

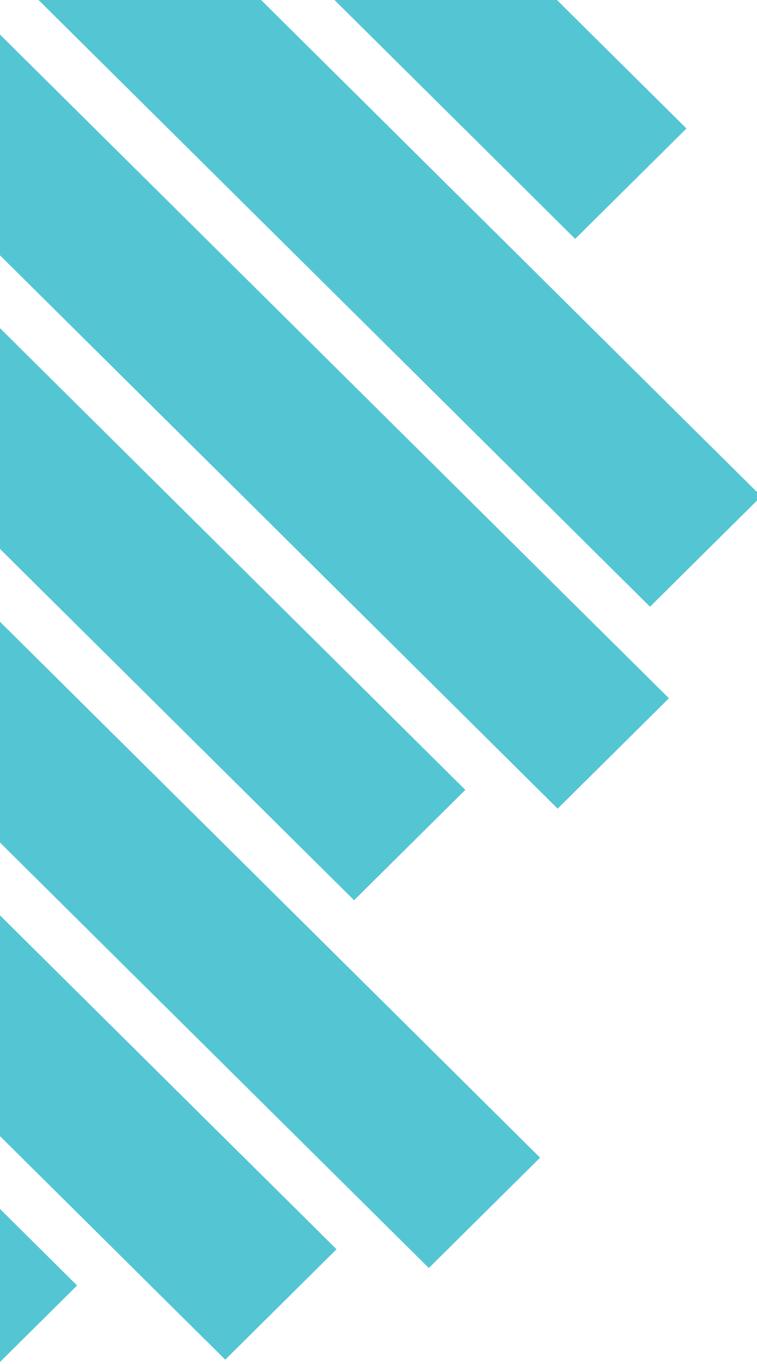
WHAT IS HEREFORDSHIRE'S GREAT PLACE PROJECT

GREAT PLACE is an ambitious countywide project that will work with diverse communities, volunteers, enthusiasts and professionals to put arts, heritage and culture at the heart of life in Herefordshire.

Jointly funded by Arts Council England (ACE) and Heritage Lottery Fund (HLF) and with support from Historic England, Great Place aims to increase participation in arts and heritage in Herefordshire through public events, workshops, and conferences; to explore and support new ideas through grant schemes and training; to showcase and share cultural information through open data and a brand new web portal; and build capacity while strengthening the links between culture, health and economy through innovative partnerships and new working groups.

