

Developing a Cultural Strategy approach for WLDC

Theme	Outcome	Action	Lead	Timeframe	Resourcing
Events	Co-ordinated events and activity programme across the District	Develop JD for Event's and Marketing Co-ordinator to lead co-ordination and marketing of district wide / multi agency events programme	CM	JD to Management Team 16 th August 2021	Cultural Strategy Reserve to fund temporary post for 24 months Band 8 within Communication Team
		Develop System Access Request process for Comms Team support	JH	December 2021	Support from IT within existing resources
		Establish Events Officer Working Group to include: CM / WO / JH / GW / KS to feed into LCET	New Events and Marketing Co-ordinator role as above	December 2021	Within existing once role recruited to
Strategic Relationships	Understand Arts Council opportunities and requirements.	Build on operational relationships with Arts Council England to leverage a strategic relationship	AS / SGS	Intro via operational contacts early September	From within existing resources
National Portfolio Organisation Status	Secure National Portfolio Organisation Status	Secure expert advice and guidance to understand NPO – key question, where would this role best sit within WLDC and how do we achieve this.	AS / SGS	Approval to spend sought at September Prosperous / CP+R followed by proposal to September Commercial Board for sign off.	Cultural Strategy Reserve Up to £25,000
		Develop pathway of options and consider	WO/CM	Autumn 2021	Resourcing report will

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		resources required to implement the recommendations associated with securing NPO status and wider cultural aspirations			determine what is required	
Trinity Arts Centre Investment	Secure National Lottery Heritage Funding for essential capital works and ancillary activities programme	Develop NLHF EOI through to full bid	CM / AS	Approval to commit resource and proceed to bidding stage to be sought at Prosperous and CP+ September 2021	Cultural Strategy Reserve to support bid process	
Role of Culture in Place making	Refreshed and adopted Visitor Economy Strategy with aligned and co-ordinated cultural offer	Peer review and finalisation of Visitor Economy Plan	WO / SGS	Brief to LGA advisor programme completed July 21. Work to be completed by December 21. Prosperous timeframe early 2022	Support from LGA Advisor Programme	
	Sustainable future for West Lindsey markets supported by cultural offer	Complete phases 2 and 3 of Quarter bridge works to understand actions required	AS / SGS	Phases 2 and 3 underway to report to Prosperous December 2021	Funds in place for study	
	Enhanced long term cultural offer	Delivery of new cultural facilities through Levelling UP / alternative funds		SGS	Outcome of bid for LUF known by November 2021 – plan B being developed alongside implementation works	May require business case for use of growth reserve is LUF bid not successful
		Comprehensive review and evaluation of Mayflower activity to determine way		AO/Anna Scott	Autumn	Review and evaluation will set out long term resources required for

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		forward for flagship event			annual flagship event