

Arts, Culture and Heritage Strategy Action Plan 2023 – 2024

Year 1- Action Plan 2023-2024: This annual action plan will deliver the themes and priorities of our Arts, Culture and Heritage Strategy informed through consultation and research. The action plan seeks to deliver the overall strategy aim: *'To grow the role of Epsom & Ewell as a centre for cultural, creative and heritage excellence both within Surrey and beyond. By 2028, the borough will be a place recognised for its vibrant cultural provision that appeals to, represents and engages with the people who live, work, visit or study within the community.'*

We recognise that there is a wealth of different arts, cultural and heritage events that could be included here but unless they add value to the themes, we have not included them in the Action Plan for Year 1, mindful of the need to deliver a costed programme of events, projects, and activities. The Actions in this first annual Action Plan, will be in alignment with the strategic pillars of the Arts, Culture and Heritage Strategy:

Nurturing talent
Inclusivity and access for all
Economic Growth

Nurturing Talent *To strengthen the creative and cultural identity of Epsom and Ewell by championing the talent within our community*

Ref:	Action	Target	Resources	Target date	Status
CS01	Mapping Epsom & Ewell's Cultural 'Eco-system'	<p>Continue to map and collate information regarding the plethora of organisations and cultural infrastructure that forms the cultural eco-system of the borough.</p> <p>Draw on a widened cultural network to inform strategy reviews, unmet needs and future collaboration opportunities.</p>	Led by the Arts, Culture & Heritage Programme Officer (ACHPO) and the Principal Programme Manager (PPM).	October 2024	
CS02	Develop and curate arts, cultural and heritage projects that build pride with local community stakeholders – helping to build local ownership, local pride and community cohesion.	<p>Community Wall Mural Project</p> <p>Working with a local school and internationally renowned street artist on the design and installation of a nature themed wall mural, on a long-term</p>	<p>'Safer Streets' - funding secured.</p> <p>Project led by the ACHPO and PPM, working with Glyn Schools</p>	October 2023	

		empty building in the Town Centre. Showcasing street art and community murals as an art form.	Foundation and Positive Arts.		
CS03	Showcase the diversity of cultural and creative outputs within the sector, utilising the Council's own cultural infrastructure to host events, exhibitions and performances.	Spring and Winter Markets/ Food & Culture Festival Collaborate with University of Creative Arts on Spring and Winter Markets - showcasing students work to the wider community.	Within existing resources: UKSPF funding for 2023/2024 Led by UCA, supported by the ACHPO from the Council.	31 December 2024	
CS04	We will work to develop the trust and confidence of external stakeholders through the creation of fluid and collaborative working	Collaborate with NESOT To build academic partnership with Bourne Hall Museum for Arts students.	Within existing resources, with some UKSPF funding from 2023/2024.	31 December 2024	

	practices, a shared language of agreement .	Exhibiting the creative outputs that are the result of this work, to attract new visitors to Bourne Hall.	Led by the ACHPO and Bourne Hall Museum in collaboration with NESCOL.		
CS05	We will develop opportunities for local creative, cultural and heritage practitioners to lead projects locally and provide opportunities through commissioning them directly or by providing internships and work experience opportunities with the Council.	<p>Creative Minds Project</p> <p>Using Council owned property and/or communal spaces, work with local creatives to facilitate classes/workshops/events for vulnerable members within our community, including individuals or groups suffering with issues around mental health difficulties, social isolation and anti-social behaviour.</p> <p>Investigate the feasibility of a pilot mentoring programme with University of Creative Arts,</p>	Within existing resources, with some UKSPF funding from 2023/2024. Led by the ACHPO and colleagues in community development, working in partnership with Creative Minds, a collective of artists.	October 2024	

		painting students with established creative practitioners.			
CS06	We will pursue opportunities to provide local talent with affordable workspace , fabrication, exhibition and performance space.	<p>Pop-Ups and Meanwhile Use Project</p> <p>Investigate the potential for empty retail units/office space / shop fronts being made available for use as creative (co)workspaces or exhibition spaces for local creatives.</p>	<p>Within existing resources, some limited use of UKSPF funding for 2023/2024 may be required to meet project costs.</p> <p>ACHPO to lead for the Council, working with the PPM and other council colleagues.</p>	October 2024	

Inclusivity and Access for All *To create a thriving and inclusive creative and cultural outreach programme – for all to enjoy and benefit from, near and far.*

Ref:	Action	Target	Resources	Target date	Status
CS07	Develop a programme of events and activities with partners and within the Council’s own cultural infrastructure, filled with opportunities of enjoyment, learning and inclusivity for all sectors of our community.	<ol style="list-style-type: none"> 1. Kids in Museums 2023. 2. 50 LGBTQ+ people who changed the world exhibition. 3. Shrouded in Silence, exhibition and workshop on the subject of dying well. Supporting residents affected by terminal illness, and opening a wider conversation on the subject of dying well. 4. Battle of the Bands event at The Playhouse – develop costed feasibility. 5. Food & Culture Festival. 6. Kids in Museums 2024. 7. Virtual Day Trips Project – local artist will develop 	<p>Within existing resources - UKSPF funding for 2023/2024.</p> <p>ACHPO to lead for the Council, working with the PPM and other council colleagues.</p> <p>Partners include:</p> <ol style="list-style-type: none"> 1.) Kids in Museums charity, Bourne Hall Museum and St Clements School. 2.) Aurora Metro Arts and Media 	<p>1. October 2023</p> <p>2. October 2023</p> <p>3. April 2024</p> <p>4. January 2024</p> <p>5. May 2024</p> <p>6. November 2024</p> <p>7. October 2024</p>	