There will be plenty to see and get involved with from now and until March 2020, including;

- ✍ **GRANT SCHEMES,**
- ✍ **BURSARIES,**
- ✍ **WORKSHOPS AND TRAINING OPPORTUNITIES,**
- ✍ **A NATIONAL CONFERENCE,**
- ✍ **A DYNAMIC WEB PLATFORM,**
- ✍ **PUBLIC CONVERSATIONS ABOUT CULTURE, ARTS, HERITAGE AND COMMUNITY,**
- ✍ **AND MUCH, MUCH MORE.**



In partnership with the Hereford-based Brightspace Foundation, Great Place will champion open data and map Herefordshire's cultural data for everyone to access, use, and share. It will work with Herefordshire Council to support successful community takeovers of cultural and heritage assets, and work collaboratively with people who are passionate about tourism, education, health and wellbeing.

The team (Michael McBratney, Amanda Johnson, and Lauren Rogers) is getting out and about across Herefordshire to have open, honest conversations about culture: talking to professionals, volunteers and communities to ensure that people living, working and visiting Herefordshire directly shape programme delivery.

TO GET INVOLVED EMAIL GREATPLACE@RURALMEDIA.CO.UK

Heritage Lottery Fund and Arts Council England funding for the Great Place project was secured by the Herefordshire Cultural Partnership in 2017. Further support comes from Herefordshire Council, Elmley Foundation, EF Bulmer Benevolent Fund, REHAU, and Friends of Herefordshire Museums & Arts.

It is one 16 pilot schemes running across England, all of which will see arts and heritage organisations collaborating effectively in the interests of social and economic wellbeing of diverse communities across the country.

For more information visit www.greatplacescheme.org.uk.

THE LOW DOWN

MISSION

- ✗ Empower diverse communities to redefine what makes Herefordshire a Great Place, and,
- ✗ Champion the vital role the arts, culture and heritage collaboration play in Herefordshire's social and economic future.

AIMS

- ✗ More residents will experience and be inspired by arts, heritage and culture.
- ✗ Herefordshire will be a better place to live, work and visit.
- ✗ The local economy will have been boosted.
- ✗ Our arts, heritage and cultural organisations will be more resilient.
- ✗ New partnerships will see arts heritage and culture prioritised in local policy and plans.

OBJECTIVES

- ✗ Increase participation in arts, culture and heritage through public events, workshops, and conferences.
- ✗ Explore and support new ideas for cross-sector collaboration through grant schemes, training and public programmes.
- ✗ Showcase and share information about arts culture and heritage participation through new information tools: an open data hub and a website.
- ✗ Build capacity, strengthen and sustain links between culture, health, and economy through innovative partnerships and working groups.

PROGRAMME STRANDS:

The Big Conversation - a community-led online and face-to-face discussion about Herefordshire culture running throughout the lifetime of the programme.

Inspiration and Knowledge Events - a series of public/professional events and workshops that will encourage people to hatch and share great ideas for cross-sector programmes in Herefordshire.

Discovery Labs - workshops giving residents the chance to try out creative cross-culture activities, and to meet arts and heritage practitioners.

Pride of Place conference - an annual conference in Herefordshire that will provide national profile and support for energised communities, colleagues and volunteers come together to explore, challenge and revision thinking around rural culture.

My Place – 30 small grants awards, supported by the Elmley Foundation, inviting community groups to apply for grants of £2,000 to commission a local artist to produce a new piece of artwork inspired by community heritage.

Hidden Gems - an annual competition asking communities and organisations to nominate a local heritage asset and apply for grants of up to £12,000 to be spent on working with artists, film makers, heritage specialists and marketing professionals to produce creative digital interpretation devise place-making strategies around their Hidden Gem.

