AN ACTION PLAN AND FUTURE TIMELINE

Delivering the Cultural Strategy

The purposes of this evolving document are to set out the short term action plan to drive forward delivery of the strategy, and provide a framework of key cultural moments and opportunities in the evolution of Peterborough over the 10 year timeline. (It is not a listings.) This plan should be read alongside other parts of the strategy, notably the recommendations and the paper on resources and funding.

The Action Plan seeks to ensure continued momentum in the immediate future. The longer term time line is intended to offer

- Opportunities to work with partners, including major investors, to celebrate and mark big moments
- Clear link to available finances (revenue and capital) with risks and opportunities for all partners
- Early relationships which mean those cultural events include diverse communities as practitioners and audiences
- Ways to promote cultural interventions around the core themes of connection, creativity, openness, diversity and care while enhancing the economy and the environment
- Greater opportunities to involve communities and practitioners from Peterborough in the delivery
- Building 'ownership' of new developments by communities encouraging more unity and pride in Peterborough, and more sustainable activity eg in public realm and open space cultural production
- Proactive engagement with touring schedules and planning by artists and performers
- Growing the profile of Peterborough as a place where exciting things happen
- Creating a strong relationship between the cultural and regeneration sectors (including planning) in PCC, the Combined Authority and beyond to work together on artistic and cultural engagement in design and community development.

This is not intended nor could it be a comprehensive 10 year calendar. In particular, the detailed timeline for investment proposals is not final.

This document might prompt thinking about regular festivals – eg for solstice at Flag Fen, but is intended to promote integrated strategies and build opportunities. We also suggest that the Alliance considers denoting specific Years on which to hang proposals and opportunities, especially in the run up to any bid for City of Culture.

The short term Action Plan is set out first, followed by the skeleton of a 10 year timeline

Key dependencies

- Confirmation of expected milestones and target dates
- Decisions by the Combined Authority (CPCA) and City Council (PCC) on commitments for 2024 and 2029
- Success in the MEND bidding round for the Living Lab and City Museum
- Outcome of the Business Improvement District (BID) vote in October 2021

Questions/opportunities also offered by timeline

- Are there any international years/major religious or civic anniversaries during this period?
- Are any major educational events planned during this period – new schools?
- Are any design competitions envisaged? Relationship to cultural economy these offer? How can CSG relate (if at all) to Project Management of Gateways 1 and 2 for major projects? Can 'cultural opportunities' be added to the early considerations in developing high level business plans?
- When do the key projects break ground or complete eg the Stadium, Embankment
- What are the ambitions for first season playing at the new Stadium? Is the Stadium also definitely seen as a potential music venue? Relationship to musicians in the city? Relationship to schools.
- Public realm improvements (particularly Northminster). Any artist involvement or sculpture opportunities? Will there be any new street market kind of activity on the site?

Short term Action Plan to start of next financial year

Date	**Item/Milestone/Opportunity**
October 2021	Mini-Vine opens BID vote Advertise role for inaugural Chair of the Peterborough Cultural Alliance (following dates depend on this start)
November 2021	Anticipated decision on proposed cultural programme in 2024 preparatory to 2029 Priority Place Programme published by ACE 12 November: closing date for applications for inaugural Chair; appointment planned by early December.
December 2021	Strategy considered by Full Council Submit proposals for funding for demonstrator programme to ACE, PCC and potential other sources (funding commitments permitting) Advertise for first Director of Alliance (paid position) Engage with CPCA over County/City of Culture and possible proposals for 2024
January 2022	Advertise for board members of Peterborough Cultural Alliance Decide on formal structure of Alliance Appoint Director (funding commitments permitting) start Creative Conversations with Young People Informal meet and getting to know event for new Chair, people involved in developing the Cultural Strategy & stakeholders
February 2022	MEND decisions for University and Museum Appoint board members to PCA which begins to function formally Advertise for staff members (2 FTE proposed) Finalise min-Vine programme and launch Begin data coordination and develop work on shared promotion of Peterborough
March 2022	Appoint staff members Develop baselines for Performance Indicators or work needed to establish them
April 2022	Fully launch Alliance Start developing heritage networks Engage with designating ‘Years’ to enable focused work

Skeleton timeline

Date	Item/Milestone/Opportunity	Comments
October – December 2021	Animation Programme	Series of events and cultural opportunities to attract footfall and rebuild confidence. Started with the Victorian Circus on 1 September.
May 2022	Festival of Thanks	
June 2022	Heritage Festival	
September 2022	New University opens	Major moment of celebration
2022	Phase 1 of Public realm projects	Community involvement in design, use of sculpture/land art in development/relationship to Green Wheel
	Embankment Masterplan	Now involves Key & Lido, both major cultural assets, plus Stadium. The masterplan should reflect Strategy ambitions.
	Enterprise training & business hub feasibility study	To include CCIs and practitioners? Relationship to growing high value creative economy and changed work patterns post covid?
	Bidding round and prep for next National Portfolio Organisation (NPO) round	Fundamental to existing and aspiring NPOs and cultural infrastructure in PBO
2023	March – current NPO funding expires	
	Planning needed for assets currently held by CCP	Contract ends 2024
2024	Cultural 'year'	If CPCA decides to do this, with Peterborough involvement.
	Peterborough Presents reaches 10 years	Future choices yet to be made
	City Culture delivery contract due to end	Future choices yet to be made
2025 (? From medium term plan in Peterborough Investment Plan)	New Library & Cultural Hub (Vine)	Detailed timescales need to be developed and confirmed for these core cultural assets
	National Bronze Age Museum	
	Lakeside Activity Centre	
	Pedestrian Bridge	Connecting opportunity? Cf Flags on London Millenium bridge, and the school events around the one in York.
	Future Green City	How can cultural interventions support these ambitions in public realm and open space development?
2026	Five year review of the Cultural Strategy Bid submitted for 2029 City of Culture	

Date	Item/Milestone/Opportunity	Comments
2027	Station Quarter	Another connectivity and unity opportunity – also major profile moment eg to put Peterborough artists' work on trains on ECM or cross-country. Partnerships along the lines, eg with Norwich, York, other CPPs and other ancient ports.
2029	City of Culture?	If a successful bid
2030	12500 students at university City Council carbon-neutral 180000 trees planted	Targets from Development Plan. Suggest a marker event eg on futures/sustainability/carbon
2031	10 Year review of Strategy	
2036	17600 new jobs and 19440 homes	Envisaged in development plan. Suggest role of culture in developing new parts of PBO
2040	20% population growth over the 20 years	