

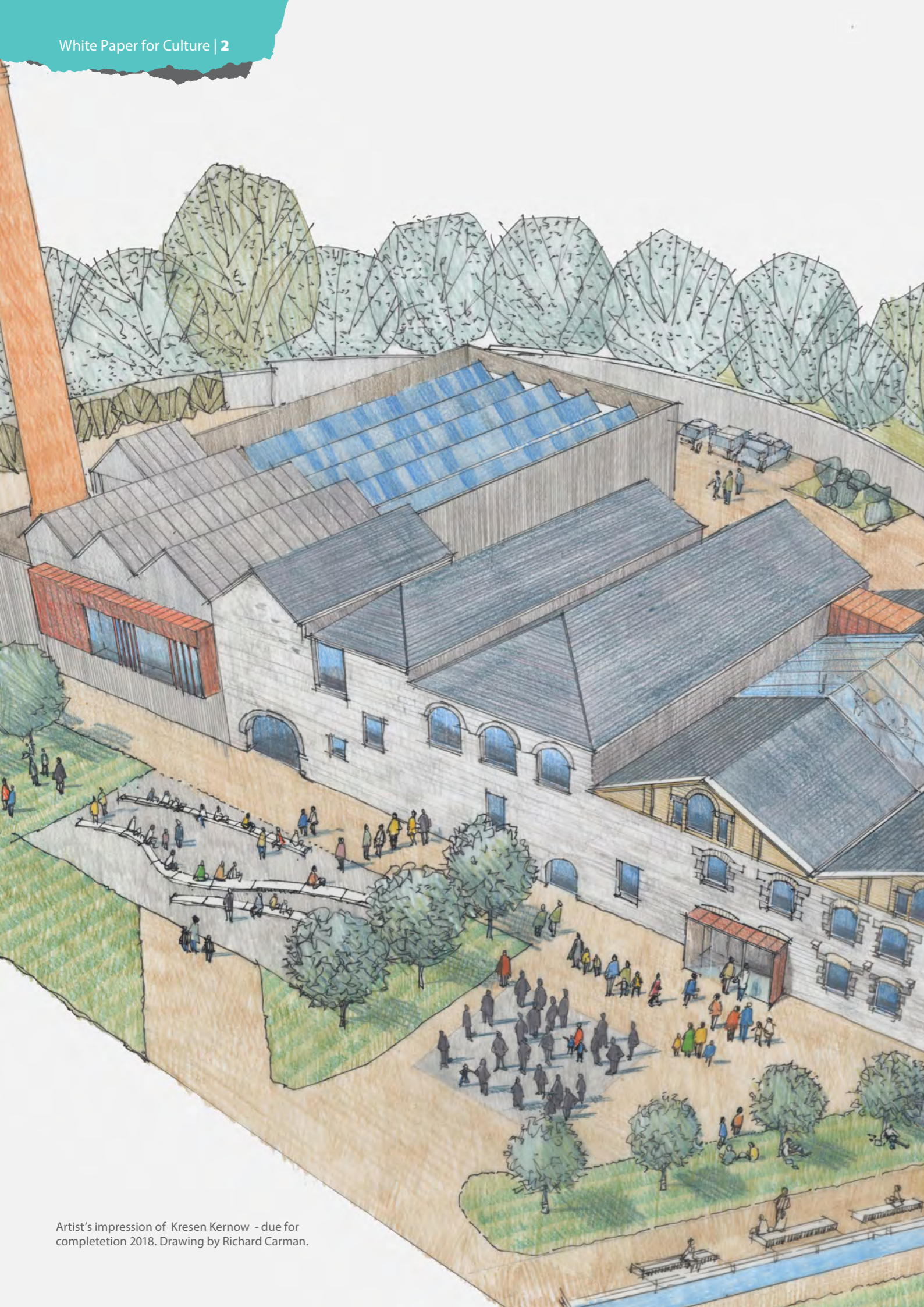
# White **Paper** *for* **Culture** Edition 2

Paper Gwynn rag Gonisogeth

Dyllans 2

Revised April 2016





Artist's impression of Kresen Kernow – due for completion 2018. Drawing by Richard Carman.

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# 1. Foreword

Cllr Julian German

In October 2012 Cornwall Council adopted its first White Paper for Culture. This covered a five year period and focused on activity during the initial three year period, making early 2016 a timely moment in which to undertake a refresh of the White Paper.

Culture and the creative industries are highly important to Cornwall. Not only are they central to Cornwall's distinctiveness and they are also of great economic importance as an employment sector and to our tourist offer.

One in six jobs held by graduates is in the creative economy. In 2014 one in twelve jobs in the South West was in the creative economy, with only London and the South East achieving a higher proportion. Growing our creative sector further will provide fulfilling careers, whilst diversifying and boosting our economy.

Cornwall has a unique combination of cultural assets with a substantial, yet dispersed museums sector, the largest World Heritage Site in the UK and the highest number of statutorily protected Heritage Assets in a local authority area. We are recognised in the UK and internationally as a rural region with creativity at its heart. Our theatre and visual arts sectors have an international reputation and reach. We are growing these existing assets through projects such as the Kresen Kernow archive and the Tate St Ives extension. There is much to celebrate, but we want to continue to build upon our successes and maintain this level of ambition

and momentum. This is why the time is right to refresh the White Paper for Culture.

The environment in which we are operating has changed much over the past three years. The economic climate continues to be demanding and I am proud that Cornwall Council has continued to support culture in these challenging circumstances. Within the Council our structures have improved to allow for better partnership working with the Cornish Language Service, Archives and Cornish Studies Service and the World Heritage Site office fully integrated into our Culture team. We have made considerable progress on the original ten transformation projects.

We have aligned this new edition of the White Paper with the timeline for the Cornwall and Isles of Scilly Growth Programme, extending its reach for an additional three years from 2017 to 2020.

I would like to thank all those who contributed to the consultation process; you can find the feedback in Appendix 1.

[The original White Paper is still available here.](#)

With these changes in mind I commend this revised White Paper to you and look forward to working with you to make this ambitious programme happen over the next five years.

# 1. Raglavar

Cllr Julian German

Mis Hedra 2012 Konsel Kernow a dhegemeras y gynsa Paper Gwynn rag Gonisogeth. Hemm a ystynnas dres spys a bymp bledhen hag y fogellas ev war wrians dres an spys kynsa a deyr bledhen, yn unn wul 2016 pols gwiw may fo omgemerys daswel an Paper Gwynn.

Gonisogeth ha diwysyansow awenek yw fest posek dhe Gernow. Nyns yns i kresel yn unnik dhe dhiblanseth a Gernow mes yth yns i ynwedh a roweth erbysek meur avel ranngylgh arveth ha dh'agan profyans tornyaseth.

Unn oberen yn hwegh synsys gans gradhesigyon yw yn erbysiedh awenek, gans Loundres ha'n Soth-Est yn unnik ow kollenwel kemusur ughella. Tevi agan ranngylgh awenek a wra provia resegaow kewera, y'n kettermyn ha divershe ha kannertha agan erbysiedh.

Kernow a's teves kesunyans dibarow a bythow gonisogethek gans ranngylgh gwithtiow krev mes keskerys, an brassa Tyller Ertach an Bys y'n RU ha niver an ughella a Bythow Ertach gwithys dre lagha yn ranndir awtorita leel. Yth on ni aswonys y'n RU hag yn keswlasek avel rannvro bowek gans awenekter orth hy holon. Agan gwariva ha ranngylghyow artys gwelesek a's teves bri hag ystynnans keswlasek. Yth eson ni ow tevi an pythow a vew dre ragdresow kepar ha'n govskrifenva Kresen Kernow ha'n ystynnans Tate Porth Ia. Yma meur dh'y solempnya, mes yma hwans dhyn pesya dhe dhrehevel war agan sewenaow ha mentena an nivel ma a ughelhwans

ha momentom. Hemm yw prag yth yw ewn an prys dhe dhisegha an Paper Gwynn rag Gonisogeth.