An Arts Award campaign - promoting the Arts Award programme across Herefordshire, increasing interest and uptake in school and colleges, and arts and heritage organisations.

Innovative Curriculum Development – exploring new approaches to live-brief projects with a strong social roles at their centre, facilitating closer work with communities across arts, culture and heritage sectors.

Cultural Apprenticeships - supporting local arts, culture and heritage organisations to understand and realise the potential of creative and cultural apprenticeship reform.

Heritage Acts - a series of workshops to invigorate and reinterpret heritage sites with digital creative programming by and for younger people.

PROGRAMME STRANDS:

Museums at Night - supporting Herefordshire museums to take part in the national 'Museums at Night' programme.

Heritage Health and Wellbeing Hubs - piloted at key sites, these will explore the ways heritage and culture can improve health and wellbeing across Herefordshire.

Platform Herefordshire - a dynamic website that will celebrate Herefordshire culture and empower users to get involved. It will be digital directory, forum for debate, and a digital exhibition space.

Herefordshire's Open Data Hub - an ambitious and innovative programme of cultural data mapping, with links to the RSA Index and Culture 24. Delivered in partnership with Hereford-based Brightspace Foundation, the collection and public benefit of open data will be embedded throughout the entire Great Place programme.

Arts and Heritage Action Plan - turning strategic recommendations (from: the HCP's cultural strategy, the museum service resilience review, and the results of soft market testing for the transfer of combined Museums, Libraries and Archives service) into an action and development programme across the county.

Culture and Wellbeing Working Group - formation of a new group, involving the Director of Public Health and Marches LEP to explore ways of better embedding culture within economic, health and wellbeing policies.

Community Cultural Asset Transfer - working with Herefordshire Council and communities to deliver successful asset transfer projects, that will provide new kinds of community venue to inspire arts, culture and heritage programmes, health and wellbeing and foster local enterprise.

Go and See Bursaries - 30 bursaries of between £300-£500 will enable professionals and volunteers from a range of sectors go on skills development visits to pioneering arts and heritage initiatives around the UK.

PROGRAMME **HIGHLIGHTS**

HIDDEN GEMS - SPRING 2018

This competition is our principal grant making scheme. There are nine grants of up to £12k available and, in spring 2018, we'll be asking community groups and existing organisations to identify 'hidden gems' of culture and heritage. Winners will work with artists, marketing, and heritage professionals to creatively interpret hidden sites and stories, to document the project with filmmakers, and produce a place-making strategy that fosters community participation while increasing footfall/raising profile.

A panel of dynamic mid-career Herefordshire professionals will draw up criteria, shortlist applications and chose winners. At the same time the Great Place team will coordinate training sessions for the panel, with themes chosen by them (on leadership, partnership working, or community participation, for example). We'll encourage the panel to be programme champions and exemplars of proactive, collaborative working across sectors and across the county.