		virtual tours of cultural venues and supporting materials to widen access for visually impaired residents and those experiencing social isolation.	3.) Whistlestop Arts and Surrey Arts Partnership. 4.) The Playhouse. 5.) UCA 6.) NESCOLT. 7.) Whistlestop Arts.		
CS08	Widen access to the rich heritage and histories within our Borough through the digitalisation of archival information and creation of interactive and engaging digital tools for our community to utilise, independently or through organised means.	<p>Digital Heritage App Project</p> <p>Develop and launch a free-to-access digital heritage app that allows self-guided tours of arts, heritage, and cultural facilities in the borough.</p> <p>Launching and trialling the app at one venue during 2023, to coincide with Heritage Open Days.</p>	<p>Within existing approved resources: £1500 budget confirmed during 2023, against an initial anticipated cost of £10,000.</p> <p>Led by the ACHPO, supported by</p>	October 2024	

		Develop one further digital tour during 2024, subject to resource availability (to build the tour and supporting content).	subject matter expert leads.		
CS09	Seek opportunities to engage with audiences we seldom meet or hear from, programming events or exhibitions that reveal the Borough's hidden or untold histories .	Oral Histories Project. Recording of oral histories project - in collaboration with Bourne Hall Museum.	Within UKSPF budget and Bourne Hall Museum budget – Oral Histories project. Supporting funding bid may be necessary.	October 2024	
CS10		Museum Collections Cataloguing System. Develop proposal for digital upgrades and advancements that allows easy access for our community, and further afield,	Funding bid will be led by the Surrey Museums Partnership, supported by the ACHPO and	July 2024	

		<p>to engage with the borough's history and heritage more broadly. This project will also ensure that our archiving and cataloguing is relevant to the collection policy of the museum.</p> <p>Consideration will also be given to ensuring our interpretation and catalogue descriptions are inclusive and accessible.</p>	Bourne Hall Museum.		
CS11	Ensure that cultural programming is relevant, relatable , and carried out for our community as well as by them .	<p>Community Development/ Social Prescribing and Health & Wellbeing Collaboration Project.</p> <p>Working in collaboration with council colleagues to develop an arts participatory initiative and exploring the potential for 'culture on prescription'.</p>	Working with the Community Development Manager (EEBC), local sculptors, artists and community groups.	October 2024	
<p><i>Economic Growth To cultivate economic growth within the borough through cultural outputs.</i></p>					

Ref:	Action	Target	Resources	Target date	Status
CS12	Establish a Culture Network comprised of cultural leaders who will champion the cultural, creative and heritage sectors alongside the Council and work together to raise the profile of the sector as a whole and the identity and brand of Epsom & Ewell as a centre for cultural, creative and heritage excellence.	Invite key stakeholders to join a Cultural Stakeholder Group, held annually to share views, resources (where feasible), submit joint bids, progress, collaboration opportunities and represent a collective voice for the cultural sector in Epsom & Ewell.	Led by the Chief Executive's office at the Council, supported by ACHPO and PPM.	October 2024	
CS13	Work with external stakeholders to create a robust, collaborative, economically quantifiable offering for visitors .	Spa Town Heritage/ Arts Festival Discuss practical ways in which Epsom & Ewell's history as a Spa Town can be leveraged to boost the visitor economy. Epsom Library have offered space for an EEBC exhibition	Within existing UKSPT funding allocation for 2023/2024. Firm proposals for a project or festival, will lead to a request for UKSPF funding in 2024/2025 and	October 2024	

		<p>cabinet on completion of their refurbishment, this could be used to showcase artefacts related to Epsom’s Spa Town heritage.</p> <p>Investigate the potential for holding an arts festival in the borough with the same intended outcome.</p>	<p>be supported with external funding bids.</p>		
CS14	<p>Investigate, facilitate and promote opportunities for local creative, cultural and heritage practitioners to access ‘meanwhile use’ – using vacant spaces within the Borough for cultural, commercial and economic gain and growth.</p>	<p>Pop-Ups and Meanwhile Use Project</p> <p>See CS06 above, investigate opportunities during 2023/2024.</p>	<p>Within existing resources, some limited use of UKSPF funding for 2023/2024 may be required to meet project costs.</p> <p>ACHPO to lead for the Council, working with the PPM and other</p>	October 2024	

			council colleagues.		
CS15	By making culture more visible we can establish clear markers of Inclusive Growth , with resulting uplift in financial revenue generation within the borough.	<p>Access to cultural events – data project.</p> <p>Install visitor beam counters at the main cultural infrastructure venues operated by the Council to monitor engagement when cultural events are programmed. Compare to café takings and footfall elsewhere.</p> <p>Investigate feasibility of single council ticketing system to enable more accurate data analysis of audience participation and demand.</p> <p>Analyse QR code data for digital heritage app to understand most visited aspects. Develop and augment supporting</p>	<p>Within existing UKSPF funding allocation for 2023/2024.</p> <p>Contactless donation post project may well be progressed in partnership with two charities.</p>	January 2024	

		<p>material for those areas of tours least visited.</p> <p>Investigate contactless donation technology to support cultural venues and infrastructure with ongoing costs.</p>			
		<p>Arts Award</p> <p>Investigate potential for council officers to become accredited Arts Award assessors to support borough residents to gain the valuable qualification that can support future employability.</p>	<p>Corporate Training budget for 2 x officers confirmed. Associated Awards for All grant bid for funds to increase access to the qualification will be submitted.</p>	<p>October 2024</p>	