An kerghynnedh mayth eson ni owth oberi re janjyas meur dres an teyr bledhen eus passys. An hin erbysek a bes dhe wovyn meur, hag orgelus ov re besyas Konsel Kernow skoodhya gonisogeth y'n kesstudhyow gorholus ma. A-ji dhe'n Konsel agan framweythow re omwellhas dhe asa kesoberyans gwell, gans an Gonis Taves Kernewek, Gonis Kovskrifennow ha Studhyansow Kernewek ha'n sodhva Tyller Ertach an Bys oll ewngemyskys y'gan para Gonisogeth. Ni re wrug avonsyans meur war an deg ragdres treusfurvyans derowel.

Ni re alinyas an dyllans nowydh ma a'n Paper Gwynn gans an linendermyn rag an Dowlen Devyans Kernow ha Syllan, yn unn ystynna y dhrehedhyans dres teyr bledhen moy dhyworth 2017 bys 2020.

My a garsa godhvos gras dhe beub a'n re na neb a gevros dhe'n argerdh keskussulyans; y hyllir kavos an dasliv yn Ystynnans 1.

[An Paper Gwynn derowel yw hwath kavadow omma.](#)

Gans an chanjyow ma yn brys my a gomend dhywgh an Paper Gwynn amendys ma ha mall yw genev a oberi genowgh rag surhe y hwra hwarvos an dowlen ughelhwans ma dres an pyp bledhen usi ow tos.



Hall for Cornwall, exterior view - image by Burrell Foley Fischer

## 2. Introduction

The first White Paper for Culture provided the Council and its partners with a strategic framework for investment. Considerable achievements have been made since its publication with most of the 10 transformational projects developed or delivered with a combined investment package of over £30m. You can find a detailed update on each project in Appendix 2.

As a result on this work we can look forward to some high profile, ambitious projects happening over the next 5 years, including:

- 2016 Tinth Anniversary celebrations across the World Heritage Site
- 2017 Tate St Ives Phase 2 opens  
King Edward Mine redevelopment completes with celebratory weekend
- 2018 Opening of Kresen Kernow in Redruth  
GROUNDWORK Interdisciplinary international arts festival
- 2019 Halls for Cornwall programme commences (during Hall For Cornwall's closure for redevelopment)
- 2020 Ordinalia; a revival of this large-scale Cornish theatre work by an  
exciting new partnership of Cornish creative companies
- 2021 Opening of the redeveloped Hall For Cornwall

We have made considerable progress to achieving our ambition to be:

**‘A leading rural region for creativity and culture: where excellence is achieved by keeping in balance community engagement, high value creative industries and cultural distinction.’**

This second edition builds on the first White Paper and incorporates consultation with partners and the sector. It sets out the cultural ambition for Cornwall Council, with a focus on activity over the next five years.

3.0

# Context

**‘Arts and culture are growing twice as fast as the national economy. They are the incubator of the creative industries’**

Sir Peter Bazalgette; Chair, Arts Council England

## 3.1 the case for culture

Wildworks, Souterrain - photo by Steve Tanner

**The distinctiveness of Cornwall is defined by the many strands of its culture, stunning environment and historic traditions.**

Within that distinctness, cultural and creative activity provides jobs, promotes learning and creates a strong sense of place. It strengthens the bonds between people and improves our quality of life on a daily basis.

It is the combination of the vibrant cultural offer and outstanding natural environment that gives Cornwall a unique creative edge and an international profile. Recent Office for National Statistics survey data places Cornwall top in England, as the place where people feel most content and satisfied with their lives, we see our cultural richness and strong sense of place contributing to this important wellbeing indicator.

The Council plays an active role in supporting these sectors to secure economic and social benefit for the people of Cornwall.

## 3.2 What we already have

The culture in Cornwall is rich and diverse. It is built on a legacy of its indigenous heritage, ecology, landscape, language and strong sense of place alongside its well-loved cultural traditions, artistic excellence and a track record of innovation.

In recent years the cultural and creative sectors in Cornwall have achieved much to be proud of

Cornish creative organisation the Real Ideas Organisation (RIO) continues to be the strategic creative bridge organisation for children and young people in for the South West with investment at over

**£2.6m**

over three years from the Arts Council

**Achieving an investment of**

**£4.9m**

Arts Council England awards to National Portfolio Organisations in Cornwall 2015-18

**Securing investment**

through the pioneering Arts Council and Visit England Cultural Destinations programme to create a new cross sector cultural tourism project

**Cornwall 365**

**Securing £100m**

of investment from the Heritage Lottery Fund since its inception in 1994

Since the White Paper was adopted we have secured a total of

**£30 million**

**of external funding into cultural projects across Cornwall.**

Securing UK Government investment to help protect and promote the Cornish Language of

**£150k**

per annum for five years

The investment of over

**£3m**

in the urban Townscape of Camborne, Roskear and Tuckingmill since 2008, the latest stage of over

**£45m**

of heritage townscape regeneration since 1998. This is one of a number of Townscape Heritage Initiatives in Cornwall

Maintaining a

## World Heritage

inscription for our Mining Landscape.

Gaining

**£0.5m**

from the Paul Hamlyn Foundation to support the Hall for Cornwall's Community Club, bringing theatre to new audiences

## Cornwall is already doing things differently.

Cornwall Council and Arts Council England jointly fund a unique model for generating cultural activity across a rural region with dispersed settlements. Over 8 years, FEAST has supported 500 projects which have taken place in more than 2,100 community locations right across Cornwall. These projects have involved 80,400 participants and audiences of more than 800,000. FEAST has secured a total investment of £7.5 million for cultural activity in Cornwall; a leverage on Cornwall Council investment of 1:10. Achieving £1.5m Arts Council England Major Partnership Museum funding for the Cornwall Museums Partnership, and innovative collaboration with six lead museums. Achieving Government recognition in the Cornwall Deal to develop our own ambitions for local management of the historic environment.

3.3  
**Sector**  
*potential*

Whilst we have continued to develop and support these sectors it is a good moment to review our approach to reflect the potential they have to deliver economic and social outcomes for Cornwall.

## The creative and cultural industries are a recognised growth sector both in the UK and globally.

Employment in the sector has increased by 83.5% from 1997-2013 compared to 10.6% within total UK employment as a whole.

Exports of services by the UK creative industries increased by 34.2% between 2009 and 2013, and at £17.9bn accounted for 8.7% of total exports of services for the UK in 2013 (DCMS, 2015).

Creative businesses are inherently innovative. It is estimated in the UK that, in a 12 month period, 20% of creative companies are producing entirely new products compared to 9% of businesses in other sectors. Rapidly changing technology and the domination of self-employment and micro businesses requires the sector to be flexible and responsive to change, driving improvements in products and services and developing new business models.

This growth potential is also reflected in Cornwall and the Isles of Scilly. The second fastest growing sector since 1999 is 'arts, entertainment and recreation', which experienced a 26% increase in growth between 2011-2012 (Office for National Statistics).

Cornwall also supports a density of creative businesses normally found only in urban environments. The 10,000 full-time employees working in the sector benefit from and contribute to the quality of amenity, quality of life and distinctiveness of Cornwall and the Isles of Scilly. Recent improvements in the digital infrastructure and Higher Education provision mean that the sector is well placed to improve the value and reach of its intellectual property, products and services.

