li> <li>• Winter Experience 2007 delivered.</li> <li>• Planning commenced for 2009 events.</li> <li>• Black History Month 2008 – working in partnership with Tyne &amp; Wear Museums to deliver a programme of events and activities throughout October to raise awareness of BHM</li> </ul>
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					<ul style="list-style-type: none"> <li>• Carnegie Libraries – centenary celebrations (Hendon, Monkwearmouth and Kayll Road Libraries) as three libraries celebrate 100 years of serving the community a series of events and activities being planned involving the respective communities to commemorate the landmark event.</li> <li>• Host the British Library ‘SACRED’ exhibition promoting engaging multi faith groups in education and programme and showing rare examples of religious texts (May-June 2009)</li> </ul>
3	1 / 3 / 5 / 7 / 8	Improve the promotion of St Peter's Church as a potential World Heritage Site.	CDA/JE/ SW	<ul style="list-style-type: none"> <li>• Dev &amp; Regen</li> <li>• University</li> <li>• Wearmouth-Jarrow Partnership</li> <li>• TWM</li> <li>• Corporate Communications</li> <li>• Diocese of Durham</li> <li>• South Tyneside MBC</li> <li>• Bedes World</li> <li>• English Heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Working group established.</li> <li>• Sunderland Museum and Winter Gardens (SMWG) delivered programme for schools relating to World Heritage Site (in partnership with World Heritage Site Education Steering Group and Bedes World). Funding secured from the NE Regional Hub to develop and deliver a series of assemblies for schools based on the life of Bede and Benedict Biscop.</li> <li>• SMWG Learning Officer attends World Heritage Site Education Steering Group meetings.</li> <li>• Consultancy Study commissioned to help define the consolidated world heritage site and its setting.</li> <li>• Key Issue Studies completed in 2006 with support from Tyne Wear Partnership identifying opportunities and benefits examining Tourism and Economic Impact, Visitor Management and Interpretation, Conservation and Education.</li> <li>• Highlighted potential contribution to status of Sunderland and region, contribution to community confidence and potential for increased tourism and related economic benefits.</li> <li>• Wearmouth-Jarrow selected by Department of Culture, Media and Sport to be UK's nomination for World Heritage Site status in 2009 (now revised to 2010 due to the resubmission of Darwin at Downe in 2009).</li> <li>• Funding secured from Tyne Wear Partnership and English Heritage to complete the candidate World Heritage Site Nomination File to submit to UNESCO, comprising Management Plan and Nomination Document.</li> </ul>

