

B&NES Cultural Forum Design Brief

Date: 21 January 2009

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1. Background – who we are and what we do

The Cultural Forum is an independent coalition of cultural and sports organisations - all organising events, festivals and cultural activities and/or providing venues in and around the Bath and North East Somerset area - who have agreed to work with one another for mutual benefit and the benefit of the area overall.

All members of the Forum are independent entities. Members take full responsibility for the organisation, promotion and fundraising activities of their own festivals, organisations and events and/or providing venues. In addition, they have committed themselves through membership of the Cultural Forum to a number of collective aims and actions which will support and enhance the cultural provision in the area.

The Cultural Forum's work is self-determined, and is co-ordinated and administered with support from staff of Bath Festivals Ltd.

2. Current Activities

Website

The Bath Festivals website www.bathfestivals.org.uk was developed in 2007 with Cultural Forum funds to act as a What's On website for local cultural activities, a showcase for Forum members activities, and the web presence of the Cultural Forum including public information pages on Forum activity plus private pages for CF members only featuring relevant documentation, a noticeboard and an Anti-Clash Diary facility.

Education Conference

The Education Working Group is holding a conference in June 2009 promoting collaborative working between arts organisations and education practitioners.

Venues Database

A database of venues for hire within B&NES for events and conferences has been compiled, and is stored on the Bath Festivals website.

Marketing Database

A database of contacts for Marketing staff in each CF member organisation is being compiled to encourage co-marketing practices.

Economic Research

An in-depth on-going research study into the economic effect of the cultural offer within B&NES is underway with partners at Bath University.

Public Realm

The CF are working with Local Authority partners to improve event signage issues within Bath City Centre on behalf of its membership, including the use empty windows for event advertising and public art exhibitions, cross-street and lamp-post banners, and point of entry signage.

A-Board Scheme

15 A-Boards branded with the Bath Festivals website logo are available free of charge to CF members for use outside event venues.

3. The Cultural Forum's Aim's and Aspirations

The Cultural Forum's aims echo those of the Department of Culture, Media and Sport : to improve the quality of life for all through cultural, active leisure and sporting activities, to support the pursuit of excellence and to champion tourism, creative and leisure industries. More specifically, the Cultural Forum has been established to:

- strategically affect the development of cultural activity and its fundamental importance in Bath & North East Somerset and the surrounding area;
- act as a reference point for major developments in the local authority area and the sub-region;
- involve residents and the community;
- promote an image for the area that communicates creativity, innovation, and contemporary culture;
- celebrate high quality cultural experiences and creative activity in the area;
- develop educational opportunities for arts and sports in the area;
- animate the urban and rural environment;
- develop joint box office, website, marketing and promotional campaigns;
- and create a productive network for those involved in cultural activities;
- develop the cultural tourism offer;
- and thus, generate income for local businesses;
- through this, creating employment for local people;
- maximize the social and economic impact of festivals, cultural organisations and events.

The Cultural Forum aims to achieve through the co-operation and collaboration of its members:

- influence and affect the development of cultural activity in Bath & North East Somerset and the surrounding area. - strategically, through advocacy and engagement; monitoring the delivery of the Cultural Strategy; and acting as a reference point for major developments in the local authority area and the sub-region.
- create and enhance the visibility of cultural activities and a year-round festive atmosphere in Bath city centre and other local areas;
- develop the quality and scope of what each independent member organisation offers;
- work towards a year-round programme of events for the district;
- strengthen the ability of each member to organise and promote effectively ;
- provide access to information about venues and the facilities that they offer
- increase the welcome for, and participation of, local residents in members' events and activities;
- increasingly attract new audiences from further afield;
- work with the tourism sector to attract an increase in the numbers of day and short-break visitors to the area;
- work with local businesses (hotels, retail, travel, visitor attractions) to increase income generated in the area;
- maintain and increase employment opportunities in the area, both directly by festivals and other cultural organisations and indirectly by other businesses;
- market and promote these collective activities of Cultural Forum members to embrace an image of Bath and the area's modern, vibrant culture alongside that of its Roman, rural, industrial and Georgian heritage.

4. Cultural Forum logo

The Cultural Forum is currently lacking a visual identity. We require a subtle minimal logo that does not overshadow the identity of our member organisations, but reflects the importance of the Cultural Forum in local cultural and community matters. We are after a visual identity that is clear and simple – an ident that is classic and lasting.

The Cultural Forum logo would need to work alongside the Bath Festivals 'Happening Bath' brand www.bathfestivals.org.uk and not conflict with it. We are not looking to re-brand 'Happening Bath' at this point which was developed in 2007 to reflect the vibrancy of the local arts scene.

3. Application of the Cultural Forum logo

Any developed logo would need to work on headed notepaper, press releases, as a header across the Cultural Forum pages of the Bath Festivals website, on power-point and other presentational tools, and as a thumbnail logo for use on partner organisations websites and miscellaneous print i.e. published report documents, event flyers if co-funded by the Cultural Forum, pull-up banners etc. It would need to work equally in Black & White or Colour.

For Headed Paper the Cultural Forum's administrative address would need to be added, which is currently: Bath Festivals, 3rd Floor, Abbey Chambers, Kingston Buildings, Bath BA1 1NT, Tel: 01225 462231, Email: info@bathfestivals.org.uk, Web: www.bathfestivals.org.uk .

4. Budget

There is no budget, although a small fee may be possible subject to negotiation. It is however a great opportunity for a young business to gain exposure throughout the cultural community in B&NES, and they will be credited on the Bath Festivals website, and through an e-bulletin to all member organisations linking to their own business website.

5. Timescale

We would require submissions by Monday 16 February, with the final design adopted at the next quarterly Cultural Forum meeting on Tuesday 24 February.