

BLYTH TOWN COUNCIL

CULTURAL STRATEGY

INTRODUCTION

Blyth Town Council is committed to participating fully in the development of a vibrant and growing community that will encourage business and community activity.

The role of the Council is:

- To promote the environmental, social and economic wellbeing of the town and its community.
- To provide high quality core services in the most effective and efficient manner which will deliver the Council's agreed priorities and objectives.
- Provide leadership and be a voice for the community in all matters which impact on the town and the community.
- To work in partnership locally and regionally to meet common goals and outcomes.

There are many aspects to the above, with one of such being culture.

CULTURE IN BLYTH IS DEFINED AS

Events, community centres, the arts, heritage, leisure centres, community groups, parks, people, schools, sports clubs, musical events, open spaces and beaches.

Strong partnerships with community and voluntary organisations working closely and providing funding to help them deliver schemes.

Our aim is to attract visitors to the area and build on our success in delivering events. Blyth Town Council also work in partnership with Northumberland County Council to provide an enhanced service to maintain the environment.

In order to deliver the above there are a number of ways available to the Council. One such way is through the services the Council provides where there is a programme of events. The Council have a budget in the order of £150,000 and have an Event Co-ordinator in place to help deliver this programme.

As well as this the Council have a dedicated budget for promoting the town's heritage etc. Other avenues available are through the use of social media etc.

HOW WE WILL DELIVER OUR STRATEGY

Blyth Town Council will work together with all necessary individuals/organisations, our Events co-ordinator, Councillors, partners and the community to deliver our goals and support the long term future of Blyth, taking a pride in our heritage and history, including coalmining and shipbuilding.

How we are promoting our heritage:

- Blue Plaque Scheme
- Heritage Trail
- Interactive Map
- Town Twinning
- Work together with residents to strengthen the community, creating a sense of ownership and pride in the town.

How the Town's heritage can be delivered:

A Blue Plaque Scheme to highlight some of the Town's, and individual's achievements over its proud history.

A Heritage Trail can be developed over various media sources.

An Interactive Map is to be developed for the town with a collection of individual overlays showing e.g. the locations of the Blue Plaques, Play Areas, Historic Buildings and locations of Defibrillators.

The Town has strong links with Solingen in Germany and our aim is to promote relationships and awareness for individuals and organisations with regard to the potential of each town.

EVENTS

A strategy needs to be in place to ensure that the events that are delivered go towards achieving the objectives that the Council have. The strategy needs to manage the short and long term aims of the Council and this has been worked on over the last 2 years.

How events can be delivered

- Wide and varied to include the arts, heritage etc.
- Appeal to the people within the town and the visitors/tourism.
- Events should be free of charge where possible.
- Spread throughout the year.
- Appeal to all age groups.
- Not to the exclusion of any groups.
- Full use of the various means of advertising that are available to the groups we are appealing to.
- Full discussion and agreement by the Community Development Committee as to the direction of the strategy and the events that are being delivered. This would include an events working group.

Who delivers the events

The Council have contracted an Events Co-ordinator to be in place to manage the decisions made by the Council. In carrying out the organisation of events and to ensure that the Council's objectives are met it is necessary to liaise with and work with other groups in the community.

Examples include:

- Schools
- Community Groups
- Disabled forums
- Businesses
- Northumberland County Council/Safety Advisory Groups
- Emergency Services

In order to achieve the best results it will be necessary to have other specialists assist in the management and delivery of events, for example, the fireworks display.

The aim is to continue to build upon the successful portfolio of events (appendix A) and for them to grow in popularity and visitor numbers within the legislative boundaries that are in place.

It is therefore important that the Council need a continuity plan in order for these to continue. From experience to date an Events Co-ordinator working with Council Officers on a regular basis is paramount to the success of the strategy, however, other plans need to be developed.

For a number of events currently in the portfolio the Council have the assistance with the organisation of the delivery of events from other specialist services, for example the fireworks display and the music festival. These arrangements would therefore cater for a lot of the work carried out by the Events Co-ordinator.

The involvement of outside specialist contractors are for the larger events within the events portfolio and in the event of the absence of the Events Co-ordinator resources are available within the Events Co-ordinator's company, Jigsaw Event Management, to allow these events to continue.

REVIEW OF STRATEGY

It is vital that the Cultural Strategy delivers the objectives of the Council and as a minimum the strategy will be reviewed **and updated** on an annual basis.