There is evidence of significant growth in the creative industries in the region. These include the better established sub-sectors visual arts, crafts, performing arts, literature and music, but also film, television and radio, digital media, architecture, design and designer fashion.

Cornwall's business base is predominantly made up of micro, small and medium-sized enterprises, many of which do not meet the strict high-growth criteria set nationally for intensive business acceleration support. However, a significant proportion of these businesses demonstrate the potential to become high-growth.

A key characteristic of the creative industries is the high number of entrepreneurial workers that are drawn towards the sector. The 2011 Census indicates that 40% of people working in the sector in Cornwall and the Isles of Scilly are self-employed, with a high number of micro-businesses.

**"We are recognised in the UK and internationally as a rural region with creativity at its heart."**

Kneehigh Theatre, The Flying Lovers of Vitebsk - Photo by Steve Tanner

4.0

# Cultural Investment



We are aiming to be a leading rural region for culture and creativity.

We believe that the following goals provide a good basis for achieving that aim.

The aim for the next five years will be to build on previous investments in infrastructure such as Falmouth University, Krowji, Kresen Kernow, Tate St Ives, Hall For Cornwall, the Cornwall Museum Partnership, the Cornish Language Strategy, and Superfast broadband (which presents a significant advantage to creative businesses), to ensure that Cornwall is well placed to further capitalise on this growing market.

As with any potential growth sector, continued growth will only be sustained if the necessary skills (including digital skills), cultural infrastructure, product development and cultural education are in place at the right time.

The White Paper for Culture: Edition 2 2016-2020 provides the framework for this growth. Key to its approach is a philosophy that there are direct synergies between the cultural and creative industries and that these two sectors are part of an ecosystem with interlocking parts that feed and depend on each other. If we get the strategic development right we will be much better placed to unlock the potential flow of talent, ideas, and investment between them and deliver social, economic and cultural value for people in Cornwall.

Goal 1:

## A place of global renown

### Core Work Areas

- **Iconic Cornwall**
- **Marketing and branding**
- **International touring and trade**

## Being a leading rural region for creativity and culture

### What will success look like?

**We have achieved a unique competitive identity and are recognised as an EU Capital of Culture.**

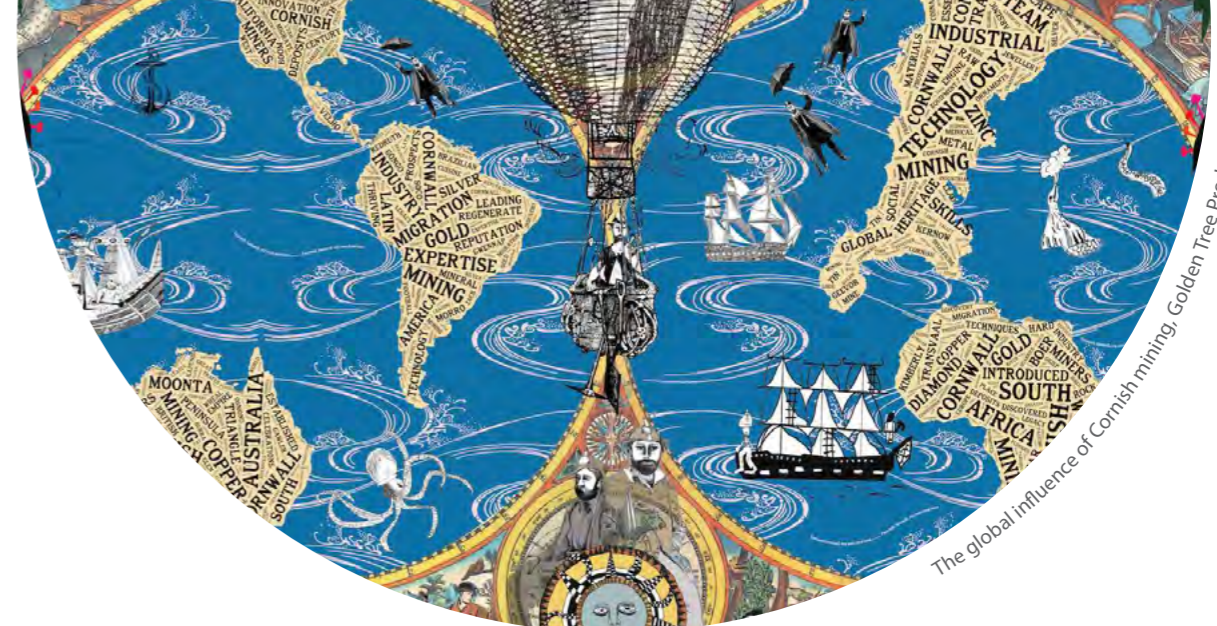
There are more international connections between companies, communities and individuals.

**A greater proportion of our work and products are sold to an international market.**

There is more international exchange between companies and artists in Cornwall and the rest of the world.

**There is an increase in the diversity of the work available in Cornwall. More people in Cornwall have a greater chance to enjoy work from other cultures and countries.**

**We have achieved a transnational designation for our Mining Heritage – which links Cornwall with Cornish mining sites across the globe.**



### Underpinned by

Cornwall has had a world class cultural offer for many generations. The artists of the Newlyn School and St Ives Modernist movements made Cornwall the focus of the visual arts world. A vibrant contemporary creative culture has been built on this legacy. Tate St Ives both celebrates this legacy whilst acting as a catalyst for contemporary visual arts activity and debate. Our theatre companies Kneehigh and Wildworks tour nationally and internationally and have established themselves at the forefront of the UK theatre sector, with strong relationships with high profile co-producing partners, and substantial public following. Kneehigh are also included in the UK's GCSE and A level syllabus. Interreg funded projects such as Cross Channel Film Lab and Beats Per Minute have fostered international cultural exchange and several festivals in Cornwall boast an international line-up.

- The Leach Pottery has long had an international profile with a particularly close relationship to Japan. It achieves a subtle balancing act between celebrating Bernard Leach's legacy with fostering new practice.
- Falmouth University is renowned worldwide for its Higher Education provision in art, design, media, performance and writing. Built on over 100 years of experience, its commitment to international students is well established and as a result, the student community is rich and diverse.
- As a maritime community Cornwall looks beyond the horizon. The Packet Service made Falmouth the information hub of the Empire, second only to London for knowing the news of the day. Goonhilly Earth Station and the Lizard Marconi Wireless Station and Porthcurno Telegraph Cables have continued our status at the leading edge of communications technology. Cornwall's excellent Superfast broadband connectivity (which presents a significant advantage to creative businesses) continues this tradition of innovation.
- Many of Cornwall's museums contain collections and archival materials relating to the diaspora and global industries. Our museums work internationally and are currently actively engaged with projects in South Africa, Mexico, Japan, India, the USA and across Europe.
- Much of the BBC's adaptation of Winston Graham's Poldark was filmed on location in Cornwall, including at several WHS sites. It attracted top viewing figures for the BBC and has already been exported to US TV network Masterpiece. The novels of Rosamunde Pilcher and Daphne Du Maurier are an international draw to tourists wanting to explore their locations first-hand.
- The Cornish Language, there is a growing national and international awareness of Kernewek and although recent press reports may have been controversial coverage in national newspapers has surely brought an awareness of the language to new audiences.

## Goal 2:

A place to  
**inspire**

## Core Work Areas

- Improving cultural facilities
- Increasing cultural participation

## What will success look like?

**More people are taking part in cultural activity in Cornwall.**

Creativity and culture is embedded in education within Cornwall and there are clear pathways to employment for young people.

## Achieving excellent community and social engagement

**Culture brings people in communities together to enjoy shared experience and purpose.**

**There is a vibrant voluntary sector, supported to generate and deliver strong creative ideas.**

People have comprehensive online access to digitised archives, collections and the Historic Environment Record.

