

Bridport Investment Plan - Arts, Heritage and Culture

What are the challenge and opportunities identified through the consultation with Bridport businesses?

- Streetscape/ public realm looking and feeling tired in need of improvement;
- Existing groups and organisations struggling to secure funding;
- Need to engage young people in arts, culture and heritage – they are the future their voice needs space and encouragement;
- Creatives help define place
- CULTURE – CREATIVITY _ YOUTH

Project ideas developed at the open session September 14th 2022:

Feria Urbanism streetscape and heritage interpretation study – looking to help design a system that heritage programmes/ activities can fit into. A framework into which all organisations can commission cultural contributions; fixed/ permanent/ temporary, audio materials, festivals etc

A framework that helps create a coherence to Bridport heritage offer – a kit of parts that is scalable.

Need for contemporary navigation around Bridports cultural offer – from;

- simple signage to places like St Michaels;
- Maps of art studios/ businesses in the town;
- A distinct suite of Bridport ‘notice boards’ – more ‘free for all’ than managed;
- Three heritage trails at different scale exploring different themes – Links to existing Green Route and Sculpture Trail;
- Using LED lighting to support navigation and enhance night time in Bridport.

De cluttering important element of Feria urbanism study.

Commissioning new works – street furniture as Art?

Need for cheap studio/ workshop spaces – start up businesses need a place to incubate? St Michaels??

Create a new Curator post, that links hospitality, event management, promotion and ensure that all of the events are linked to learning via the virtual college, so supporting skills development and mentoring. This role also looks at underused spaces in Bridport that could be utilised for events and spontaneous happenings, pop ups, experimenting with arts and culture and getting them to see that they can start new events such as Christmas light up– ie projections, different ways of performing and co - orchestrated by YP . The YP could also be linked into other events around the county, such as B side, and Inside Out – all CPD opps for them to grow their knowledge and see how other events are run.

Be also good if the Curator, did an audit of the businesses here and opps, so that it can also be brought into the programme – ie upholsterers, black smiths, flag makers, net makers, the creative industries etc. So, there is an understanding of what skills Bridport citizens have and how they can

be utilised to support yp with their career/jobs progressions. Almost like a matching agency. Need someone who can think outside the box and understand the opps

Create a new Event Manager role at BTC, who work to the Curator and who leads and manages the **Event team** –yp to be trained in event management and running the events with support . Nuts and Bolts and Risk assessments and Event Management Plans– and training in practice, ie organise it for the existing events for Bridport, such as Folk festival and Hat fair.

Marketing - These events all links into the promotion of it via the TIC team, so there is a cohesive events diary.

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| <p>the town is vibrant because of its artists and creative offer. I would try and work more collaboratively across the arts venues and utilise the huge amount of talent for place making improvements.</p> | <p>Bridport has a wealth of heritage and culture, not instantly appreciated on first sight. A town trail would be ideal ... An app would be great to download (available in different languages) and with GPS would instantly recognise the location and position.</p> |
| <p>If the marketing plan of Dorset’s Eventful Town goes ahead, the spend needs to be 100% digital. A fantastic website. Social and email campaigns. Partnerships. A digital sign / big board in town with all event listings/ opportunities for ads.</p> | <p>Supporting the event spaces and venues (especially those that have little financial support) in town and ensuring creative spaces/studios are prioritised and kept affordable.</p> |
| <p>Not that the arts isn't important but our impression is much time and effort is already being invested in this area and there are other priorities.</p> | <p>While I accept that the arts, culture and heritage are a big part of what makes Bridport such an attractive place, I believe it is more important to... focus on providing well-paid, permanent employment for young people and a transport infrastructure and natural environment that make us resilient in an uncertain future.</p> |
| <p>Stop giving valuable buildings away to private companies who aren't going to utilise them for public good.</p> | <p>The promotion of street art on dowdy buildings in the town centre in the style of Valparaiso in Chile would provide a further attraction for Bridport and attract both tourists and artists alike.</p> |