					<ul style="list-style-type: none"> <li>Chris Blandford Associates appointed to undertake Wearmouth-Jarrow Management Plan and Nomination Document – have international track record of completing work for other World Heritage Sites. Management Plan and Nomination Document will go out to public consultation in 2008.</li> <li>Tyne and Wear Partnership support confirmed in principal (£262k) for improvements across the site in 2007/8 in marketing, visitor facilities, public realm, etc. This will form Phase 1 of the Pre-Nomination Action Plan to prepare the site for Nomination in 2010. Other funding is also being sought.</li> <li>Paper prepared on potential contribution of World Heritage Site status to Sunderland's International Strategy.</li> <li>Benedict Biscop day (12 January) celebrations held 2007 and 2008.</li> <li>Marketing Group taking lead on communications strategy</li> <li>Action plan / timeline of communications activity pre-2010 in development.</li> <li>Promotion of Wearmouth-Jarrow's nomination for World Heritage Site Status in Sunderland visitor guide and tourism media relations.</li> <li>Corporate Communications leading on major marketing and PR campaign, on behalf of Wearmouth-Jarrow Partnership, to raise awareness and gather support, until 2010.</li> <li>Launched Patron Saint and Codex Amiatinus January 2005</li> <li>Draft statement of significance prepared.</li> <li>WHS Project Liaison Officer appointed and will assist relevant projects.</li> <li>A planning policy (NA28.A) is included in Sunderland UDP Alteration No2 to protect the setting of the candidate World Heritage Site</li> <li>Campaign to promote the nomination due to launch May 2008.</li> </ul>
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					<ul style="list-style-type: none"> <li>• Funding package assembled to finance preparation of a Planning Framework for the St Peter's / Bonnersfield riverside as supplementary planning guidance.</li> <li>• Consultants invited to tender for the commission to prepare the St Peters / Bonnersfield Riverside Planning Framework, appointment of consultant expected towards the end of September 2008.</li> <li>• Awareness raising ongoing and inclusion at events such as International Airshow, Friendship Festival, History Fair, national and regional events.</li> <li>• VIP book for signature including Duke of Gloucester and David Dimbleby</li> <li>• Ongoing negotiations with ONE for further funding to support the bid</li> <li>• Nomination Document and Management Plan in final stages of preparation for public consultation January 09 and submission to UNESCO in January 2010.</li> <li>• Children and Young People Sub Group established. Ambassador list being created.</li> </ul>
4	1 / 3 / 4 / 5 / 6 / 8	Deliver a 50m pool and regional centre of sporting excellence.	MAP	<ul style="list-style-type: none"> <li>• Sport England</li> <li>• University</li> <li>• SAFC</li> <li>• ARC</li> <li>• College</li> <li>• Community Services</li> <li>• Dev &amp; Regen</li> <li>• Corporate Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Magnetic Events delivered for the launch event on 17 April.</li> <li>• Major marketing and PR campaign launched in February 2008 targeted at community / families – ongoing.</li> <li>• Facility open and operating successfully. An average of 1500 people per day are visiting the site.</li> </ul>
5	1 / 3 / 5 / 6 / 8	Develop Herrington Country Park.	CDA/ PM	<ul style="list-style-type: none"> <li>• Culture &amp; Tourism</li> <li>• Environmental Services</li> <li>• Community Services</li> <li>• Corporate Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Single Programme funding approved by Tyne and Wear Partnership in January 2008. Two year programme of improvements to the park's events infrastructure commenced in March 2008. This will increase events capacity and help to establish Herrington Country Park as a major outdoor Regional Events Centre. Total investment from One NorthEast and SCC of £1 million.</li> <li>• 'Green Flag' status awarded for the fourth successive year.</li> </ul>

## B. PRIORITIES - 2007

No	OUTCOMES	ACTION	OFFICER	PARTNERS	STATUS
1	2 / 3 / 4 / 5 / 7 / 8	Establish a network of centres for local heritage and history.	JFH	<ul style="list-style-type: none"> <li>Local history groups</li> <li>HLF</li> <li>NEMLAC</li> <li>ARC</li> <li>TWM</li> <li>Wearmouth-Jarrow Partnership</li> </ul>	<ul style="list-style-type: none"> <li>Arrivals Lounge project now being developed which will incorporate a one stop facility for cultural/heritage services and facilities in Sunderland.</li> <li>NEMLAC bid.</li> <li>Local Heritage Strategy launched March 2005 with proposals to HLF for a city-wide Heritage Strategy which is under development.</li> <li>Monkwearmouth Station Museum redeveloped and opened in August 2007 with visitor figures exceeding expectations.</li> <li>Cultural Coordinator developing links and working closely with community / voluntary groups.</li> <li>Maritime Museum Feasibility Study – Full report and executive summary completed - report being considered then communication plan to be agreed.</li> <li>World Heritage Status – Management group supported corporately and through Culture and Tourism.</li> <li>Four Key Issue studies completed. Funding of £260,000 received from TWP to allow a number of studies and work to be carried out for the project.</li> <li>Cultural Heritage Development Officer post extended until end of September 2008 .</li> <li>Sunderland Heritage Forum now sub-group of Culture Partnership.</li> <li>World Heritage Status – Consultants appointed to produce Management Plan and Nomination Document. Application to TWP to enable work to realise some of the actions which are part of the Management Plan and to develop the site. Management Plan to be adopted during Spring 2008 with public consultation taking place throughout 2008.</li> <li>Cultural Co-ordinators post – extended fixed term post as Heritage Development Officer.</li> </ul>