**There are new ways to access cultural opportunities which help to address the geography and variation in provision across Cornwall.**

People have access to increasingly high quality visitor experiences driven by investment in cultural facilities. There are more effective marketing and selling arrangements which help people to see what is happening and where.

**There are innovative schemes in place which reach out to people and groups who don't engage at the moment.**

## Underpinned by

- The UK Government signed the Charter for Regional or Minority Languages in 2003 and with this an obligation comes to provide support to Cornish as one of the UK's minority languages. The Cornish were also recognised under the Framework Convention for the Protection of National Minorities in 2015 and support for the language contributes to many of the Government's responsibilities in this area.
- The Heritage Kernow Forum – supported by the Cornwall Deal this new partnership and network provides a space for the heritage organisations involved in sustaining the value of Cornwall's Historic Environment to come together and develop a vision for greater local autonomy in its management.
- Cornwall loves to participate in cultural activity; we have an exceptional amount of community choirs and brass bands. Tate St Ives now runs Look Groups; these are member-led and give participants the opportunity to talk about art, artists and ideas. By late 2016 there will be 25 groups across Cornwall. Carn to Cove, our rural touring network, brings cultural gems to over 80 villages in Cornwall. This not only gives audiences the opportunity to enjoy excellent cultural product it also brings communities together and tackles rural isolation.
- Cornwall has numerous producing theatre companies (Kneehigh, WildWorks and Miracle are all Arts Council NPO's) and freelance artists, who make original work for venues and audiences in Cornwall and further afield. The producing companies link the past with the future and interpret heritage for new audiences. These companies are at the heart of contemporary Cornish identity and its continuous evolution.
- Cornwall also loves to celebrate! There are over 250 festivals in Cornwall ranging from village feast days to Port Eliot and Boardmasters making them a critical part of our cultural offer. Support to festivals is available via FEAST. In 2014, 29 festivals received a FEAST grant, 263,000 people enjoyed these events and every £1 invested levered a further £20.
- There are over 70 museums in Cornwall. They have never been more popular attracting 1.5 million visits in 2015 (up 22% on the previous year). 30% of audiences are local and 70% are visitors making them a substantial part of our cultural tourism offer. Yearly the 2,156 volunteers in our museums contribute 215,000 hours that are worth £4million. 22% visitors to Cornwall – that's 1 million people - cited that a museum was one of the main reasons for their visit. During their visits these 1 million tourists contribute £2billion to the Cornish economy every year.
- Kresen Kernow and the Cornwall Museum Partnership are exploring the use of digital technology to boost access to collections. Live streaming of performances to locations such as cinemas and schools is a growing resource with the potential to counter rural isolation and removing barriers to attendance at cultural events.

Goal 3:

## A place to create

### Core Work Areas

- Workspaces
- Talent development / Career paths
- Networks / Sub-sector support

## Growing high value creative and cultural industries

### What will success look like?

The creative and cultural economy is growing in productivity and more creative business and individuals choose to live and work here.

There are more innovative products, ideas and services reaching the market. There are a greater number of higher value jobs available in the creative and cultural sectors.

There are innovative approaches to the design of new services, developments, open spaces and urban environments.

More mainstream public service providers are commissioning creative and cultural sector businesses to deliver programmes of work for them.

There are higher levels of sector skills.

### Underpinned by

- The creative industries are a recognised growth sector both in the UK and globally. Employment in the sector has increased by 83.5% from 1997-2013 compared to 10.6% within total UK employment as a whole. Exports of services by the UK Creative Industries increased by 34.2% between 2009 and 2013, and at £17.9bn accounted for 8.7% of total exports of services for the UK in 2013. This growth potential is also reflected in Cornwall and the Isles of Scilly. The second fastest growing sector since 1999 is 'arts, entertainment and recreation'; with a 26% increase in growth experienced during 2011-2012.
- Cornwall is home to Falmouth University, which is ranked as the UK's Number One Arts in The Sunday Times 2016 University league table. With nearly 5,000 students in the Creative Industries (and plans to grow to over 8,000 by 2020) there are over 1,500 students graduating per year into the sector. Falmouth University graduates' employability levels reached 96% in 2015, against a UK average of 91%. Falmouth students are also at least four times more likely to be running their own business, with 25% self-employed after six months against 5.9% across the UK. The University's Strategic Plan objectives include to 'Grow Cornwall's Economy', and to produce 'Graduates that get great jobs'—The University's research focusses around three key areas; Digital Economy, Smart Design and Creative, Connected Communities which all have national significance and a particular resonance in Cornwall. In 13/14 total number of undergraduate students recruited by Falmouth University from Cornwall was 537 (13%); this rose to 622 (16%) in 14/15.
- Cornwall has a rich history of providing quality creative workspace; Porthmeor Studios (which were sensitively renovated in 2012) are the oldest artists' studios in continuous use in the UK. Over the last ten years a range of investments have generated new workspaces at CAST in Helston, Krowji in Redruth and King Edward Mine. We have also created a unique workspace and accommodation for writers at Charles Causley's house in Launceston. Demand for workspace continues to be high and in order to support our thriving creative industries sector we will continue to invest in inspiring workspace projects in Cornwall, with many projects combining a heritage conservation outcome alongside workspace creation.
- Seed funding for cultural projects comes from Cornwall Council through the FEAST programme, enabling practitioners to pilot new ideas and leverage further funding.
- RIO (Real Ideas Organisation) is involved in a range of skills development programmes. Talent Match Cornwall, supports young people aged 18-24 who have been unemployed for a year or more to move closer to the job market. The Engine Room is a business support and development programme for social enterprises and SMEs in Cornwall and the Isles of Scilly, designed to enable business growth, as well as support new businesses, products and services. RIO is also the Arts Council Bridge Organisation, providing strategic support to ensure young people can access great arts and cultural activity by connecting with education and arts and culture sectors.
- World class producing companies and artists promote and attract Cornwall as a place to live and work, and create employment for artists, technicians and administrators.

Goal 4:

A place of **cultural distinctiveness** and **sustainability**

## Core Work Areas

- Revitalisation of the Cornish Language
- Protecting our distinctive and unique heritage assets
- Making our heritage assets accessible and purposeful
- Sector sustainability
- Nurturing contemporary Cornish talent

## Achieving cultural distinction and greater sustainability in the cultural sector

### What will success look like?

**People in Cornwall have a sense of place and a positive cultural identity.**

There are well respected networked museums, galleries, festivals, events and venues creating a fantastic year round cultural offer for residents and visitors.

**Local cultural life is dynamic with strong and confident community leadership.**

**New developments are distinctive and reinforce people's sense of place.**

Communities work creatively together to generate solutions to local issues.

**Cultural facilities and services meet national standards, and achieve quality accreditation.**

**Heritage Asset Management Plans are developed for designated sites and monuments.**

**The Cornish language is more widely known and used.**

More people have access to well cared for historic collections.