PRIDE OF PLACE CONFERENCE - APRIL 2018

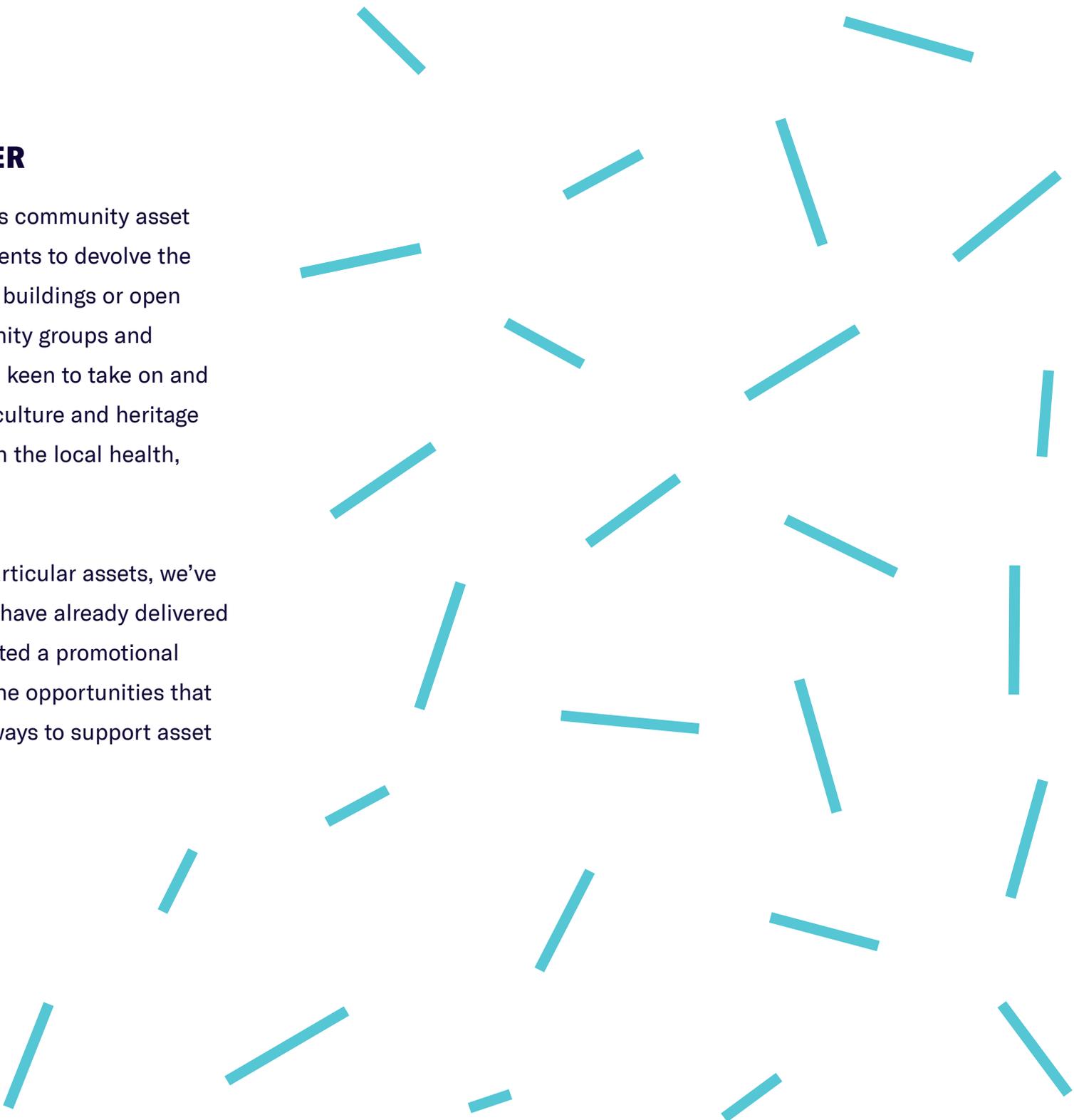
With support from the Elmley Foundation, we'll host a national conference in Herefordshire to build local and national partnerships and tackle key challenges in the cultural sector. The first conference, taking place in April, will look at the challenges and opportunities around the transfer of cultural services and assets from local authority control. Asset transfer is top of our list for a number of reasons, such as:

- ✍ The widespread divestment of culture and heritage assets and services from Local Authority control.
- ✍ The current restructuring of Herefordshire's Museums, Libraries and Archives services, and the publication of a resilience report and recommendations on the future of the county's museum service.

COMMUNITY ASSET TRANSFER

We are supporting Herefordshire Council's community asset transfer process, working across departments to devolve the management and/or ownership of certain buildings or open spaces, while actively supporting community groups and community interest organisations that are keen to take on and develop assets as valuable sites for arts, culture and heritage activity, in the interests of developing both the local health, wellbeing and enterprise.

As we work with the council to identify particular assets, we've been contacting experienced groups who have already delivered asset transfer projects. We have also created a promotional video for better public understanding of the opportunities that asset transfer presents, and are seeking ways to support asset transfer across the county.