				<ul style="list-style-type: none"> <li>• Consultants appointed to carry out a feasibility study of Bowes Railway Museum. Study complete and immediate priorities now being addressed for the site.</li> <li>• Continue to develop projects in partnership with Sunderland Heritage Forum. Street names project application to go forward to HLF and Sunderland History. Local History Fair held on 7 June 2008.</li> <li>• £30,000 funding secured via HLF for Street Names Project and Local History Fair. Bookings almost at capacity level.</li> <li>• Partnership with Tyne &amp; Wear Archives continues. Four class visits delivered during Summer 2007. Further work developed for Autumn term.</li> <li>• Development of Heritage Open Days to encourage people to visit/take part in Cultural Heritage Activities. 2007 saw a 30% increase in visitors to the City.</li> <li>• Their Past Your Future Round 2 – successful bid which will see an inter-generational project focusing on Bomb damaged areas of Sunderland in the Second World War.</li> <li>• Fulwell Mill bi-centenary celebration events and activities taking place in 2008.</li> <li>• Feedback to date shows that Heritage Open Days 2008 have been very successful with new venues and activities taking part this year. Highlights include: a Sunderland City Council financed art project working with pupils from St Paul's primary school working with an artist to interpret Ryhope Engines Museum by producing visual kinetic art work. Washington Millennium Centre Library Staff worked in partnership with the Washington History group with a mining themed exhibition of the Washington area. A colliery band marched from Washington Millennium Centre to Washington F Pit Museum with volunteers following with a mining banner.</li> <li>• Fulwell Mill Bi-centenary events took place in May 2008 including official VIP Launch, Family Fun Open Day, guided walk and open day talk on North East Mills. Art project in planning stages with £5,000 agreed from HLF and confirmation of a further £5,000 awaited from community grant foundation.</li> </ul>
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					<ul style="list-style-type: none"> <li>Sunderland History Fair 2008 took place June 08 and was huge success with over 3000 visitors attending. The event is planned to become a bi-annual event to complement the Durham bi-annual history fair, working in partnership with the Sunderland Heritage Forum</li> <li>Their Past Your Future 2 project now underway with completion for December 2008. Project has been very successful and included a number of community groups young and old using photography and creative writing to focus on the theme of Remembrance and conflict in the First and Second World Wars. The end of the project will result in an on-line Education resource pack based on the work and findings.</li> <li>Continued partnership work with Tyne &amp; Wear Archives, including education work and the possible development of online resources (funding being investigated)</li> <li>Bowes Railway – feasibility study completed and work ongoing to implement immediate priorities including work around Health &amp; Safety, Management and Governance and Conservation Management Plan.</li> <li>Develop a 'heritage area' at the refurbished Washington Town Centre Library planned for re-opening March 2009 linked to George Washington and the Friendship Agreement</li> </ul>
2	1 / 8	Secure sponsorship from the business community to support relevant activities and events.	JE/SH/PM	<ul style="list-style-type: none"> <li>Community Services</li> <li>Business Community</li> <li>Arts &amp; Business</li> <li>City Marketing Partners</li> <li>Corporate Communications</li> <li>TWM</li> </ul>	<ul style="list-style-type: none"> <li>TWM Business Partners support secured for several projects at Sunderland Museum and Winter Gardens and Monkwearmouth Station Museum; ongoing initiative to recruit Sunderland-based companies to TWM Business Partners.</li> <li>Sponsorship secured from cultural Partners for 'Switched On' guide to what's on in Sunderland and monthly Culture magazine.</li> <li>Partnership developed with Nova International to launch Great Womens Run in Sunderland. Event successfully staged in June 2006, 2007 and 2008.</li> <li>Sponsorship secured for Sunrise magazine.</li> </ul>