### Underpinned by

- [The Cornish Mining WHS Supplementary Planning document](#) will support Cornwall Council, as the Local Planning Authority, to deliver sustainable developments that protect the distinctive cultural landscapes of our World Heritage Site areas whilst delivering the facilities and infrastructure needed by the communities that live there.
- Kernewek, the Cornish language. A recent survey found that 75% of visitors to Cornwall were aware of the language and that 67% thought that it was an important part of what makes Cornwall unique and a special part of the UK.
- Cultural Distinctiveness Study - Working together Cornwall Council and Historic England will undertake a study into the cultural distinctiveness of Cornwall's historic environment as part of the Cornwall Deal. This project will identify the relationship between Cornish culture and the environment, developing frameworks to ensure the cultural and community value of place is at the heart of future decision making.
- Developing expertise in marketing Cornwall as a destination for cultural tourists. Cornwall 365 points the way to marketing culture as part of the year round tourism offer in Cornwall. In addition, new initiatives such as festivals are developed with an eye to extending the season. Cornwall.
- We have an excellent track record in leveraging additional funds. Since the White Paper was adopted we have secured a total of £30 million of partnership funding into cultural projects across Cornwall.
- We have developed a series of business models that have fixed and transformed our cultural assets and created new business models for creative and cultural organisations.
- [The Cornwall Museums' Strategy 2012-17](#) identifies a number of clear and practical measures which will enable museums to continue to improve services, to become even more cost effective and to demonstrate the benefits they bring to society as a whole.
- A network of producing organisations that are able to commission new cultural work from artists that expresses the interests, problems and passions of people living in Cornwall today.

Goal 5:

## A place of growth

## Being a leading creative industries cluster

### This Goal will be set out in the refresh of the Cornwall and Isles of Scilly LEP's Strategic Economic Plan

Initially in spring 2016 the LEP is seeking to appoint a research consultancy to complete a combination of quantitative and qualitative research to identify the following:

- The number of jobs currently provided by the creative industries in Cornwall and the Isles of Scilly;
- Opportunities for growth in the creative industries in Cornwall and the Isles of Scilly;
- Barriers to growth in the creative industries in Cornwall and the Isles of Scilly;
- Specific sub sectors or clusters with high growth potential;
- The relationship between the region's cultural infrastructure and the creative economy;
- The wider role of creativity in business across the region's economy;
- The performance and potential of existing creative clusters in the region.

The research undertaken will inform the LEP's investment priorities and should include recommendations for future LEP activity in relation to the creative economy. Researchers will therefore

need to take into account the LEP's existing strategic priorities and investment frameworks.

The LEP is also interested in the role of freelancers and microbusinesses in the creative economy and expect that the appointed consultancy will include reference to both in their methodology.

- Alongside this investment opportunities exist to support this goal via ACE's Creative Local Growth Fund and the Creative Industries ERDF and ESF calls within the [EU Growth Programme](#).
- Falmouth University has delivered its pilot [Launchpad Programme](#) an innovative graduate programme designed to place talented graduates in teams that incubate into incorporated, investible companies, which are headquartered in Cornwall. Supported by the European Regional Development Fund, and the Higher Education Funding Council through the Catalyst programme, the pilot year offered paid opportunities to create the next generation of digital games companies. Graduates worked on a new start-up with business support, mentoring and applied boot camp training, to leave as a director in a viable, sustainable business.

Opposite: Royal Cornwall Museum, Truro

4.2

# Areas for Investment



In order to achieve our goals in Cornwall we have taken a steer from the Warwick Commission, NESTA, the Creative Industries Council and the Creative Industries Federation as well as using our own evidence base to identify four areas of investment which will help us achieve our ambitions...

# 1. Cultural Infrastructure

We will identify with the sector, the stakeholders and the community a small number of significant, large scale projects that will dramatically improve the cultural offer in Cornwall or significantly increase the performance of the creative economy. This will be informed by the funding opportunities available through the EU Growth Programme.

# 2. Talent Development

We are looking to support professional development projects for the sector.

# 3. Supporting Innovation

We will support the aims of the Arts Council's Cultural Education Challenge to increase levels of activity in Cornwall. We will invest in new ideas and ways of working that enable progressive creative practice.

# 4. Cultural Education

We will support the aims of the Arts Council's Cultural Education Challenge to increase levels of activity in Cornwall.

# 4.3 The Priority Projects

We know that there is a wealth of exciting projects forming and in various stages of development across Cornwall and we have consulted with the sector and key stakeholders to inform our project overview. A full project list can be found in Appendix 3. For 2016 our priorities as the Council's Culture Team are the following projects. We will review this list annually to inform our work plan:

# 1. Cultural Infrastructure

## Geevor Tin Mine Sustainability project

Led by [Pendeen Community Heritage](#). This multi-stranded project will see a range of improvements across the site to improve organisational resilience, address conservation issues, enhance the visitor experience and increase income generation

potential to include: refurbishing the cafe and shop and more efficient visitor management; bringing redundant buildings back into economic use and strengthening relationships with Higher/Further Education institutions; conserving the iconic Victory Shaft head gear, mill machinery, equipment and artefacts with the aim of removing the site for Historic England's Heritage At Risk Register; ultimately, opening up a major new underground experience.

## Hall For Cornwall redevelopment and Halls for Cornwall Scheme

Led by [Hall For Cornwall](#). This project will revitalise the Hall For Cornwall's Grade II\* listed building delivering 25% more seats in a reconfigured auditorium, creating a fresh front of house, back of house and new culture sector facilities and

a programme of heritage activities. A project exploring the heritage of the Hall will also be undertaken. During the theatre's closure a 'Halls for Cornwall' scheme will operate to allow venues around Cornwall the opportunity to upgrade their facilities and host the Hall For Cornwall's programme.

## Language Hub

Led by Cornish Language Office. We will explore the potential to create up to three language hubs across Cornwall.

## Investing in Cornwall's historic collections

Our network of 70 museums care for a remarkable collection of objects which embody the story of Cornwall's cultural distinctiveness. They preserve and interpret object collections of local,

regional, national and international significance. Collectively the diversity and breadth of these collections, including for example pre-eminent collections of visual art, archaeology, industrial, scientific and maritime heritage, play a critical role in communicating Cornwall's unique history. We aim to develop the potential of these collections as a rich resource and a comprehensive distributed 'national collection'. With our museum partners, we will seek to ensure that these collections are cared for, stored, researched and shared in ways which maximize their potential to boost Cornwall's creative and visitor economy, enhance our sense of place and support creative and cultural education. By working with Cornwall Museums Partnership we will explore options to create an environmentally-neutral shared object store which will be the catalyst for enhanced object loans and touring exhibitions, within and outside Cornwall and help to underpin business sustainability. The redevelopment of Royal Cornwall Museum provides a timely focus for this work; investment in the permanent galleries to achieve a stronger focus on Cornish distinctiveness alongside improved visitor and learning facilities will transform the ways that people can learn about and be inspired by Cornwall's history.



Children handling the tools at Wheal Martyn museum

## 2. Talent Development

### Creative Local Growth Fund

Led by [Creative Kernow](#) and funded by ACE. The Fund will support arts and cultural organisations to contribute to local economic growth by helping fund activity to support the creative industries by leveraging in European Union Structural and Investment Funds.

### GROUNDWORK

Led by [CAST](#). This major three year contemporary arts project will be developed in partnership with Tate St Ives, Newlyn Art Gallery and the Exchange (Penzance) and Kestle Barton. A programme

of commissioned field trips, sited works and creative education projects will build towards the culmination of the project with an international festival in Cornwall in 2018. Rooted in contemporary art, the festival will be interdisciplinary, involving science, music, performance, film and dance. The project has secured funding from ACE's Ambition for Excellence programme, but still requires £100,000 in match. CAST is one of six organisations that will receive funding in the second round of this national programme, which aims to invigorate and support ambition and talent across the arts and cultural sector. The funding aims to give an international dimension to excellent work - especially outside London; nurture the development of high quality new work with a focus on outdoor and festival contexts; and grow and develop talent and leadership in the regions.