OPEN DATA

In partnership with the Brightspace Foundation, we are working closely to encourage the production, publishing and sharing of open data which will enable us to map and understand trends in arts, culture and heritage spend and preference across the county. Pilot surveys have asked existing relevant-sector professionals to identify audience development targets, share innovative ideas for public programming, and identify key areas for workforce development and capacity building. Brightspace will then work with a selection of these organisations (as well as a number of community/audience groups) as case studies, to carry out further analysis of their cultural data, data needs and identify opportunities to build data capacity.

Open data collected systematically throughout the project will help us to understand the challenges of arts participation in a rural county in a precise way, profile and encourage new modes of participation, new areas of priority for development, support and fundraising, and provide a valuable evidence base for the project to explore new areas of cultural and creative participation.

Further data gathering throughout the project will help us to demonstrate the centrality of arts and heritage participation to community health and wellbeing, as well as economic development across the county, aligning culture and heritage provision more directly with the strategic priorities in these areas. To support this, and the monitoring and evaluation of the project, we will align existing national indicators and supporting data with Herefordshire, such as the RSA Heritage Index. This will be supplemented during 2018 with a local Quality of Life survey.

Our survey remains open until early February. If your work relates to arts, culture or heritage in some way, your input is valuable to us and will help shape the programme in a significant way. We are particularly keen to hear from music, film and creative industries as they are currently underrepresented in the survey returns. **Please have your say here.**

LOGO CONCEPT



DESIGNER BIO

In December 2017, the Great Place team commissioned Herefordshire designer **Tim Breeze** to create a brand and logo for the project.

Tim is an alumni of Hereford College of Arts and operates a full-service digital studio in Herefordshire. Whilst he enjoys working with small businesses locally the most, his list of clients includes the likes of Sony, Nissan, and The Bank of England.

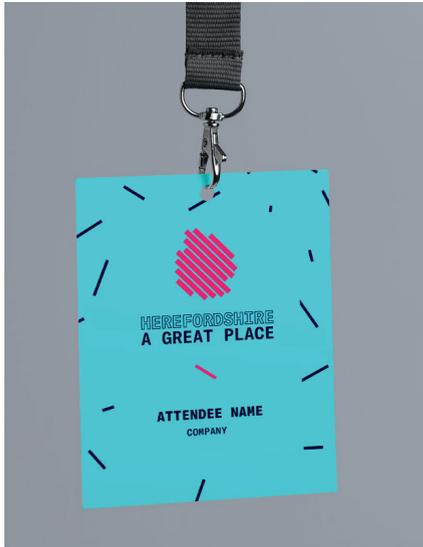
LOGO CONCEPT

This identity for the 'Herefordshire's a Great Place' project is all about involvement & participation.

The idea that Herefordshire is a great place, whether it be from an artistic or cultural perspective, is only true when considering every single part of the county itself.

The county is made up of 9 localities in total; Hereford City, Ross, Golden Valley, Weobley, Kington, Mortimer, Leominster, Bromyard, and Ledbury. In the design these 9 areas are represented as bold strokes that once combined form to fit the recognisable shape of the county. A strong, simple, modern form, the logo is a drastic step away from the stereotypical image of the county.

It's boldness represents the heritage the county is steeped in, hinting at the great things have been happening here for a long time. All the while the logo keeps an air of mystery about itself, asking those willing to look within the strokes to find the many great things that are still happening.



CONTACT
US



To make this pilot project a long-term success, we need you to get involved. We want you to tell us what's happening where you are, what's not, and how new ways of working could make Herefordshire an even greater place.

Please spread the word - share this launch pack with friends, family, colleagues and networks.

You can email the team direct at **GREATPLACE@RURALMEDIA.CO.UK**.

Sign up to the Great Place newsletter at **WWW.BIT.LY/GREATPLACE_NEWSLETTER**.

Follow us on social media for regular updates:

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Use **#HFDESCULTURE** to join the conversation.