3	1 / 3 / 5 / 8	Continue to deliver a public art programme of regional significance.	ZC/RH	<ul style="list-style-type: none"> <li>• ACE</li> <li>• ARC</li> <li>• NGC</li> <li>• Corporate Communications</li> <li>• TWM</li> <li>• Live Nation</li> <li>• Community Services</li> </ul>	<ul style="list-style-type: none"> <li>• Landmark artwork funding under discussion with Arts Council.</li> <li>• Public Art Consultant appointed until July 2009.</li> <li>• Image Strategy.</li> <li>• New works installed at Sunnyside Gardens, Rainton Bridge Business Park, Sunderland Aquatic Centre. Projects for Ryhope Gateways, Empire Theatre, Stadium Park gas vents and C2C projects progressing.</li> <li>• Audit of current artworks undertaken and maintenance policy agreed.</li> <li>• £250,000 investment through SCC agreed to support public art in 2008-09 with major programme of commissions and projects defined.</li> </ul>
4	1 / 3 / 5 / 6	Review the portfolio of performance venues and investigate the feasibility of creating additional spaces for large scale music events and all performance at a small scale.	CDA	<ul style="list-style-type: none"> <li>• Live Nation</li> <li>• ACE</li> <li>• University</li> <li>• Performing Arts Providers</li> <li>• Community Services</li> <li>• Sunnyside Partnership</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions continue with University.</li> <li>• City Marketing partners.</li> <li>• ThePlace business and arts centre in Sunnyside will house a performance venue and gallery space – due to open in June 2008. ThePlace will launch during October half term with a range of activities.</li> <li>• Discussions with music promoters continue to take place.</li> </ul>
5	1 / 3 / 4 / 5 / 8	Develop the evening economy through extending the opening hours of city centre cultural provision.	CDA	<ul style="list-style-type: none"> <li>• TWM</li> <li>• Providers</li> <li>• Community Services</li> <li>• City Centre Group</li> <li>• Sunnyside Partnership</li> </ul>	<ul style="list-style-type: none"> <li>• Occasional evening events included in learning programmes.</li> <li>• Resource implications.</li> <li>• Sunnyside development attracting new evening economy users.</li> <li>• New City Centre Manager has taken up post. Will assist CCS in co-ordinating (additional) cultural provision and improve co-ordination of business interests for example, late night openings etc.</li> <li>• Potential of Arrivals Lounge project to be explored further.</li> </ul>

## **KEY:**

## **OFFICERS**

<b>CDA</b>	Chris Alexander	<b>MAP</b>	Mike Poulter	<b>SH</b>	Sue Henderson
<b>JE</b>	Julie Elliott	<b>SW</b>	Susan Wear	<b>JFH</b>	Jane Hall
<b>PM</b>	Peter Mooney	<b>ZC</b>	Zoë Channing	<b>RH</b>	Richard Hollinshead

## **PARTNERS**

<b>ACE</b>	Arts Council of England	<b>NDC</b>	New Deal for Communities
<b>ACW</b>	Arts Centre Washington	<b>NEMLAC</b>	North East Museums, Libraries and Archives Council
<b>ARC</b>	Sunderland Area Regeneration Company	<b>NGC</b>	National Glass Centre
<b>COSP</b>	City of Sunderland Partnership	<b>NGI</b>	Newcastle / Gateshead Initiative
<b>EP</b>	English Partnerships	<b>NT</b>	National Trust
<b>FOSUMS</b>	Friends of Sunderland Museums	<b>NTB</b>	Northumbria Tourist Board
<b>HLF</b>	Heritage Lottery Fund	<b>TWM</b>	Tyne & Wear Museums
<b>ODPM</b>	Office of the Deputy Prime-minister	<b>TWP</b>	Tyne & Wear Partnership
<b>OSDT</b>	Old Sunderland Development Trust	<b>SCC</b>	Sunderland City Council

## OTHER

<b>BV</b>	Best Value	<b>NOF</b>	New Opportunities Fund
<b>MTFP</b>	Medium Term Financial Plan	<b>LDF</b>	Local Development Framework
<b>SLA</b>	Service Level Agreement	<b>THI</b>	Townscape Heritage Initiative
<b>SME</b>	Small to Medium Sized Enterprises	<b>UDP</b>	Unitary Development Plan
<b>LaSH</b>	Libraries Access Sunderland Scheme		