Artist Sam Bassett working at Porthmeor Studios - photo by Paul Massey



### 3. Supporting Innovation

#### Culture Houses

[RIO](#), the Real Ideas Organisation, propose to borrow the concept of Culture Houses, mix it with innovation, social enterprise and opportunities unique to Cornwall, creating Culture Houses for Cornwall, a network of spaces, each run by an independent social enterprise, cultural or third sector organisation, within a single brand. Their ambition is for approximately 50% of the offer of each Culture House to be common across the network, including a knowledge or library space; a learning offer and other, agreed, core activities. Other offers will be specific to each Culture House, responding to the needs of that area and operating on socially enterprising principles. Alongside major spaces in each market town, the Culture House network will have a relationship with volunteer run spaces in villages, providing connectivity, marketing and opportunities for innovation.

#### The Ordinalia

A new partnership is forming between performing arts organisations and the Cornish Language Office to develop and ambitious and immerse production of the Ordinalia in 2020. ACE Ambition for Excellence funding is being sought for this project. The Ordinalia is a trilogy of Cornish plays dating from the mid fourteenth century, which comprises Origo Mundi (the Origin of the World), Passio Christi (the Passion of Christ) and Resurrexio Domini (the Resurrection of Our Lord).

#### European Capital of Culture

We will establish a steering group to explore the potential to develop a Capital of Culture bid from Cornwall for the next UK designation in 2023.

### 4. Cultural Education

We will work with [RIO](#) which is the [Bridge Organisation](#) leading on Cornwall's response to ACE's Cultural Education Challenge.

Cornwall is committed to developing a thriving cultural education partnership that meets the Challenge and asks arts and cultural organisations, educational institutions and local authorities to come together to drive a joined-up arts and cultural offer for children and young people locally. Our ambition is to share resources and bring about a more coherent, and visible delivery of cultural education across Cornwall.



The Telegraph Museum, Porthcurno



## 4.4 Outcomes and Impacts

If the cultural investment programme delivers these five goals successfully over the next five years it is our intention to achieve the following outcomes and impacts for Cornwall; these help to deliver a range of Council objectives. The outcomes are:

1.

A 10% point increase in annual local participation in cultural activity - from 53.3% to 63.3% visits to museums and galleries and from 50.6% to 60.6% engagement in the arts. A 10% point increase in residents' satisfaction levels with their cultural services – from 44% to 54% satisfaction with museums and galleries and from 36% to 46% satisfaction with theatres/ concert halls.

Previously these statics were collected through the Department for Communities and Local Government's 'Place Survey' however it no longer collects this data. Statistics are available through the DCMS Taking Part Survey but this is broken down by region and not available at a Cornwall level.

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/447739/TP\\_longitudinal\\_report.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/447739/TP_longitudinal_report.pdf).

There is the potential to commission a participation survey in 2020 on completion of the programme.

We will have a new target of a 15% increase in the number of visits to museums in Cornwall over 5 years.

2.

15% increase in sector turnover over 5 years.

Taking a snapshot of turnover figures for Cornwall Council arts grants clients from December 2012 and December 2014 reveals that their turnover has increased by 16.9% during this period. Source the [Charity Commission](#). We will gather sector-wide data when the White Paper evaluation takes place in 2020.

3.

An increase of 1,200 jobs in the creative economy; a 10% uplift – from 12,400 to 13,600

In early 2016 working together with the Cornwall and Isles of Scilly LEP we will commission new research into employment levels in the creative economy.

4.

## 100 new apprenticeship places created across the cultural sector from 2012-2020.

There were an estimated 6,500 creative and digital sector businesses in Cornwall in 2013. 2% of those surveyed employed an apprentice, which would equate to a probable 130 apprenticeships in total (it should be noted that this does not include the museum and heritage sectors). Source: [Identification of Creative and Digital Skills Needs in Cornwall and the Isles of Scilly](#).

5.

## 1000 more students studying Higher Education creative courses (20% from overseas)

in Cornwall. This is an ambitious target; in 2012 Falmouth University had just under 4,000 students enrolled across all its courses.

6.

## A distinctive and excellent cultural tourism product and a 10% increase in the cultural tourism market.

The Cornwall 365 cultural tourism project was established in 2014 and has been working closely with Visit Cornwall and the cultural sector over the last two years to establish baseline data and ongoing methods to measure growth in the cultural visitor economy including surveys and postcode analysis. This will provide the baseline for this outcome.

7.

## 20% increase in national and international media exposure for cultural and creativity activity to support the development of our unique competitive identity.

It is not possible to accurately measure this outcome; however we feel that this target has been achieved through the surge in media coverage that Poldark has generated. Azook's HLF funded Cornish Memory project has generated a huge amount of interest with over one million hits on their website in the first two months. Looking forward events such as the World Heritage Site's Tinth anniversary celebrations and the opening of Tate St Ives Phase 2 are sure to attract national media coverage.

8.

## A decrease in the heritage assets at risk from 11%

In the national [Heritage at Risk Register 2012](#) the number of heritage at risk entries in Cornwall was 255, in 2015 the figure was down by 6 to 249 a reduction of 2.3%. 14 of the assets at risk on the 2015 register were in the local authority sole ownership and we will focus our efforts on reducing this. The Council is actively involved in several projects involving heritage assets that are/were at risk including King Edward Mine, Treffry Viaduct and Geevor Tin Mine, and delivers monitoring and identifies strategic opportunities for heritage at risk reduction via Historic Environment Record and Strategic Historic Environment Team.

9.

## An increase in the numbers of museums achieving accreditation.

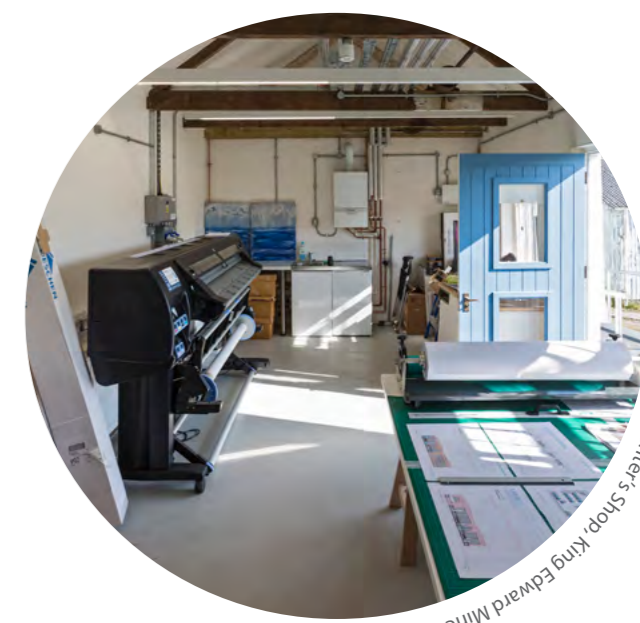
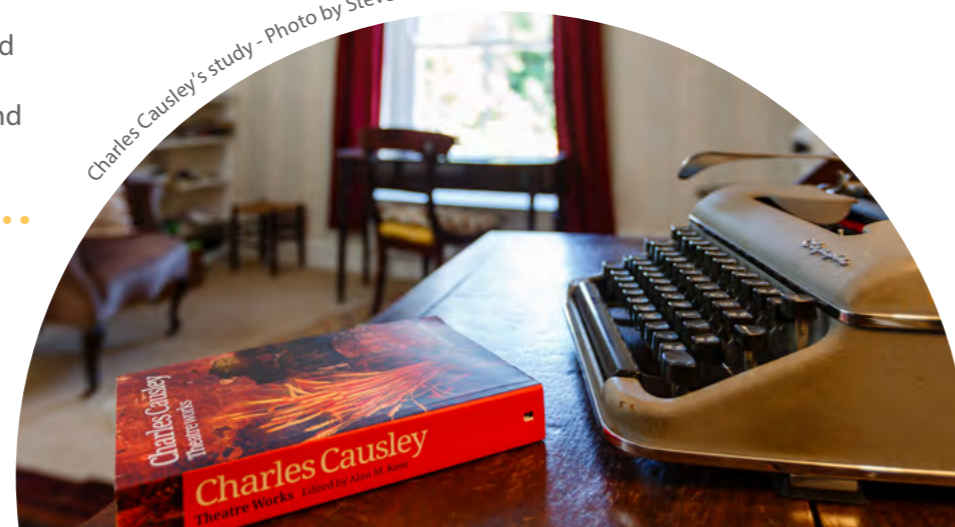
In 2012 there were 28 accredited museums in Cornwall (source [Cornwall Museum's Strategy](#)). By 2015 this has increased to 31 museums that are fully [Accredited](#), with a further two museums that are working towards Accreditation.

