



# TORBAY CULTURE

BECAUSE IT MATTERS

EST. 2015

## PRIORITIES FOR TORBAY CULTURE 2020-22

THE NEXT PHASE OF 'ENJOY, TALK, DO, BE'  
THE CULTURAL STRATEGY FOR TORBAY 2014-24

## OUR MISSION:

To enable the cultural and creative development of Torbay through collaboration, making our home – the English Riviera UNESCO Global Geopark - a better place in which to live, work, learn and visit.

## BACKGROUND:

Torbay Culture was established in 2015 to lead the delivery of **'Enjoy, Talk, Do, Be' – a cultural strategy for Torbay and its communities 2014-24**. The vision and aims of the strategy were scoped and shaped through extensive consultation with residents and other stakeholders, so it is *by* Torbay as much as *for* Torbay. Formally adopted by Torbay Council, the strategy is aligned with the Council's Corporate Plan, the English Riviera Destination Management Plan and Torbay Economic Strategy as well as the strategic priorities for health and wellbeing, maintaining its public relevance. Published jointly by Arts Council England, Torbay Council and TDA, 'Enjoy, Talk, Do, Be' reflects the needs of communities and the desire to generate more and better opportunities for the cultural and creative ecology in the bay. The strategy has three aims:

- To increase engagement and participation in cultural opportunities in Torbay.
- To maximise the distinctive natural and built cultural assets of Torbay.
- To ensure cultural development is a key contributor to economic, social and environmental development.

## STRATEGIC AIMS

### **1: to increase engagement and participation in cultural opportunities in Torbay**

Build from the community as well as bringing in new and diverse experiences  
Support creative and cultural learning  
Harness the health and well-being benefits of culture.

### **2: to maximise the distinctive natural and built cultural assets of Torbay**

Protect and enhance cultural places and spaces for culture  
Develop a year-round season-based rhythm of cultural provision  
Contribute to safe and sustainable living, working and visiting.

### **3: to ensure joined-up cultural development is a key contributor to economic, social and environmental development in Torbay**

Strengthen support for the creative and cultural economy and the advantages it brings  
Share knowledge, skills and resources to diversify and grow the income base  
Make links with and culture proof other policies, strategies and plans.

Torbay Culture is supported by TDA, which employs the small team of two full time members of staff. **The Board of Torbay Culture** is an independent advisory group which acts as the strategy guardian, overseeing its effective delivery and championing the work of Torbay Culture and culture in general. Members are appointed through an open recruitment process and come from a range of sectors. Iterative consultation through cultural events ensures that ideas and actions remain rooted in local need and aspirations. Torbay Culture has secured

funding to support the delivery of the strategy including for 'test and learn' projects exploring innovation in local cultural development. A major part of this is Torbay's **Great Place Scheme**, one of 16 national pathfinders co-sponsored by the National Lottery Heritage Fund, Arts Council England and Historic England. Our Great Place Scheme is enabling new partnerships and actions across Torbay to deliver the aims of 'Enjoy, Talk, Do, Be', with activity around shaping place, changing lives, engaging audiences and building resilience in the sector.



Cave Hunters and the Truth Machine, Sean Harris. Image - M Kessler



Fabric of Home, Amy Pitt. Image - L Jeffery

## HOW WE WORK:

We deliver all our activity in partnership, including working with freelancers, consultants and businesses appointed through procurement rules. We work with a wide range of organisations - public, private and third sector - to help deliver the strategy.

- developing partnerships to influence strategic planning and decision-making across Torbay
- supporting cultural practitioners and venues to continue their work, develop and grow
- spotlighting positive aspects of Torbay's existing arts, culture and heritage
- focusing on legacy and sustainability in all our projects
- sharing our learning as we work towards our shared long term vision.

## RECENT IMPACT:

### ENGAGING AUDIENCES:

We are working with audience experts at South West Museums Development and Wonder Associates to bring Torbay's cultural organisations together around common challenges of audience engagement. Together, we are creating tools that help us understand our audiences – and those that don't yet attend. Our research project The 99 worked with 99 locals who felt that arts and heritage were 'not for them' to find out what makes them feel this way and what we might do differently to engage them, resulting in a suite of recommendations. Our **Audience Evaluation** project works closely with organisations to develop simple, sustainable ways to collect and use audience data. Pooling the information collected will also give us a reliable Torbay-wide understanding about who engages with arts and heritage here and who we're missing. Alongside this we have a growing team of passionate volunteers – **Torbay Culture Ambassadors**. They champion arts and heritage to residents and visitors, and have already contributed thousands of hours of support.

### CHANGING LIVES:

Working with the partners in the **health sector**, we jointly commissioned a series of test and learn projects using creative practice to address specific areas of health concern for Torbay's population. 16 projects took place, involving 139 patients, six schools, 11 healthcare practitioners and 21 artists. This led to the creation of a new dance company.

We also partnered with Torbay Council to commission a large-scale creative consultation with over 180 residents and staff of care homes across Torbay to produce the **Torbay Care Charter**, an inspiring set of principles that is already resulting in positive change in local care provision and leadership.

We are building on these partnerships to create further impact with new projects.



## SHAPING PLACE:

We are developing a bay-wide approach to programming that supports and grows Torbay's unique cultural assets – especially the hidden gems – and produces new and diverse experiences for local people and visitors. Through **Eyeview** - the cultural programme of Torbay's Great Place Scheme - we have created new local, national and international creative partnerships. Already we have worked with 24 local artists and engaged with thousands of individuals as audiences and participants. The Great Place Scheme has so far created more than £750,000 worth of new opportunities for the local cultural sector.