10.

## Double the number of Cornish speakers over 5 years and increase public awareness of the language.

The number of Cornish speakers is not recorded under the Census but surveys by Maga Partnership indicated 300-500 Cornish speakers and there is wider use of the language online and on social media. If funding is secured research will be undertaken in 2016/17 into the number of Cornish speakers, this will provide the baseline figure for this objective. A recent survey found that 75% of visitors to Cornwall were aware of the language and that 67% thought that it was an important part of what makes Cornwall unique and a special part of the UK.

Charles Causley's study - Photo by Steve Tanner



The Carpenter's Shop, King Edward Mine

# Impacts

We will know we  
have achieved  
our vision when  
Cornwall has:

More  
people  
**enjoying  
cultural  
activity**  
across  
Cornwall

An **international  
reputation** for  
**excellence**  
in **creativity** and  
**culture**

**valued**  
its Cornish  
**heritage**  
and  
**language**  
so that it can be  
passed to future  
generations in  
good heart

A higher value creative economy,  
with a **skilled  
workforce** and clear pathways  
to employment for young people

A **successful**  
and **sustainable**  
cultural infrastructure

4.5

# Financing and Budget

The Culture Investment Board was established in 2010 to bring the main cultural sector funders together to launch the idea of a culture programme and to start a process of greater joint working.

At present the Board includes:

- Cornwall Council
- Arts Council England
- Heritage Lottery Fund
- Cornwall and Isles of Scilly LEP
- Cornwall Cultural Leaders

Our Culture Investment Board partners have made a commitment to work with us to make this investment programme a reality.

Whilst the funders can not create a single investment pot they have signed up to creating a suite of financial solutions which include:

- Aligning investment for major shared projects, although there will be separate application processes for each funder.
- Producing and advising on the commissioning process for Cornwall Council capital funding.
- Creating a philanthropy plan which delivers cultural investment from a variety of giving

sources including: crowd-funding, round pound schemes, time-banks, endowments and friends schemes.

In addition the Culture Investment Board partners have agreed to share their annual investment and performance information to inform decision-making. The Board will produce a final evaluation report covering the period 2012-2020.

This cultural investment programme does not prevent artists, cultural organisations, community groups and heritage organisations from applying directly to the funders for individual projects that fall outside the programme. In order to support other routes to funding we have created a funding guide on the Council's website and links to funding information Culture Investment Board partners' websites.

In terms of securing additional investment the Economy and Culture team will develop a clear strategy for European investment via CLLD (Community Led Local Development) and mainstream ERDF (European Regional Development Fund) and ESF (European Social Fund). Where appropriate it will seek to match fund these with the Council's EU capital match funding allocation. We will also seek to align our revenue investment with ACE investment.

4.6

## Generating **ideas** *and* securing **investment**

We will continue to support and coordinate a network of Cultural Leaders composed of key sector representatives. At present this includes representatives from The Hall For Cornwall, Tate St Ives, Cornwall and Isles of Scilly LEP, Cornwall Museums Partnership, Real Ideas Organisation, Krowji, Falmouth University and Cornwall Council.

We will hold an annual sector networks day, to raise awareness of new ideas and opportunities.

We will continue to gather data from key sector partners and organisations regarding developing capital projects and we will have a named contact officer within the Council's Culture Team for emerging ideas.

## 5. Research *and* Development

The Council will work with the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) to commission research into the subsectors with the potential for greatest growth in early 2016.

In 2020, on completion of the programme, we will undertake a final piece of impact research.

## 6. Glossary

- **ACE - Arts Council England**  
The national development agency for the arts in England, providing funding for a range of arts activities.
- **The Cornwall Deal**  
A devolution deal giving Cornwall greater control over transport, skills, business support and other areas.
- **The Creative industries**  
The UK's definition of the creative industries is 'those industries that are based on individual creativity, skill and talent with the potential to create wealth and jobs through developing intellectual property' - includes thirteen sectors: advertising, architecture, the art and antiques market, crafts, design, designer fashion, film, interactive leisure software (i.e. video games), music, the performing arts, publishing, software, and television and radio.
- **Culture**  
In the first edition of the White Paper we stated that we understand culture to mean 'a set of distinctive spiritual and material traits that characterise a community. It embraces literature and arts as well as ways of life, value systems, traditions and beliefs'.
- **DCMS – The Department for Culture Media and Sport** is the government department established to help make Britain the world's most creative and exciting place to live, visit and do business. They protect and promote our cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit.
- **Growth Programme – the Cornwall and The Isles of Scilly Growth Programme** is the European economic regeneration programme for the region. Running from 2014-2020 it will contribute to the EU ambition to deliver smart, sustainable and inclusive growth. Cornwall and the Isles of Scilly qualify for additional funding as our economic performance is below 75% of the European Union average.
- **HLE – Heritage Lottery Fund** is the body which distributes a share of the income from the National Lottery to projects aimed at preserving and making accessible the nation's heritage.
- **Interreg** – European programme supporting interregional cooperation.
- **Kernewek**  
The Cornish language is an important part of the heritage of Cornwall and also a living language of today. The language was recognised officially in 2003 under the European Charter for Regional or Minority Languages and since then has been supported by the UK government.
- **LEP – Cornwall and Isles of Scilly Local Enterprise Partnership**  
The Cornwall and Isles of Scilly Local Enterprise Partnership drives activity to support business growth, create jobs and help people realise their potential. We are led by local business people working together with Cornwall Council and the Council of the Isles of Scilly to set the priorities for how our economy should grow.
- **WHS – Cornwall and West Devon Mining World Heritage Site** is the UK's largest UNESCO World Heritage Site covering 200 years of innovation, 19 visitor attractions, and areas of landscape across Cornwall and west Devon.



National Maritime Museum Cornwall, Outreach at Mevagissey Museum

# Appendix 1.

## Consultation Feedback 2015/16

- have a greater focus on talent development and retention, particularly of recent graduates and to provide clear pathways to employment. *We will work with a range of organisations on this including but not limited to: Hall For Cornwall, Cornwall Museums Partnership and Falmouth University, Real Ideas Organisation (RIO) and Creative Kernow.* Falmouth University currently records retention of graduates in the South West region, and will in future capture more detailed data on retention of graduates in Cornwall
- have a greater focus on cultural education and Cornwall's response to the Arts Council's 'Cultural Education Challenge', including increasing the percentage of pupils in schools in Cornwall who visit local museums. *We will support RIO as the 'Bridge Organisation' in its response to the cultural education challenge. We will support the Cornwall Museums Partnership in their aim of engaging more school pupils. The Kresen Kernow activity programme aims to engage with 13,000 school and college students over 5 years.*
- link across to the Cornish Language Plan. *The Cornish Language Office is part of the Culture team and we will continue to promote Kernewek,*

*Cornwall's indigenous language and a unique cultural asset, and encourage our cultural clients to integrate the Cornish Language into aspects of their work.*

- link with the study into the cultural distinctiveness of Cornwall's historic environment being undertaken by Cornwall Council and Historic England as part of the Case for Cornwall devolution deal. *We have included more links to this work in the White Paper and look forward to seeing the outcomes of the study and how these can inform our work.*
- push for capital investments into our museums, improving exhibitions facilities and income generation potential. *We are supporting our cultural clients in securing capital investment on an-invest-to-save basis. We will also work with major museums to develop larger capital schemes on a project by project basis.*
- investigate ACE (Arts Council of England) funding streams that we've not previously explored to the full. *We will research the funding streams available and will take a more active role in disseminating this information to the sector.*

- continue to push for infrastructure and projects based in the North and East. *We are particularly keen to support projects that are emerging in these areas and those projects that are Cornwall-wide.*
- measure more effectively what is achieved as a sector to articulate better culture's contribution to Cornwall – to its economy, to tourism, to leisure, to well-being. *We are working with the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) to produce a baseline report. We will also undertake a full evaluation on completion of the White Paper programme. We will continue to collect annual evidence from our culture clients. The Cornwall 365 project is undertaking new research into the value of cultural tourism.*
- be outward looking with an international profile and international touring programmes. Explore building further inter-Celtic links and projects with the Cornish diaspora and to explore cultural distinctiveness and the opportunities arising through the awarding of National Minority Status. *We are match funding Golden Tree's TOSTA project and investigating the new*

*possibilities provided through the Arts Council's Elevate funding programme.*

- invest in the governance of cultural organisations, such as board development and diversification. *We recognise that this is an area of need in the sector. We will work with selected partner organisations as necessary and have provided support through the Catalyst in Cornwall's Museums project.*
- invest in digital skills and projects, including digitising museum collections providing international access. *We will explore this with the Cornwall Museums Partnership and through Creative Kernow's Cultivator Proposal.*
- Focus more on growth and link better with the work of the Cornwall and Isles of Scilly LEP. *We have included a fifth goal focusing on 'Growth' which will be developed in line with the LEP's Strategic Economic Plan refresh.*



Impression of the Tate St Ives project - due for completion 2017 © Tate

# Appendix

## 2.

### Update on the Ten Transformation Projects

#### ● Tate St Ives Phase 2

Tate St Ives is currently undergoing a significant expansion which includes the doubling of exhibition space, and the creation of a Collection Care pavilion designed by Jamie Fobert Architects, and the development of a new learning Suite by Evans & Shalev Architects. At the time of writing the considerable and complex excavation phase has been achieved and construction is commencing and the new spaces are due to open in 2017. Major funders included the Coastal Communities Fund, Heritage Lottery Fund, Cornwall Council and Arts Council England.

- **Kresen Kernow** will be an exemplary modern archive and library space, bringing together for the first time the world's largest collection of manuscripts, books and records relating to Cornwall and protecting them for the future. Through its programme of activities, exhibitions and digital platform it will have a global reach and inspire our communities and businesses. The project will safeguard the historic Redruth Brewery building and act as a driver for a flagship heritage-led regeneration scheme, delivering lasting economic and social outcomes in one of the country's most deprived areas. It secured £11.7 million from the Heritage Lottery Fund in 2015 and will open its doors in 2018.

#### ● World Heritage Site

The adoption of the Cornish Mining WHS Management Plan (2013-18) coincided with the WHS Office joining Economy and Culture in early 2013. The WHS Management Plan identified three priority heritage led regeneration and conservation projects to be pursued by the Office and its partners during the current plan:

- King Edward Mine
- Luxulyan Valley
- Tavistock Key Centre Gateway

By the close of 2015 all three had secured funding to implement their business plans.

#### ● Cemeteries, Historic Parks and Gardens and the Blue Plaque Scheme

Following meetings within the Council it had been found that these were considered separate sectors and this work has not been brought together as a cohesive scheme.

#### ● National Theatre of Cornwall

This project has evolved and is now being led by the proposed capital redevelopment at the Hall For Cornwall. This project will revitalise the Hall For Cornwall's Grade II\* listed building delivering

25% more seats in a reconfigured auditorium, creating a fresh front of house, back of house and new culture sector facilities and a programme of heritage activities. A project exploring the heritage of the Hall will also be undertaken. An investment package is currently being secured. The Hall already brings in an estimated £12million to the city economy and employs 100 people. Alongside the redevelopment a 'Halls for Cornwall' project will see capital investments made into existing venues around Cornwall enabling them to host the Hall For Cornwall's programme during any period of closure.

- **Cornwall Programme** led by CAST (The Cornubian Arts and Science Trust). This project now has evolved to become GROUNDWORK. Building on the Falmouth and Penzance Conventions this project will seek to fulfil Cornwall's ambition for excellence in the contemporary visual arts. The project has recently secured funding from ACE's Ambition for Excellence programme and will run from 2016-18.

- **The Causley House** project in Launceston completed its capital renovations in 2014. The house now **combines rooms recreated just as they were during Causley's lifetime with modern living accommodation**. Further funding from ACE and Cornwall Council has enabled the Charles Causley Trust to establish a literature residency and activity programme and, crucially, to recruit a Development Officer, their first employee.

#### ● Festival Scheme

Cornwall Council and ACE have continued to invest in FEAST enabling them to support small and mid-scale festivals across Cornwall and to co-ordinate the Cornwall Festivals Network (with over 200 members) to facilitate skills and knowledge exchange and joint marketing. There are over 250 festivals happening right across Cornwall and through 12 months of the year. In the last five years at least 30 new festivals have been successfully established. For every £1 of grant investment the festivals levered £20. A new project, Cornwall 365, is a two-year programme (2014-2016), specifically designed to build a new and ongoing network of all the cultural players and tourism businesses across Cornwall and is part of ACE and Visit England's

Cultural Destinations programme. This work includes raising the profile of festivals and events as part of our year-round cultural tourism offer and includes research and analysis of the social impact of community cultural expression through six in-depth case studies. This has been a time of change at Visit Cornwall; Cornwall Council has provided a transitional grant of £300,000 to support Visit Cornwall's transition into a CIC (Community Interest Company). Visit Cornwall also generates its own income through from partnership, sponsorship, promotional partner fees (membership) and advertising income. Visit Cornwall is no longer responsible for managing major events in Cornwall. Cornwall's bid to secure EU funding to hold a Region of Culture celebration in 2015 across seven rural European regions was unsuccessful. However lobbying of the EU was very fruitful with official recognition that a Capital of Culture designation could include rural as well as urban areas.

- **Creative Economy** we are working closely with the Cornwall and Isles of Scilly LEP to develop a strategy for creative industries support and growth which will be developed in line with the LEP's Strategic Economic Plan refresh. We feel that this is substantial piece of work and as such it has become a separate goal within the paper 'Goal 5: A Place of Growth'.

- **Financial sustainability of Cornwall's existing cultural offer** Cornwall gained Heritage Lottery Fund investment to run the 'Catalyst in Cornwall's Museums' project from 2014-16. This focuses on boosting skills levels and increasing the fundraising capacity in Cornwall's museums. A bid for Catalyst 2, the development of follow on training programme for heritage sector across the South West, is currently in progress. We intend to operate a Culture Capital Grants scheme for existing clients in 2016-17. This will be focused on projects with the potential to reduce overheads and increase income generation (and is interrelated to the Halls for Cornwall Project above). Cornwall Council has continued to invest in a portfolio of arts and museums revenue clients. These have 2 year funding agreements in place for 2015-17. We will undertake a review of these grants for 2017 onwards in spring 2016.

If you'd like to discuss this document

in more detail please...

Call: 01872 224716

Email: [creativeservices@cornwall.gov.uk](mailto:creativeservices@cornwall.gov.uk)



 **eylgylghya** rag Kernow

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