A new **English Riviera Destination Management Group** was set up with support from the Great Place Scheme which brought together organisations with a responsibility for visitor experience and provides a focus for delivering the shared Destination Management Plan. Cultural tourism is an important part of a sustainable visitor economy, and we have worked with the culture and tourism sectors to produce a new vision and framework for **Cultural Tourism** product. The new *Writers on the Riviera* walking trail guide is the first output of this new framework.



## BUILDING RESILIENCE:

We have supported arts and heritage organisations at the point of transition into new models of **governance** that would help them become more resilient. These include Doorstep Arts, the Palace Theatre, the Paignton Picture House Trust, Torbay Culture & Arts Network (TCAN), and Artizan Gallery.

We have raised the profile of Brixham, Paignton and Torquay as naturally inspiring, creative places to live by showcasing our artists, makers, venues and events in **The Shorely**, a new, curated, digital magazine. Its website has over 12,000 page views per quarter, and on Facebook and Instagram its reach is 328,000 per quarter. We are keen to ensure that it can offer a platform for creative individuals and organisations for the long-term through a sustainable operating model.

There are many more examples at [www.torbayculture.org](http://www.torbayculture.org)

## **NEXT STEPS:**

During 2019 we have been reviewing delivery of 'Enjoy, Talk, Do, Be'. At this mid-way point of the ten year strategy, it is timely to check where we are. We have listened to what people have said and prioritised our objectives for the next two years. These will be the subject of applications to funders. The areas of work are intended to be cross-cutting, rather than discrete single focus activities. We are sharing our thinking now, so you can be part of the conversations, get involved in joint projects, or consider how we may collaborate in the future as you plan your own work.

### **KEEP GROWING - CULTURAL AND CREATIVE DEVELOPMENT FOR OUR HOME**

Encouraging more place-based cultural programmes, including local and invited artists, and a range of cultural and community organisations. This needs to be popular and accessible, as well as new and diverse. We want to encourage growth in creative practice and skills in alignment with the Heart of the South West Local Industrial Strategy, and new resources from partners like South Devon College.

### **LIVING WELL - SHAPING A BETTER FUTURE FOR YOUNG PEOPLE**

Supporting creative interventions which improve social outcomes and opportunities for young people. This will support young peoples' health and wellbeing, specifically mental health and be devised through a forum of interested parties. It builds on the test and learn projects for culture, health & wellbeing. This will complement and support the Imagine This partnership and be informed by evidence from Healthwatch Torbay and other partners.

### **THE ENVIRONMENT – CELEBRATING AND RESPECTING OUR UNESCO GLOBAL GEOPARK**

We want to maximise the opportunities of the English Riviera UNESCO Global Geopark through creativity and innovation. It is the canvas on which we all live our lives, and the bay's unique and distinctive offer to visitors. This builds on Eyeview, the cultural tourism development and regeneration projects; as well as initiatives like The Rock Connects Us, the Geopark Festival, Ambassador artists and others.



## **COMMUNITY PLACES – ENCOURAGING A RENAISSANCE FOR OUR HISTORIC BUILDINGS, VENUES AND SPACES**

Developing a network of active cultural community spaces, including innovative thinking about historic assets, working in collaboration with Torbay Council and other partners. This builds on Eyeview, new models of governance, town centre development projects, creative community development, existing assets (including Oldway, Paignton Picture House, Torre Abbey and others); and connects to a refreshed Heritage Strategy and action plan.

## **TORBAY CULTURE'S ROLE IS TO:**

- broker connections between key partners
- ensure culture and creativity is represented during future planning
- support complementarity; aligning and prioritising funding opportunities
- act as an advocate and support partnership-building
- support the English Riviera Geopark Organisation coordination in the bay
- improve joined up thinking to help increase a sense of shared ownership and security
- work with strategic networks and partnerships like Torbay Together and the Torbay Business Forum.

## **CULTURAL TOURISM ON THE ENGLISH RIVIERA**

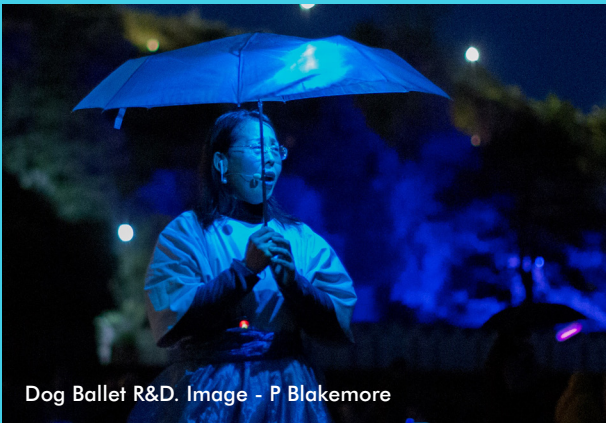
Working with partners including the English Riviera Business Improvement District (ERBIDCo) and Council to support activity which underpins the visitor economy for the area – for example celebrating Torbay's film heritage and future potential. This builds on our cultural tourism product development; and the strategic English Riviera Destination Management Plan.



Electric Sound Palace, Chris Timpson. Image - M Kessler



Social Permaculture, Seema Patel. Image - J Pratt



Dog Ballet R&D. Image - P Blakemore

All images from *Eyeview (extra)ordinary* 2019, Torbay's Great Place Scheme cultural programme



**LOTTERY FUNDED**



Cover Image: Silence Between Waves Richard Chapbell Dance 2019, Chew Shaw En - Photo - J Wileman

You can find out more about our people, partnerships and projects, and the strategy on our website.  
**[www.torbayculture.org](http://www.torbayculture.org)**

Email: [culture@tda.uk.net](mailto:culture@tda.uk.net)  
Phone: 01803 207498  
Twitter: [@TorbayCulture](https://twitter.com/TorbayCulture)