

CONNECTED

CULTURE

Embedding our city's cultural and place USP's into Liveable Exeter developments.

LIVEABLE EXETER

Liveable Exeter represents an ambitious and long-term renewal of the city's fabric to meet people's need for homes, jobs and services in the 21st century.

By 2040, the Liveable Exeter initiative will deliver over 12,000 new homes over eight strategic brownfield development sites.

Liveable Exeter is a once-in-a-generation opportunity to transform the city to accommodate change and attract the investment needed for Exeter's communities to prosper.

Directed by seven Placemaking Principles, including the 'Connected Culture' principle, Liveable Exeter will help deliver Exeter's 2040 vision for cultural growth as an integral part of development.

Transformational housing delivery goes hand in hand with a collaborative effort across public and private sectors to build a modern, ambitious, forward-thinking, and innovative city.

'Connected Culture' is embedding culture as a catalyst to connect communities to Exeter's unique nature, heritage, literacy, learning and opportunity to enable current and future generations to live better.

CONNECTED CULTURE

“Culture is an essential ingredient for Exeter. As well as generating tourism and boosting the economy, culture brings us together and helps define the places we love. Exeter has a soul, nurtured by threading culture through all aspects of city life.

Liveable Exeter’s commitment to integrating the best of Exeter culture into new development brings businesses and cultural organisations together, to make sure our new developments thrive as a vital part of our city.”

Councillor Laura Wright

Deputy Leader and Portfolio Holder for Corporate Services and City Centre

Councillor Bob Foale

Portfolio Holder for Arts, Culture & Tourism

Our Vision

Our vision for Exeter is for the city to become known nationally and internationally as a city of culture.

By presenting our creativity to the world, we can drive innovation and lead across disciplines including, the environment, wellbeing, cultural literacy, creative making, and heritage innovation. All with the intention of building liveable city where everyone thrives.

The Liveable Exeter development sites offer partnership opportunities to transform new spaces and places, unlocking Exeter’s unique knowledge and skills to forge partnerships that meet local and global challenges.

‘Connected Culture’ is one of the Liveable Exeter Principles; designed to embed culture in place through development and the city’s growth.

We call on ambitious development partners to build ground-breaking public and private sector collaboration, working with our educational and cultural institutions, business and technology initiatives, and community innovators.

EXETER'S CULTURAL LANDSCAPE



“Exeter’s culture is unique and constantly evolving. It encompasses our shared histories, our personal identities and stories and our city’s heritage from the Iron Age to present day along with our thriving community of creative art practitioners. We will do everything we can within our scope to celebrate, support and enable our shared culture to thrive.”

Councillor Laura Wright

Deputy Leader and Portfolio Holder for Corporate Services and City Centre

Councillor Bob Foale

Portfolio Holder for Arts, Culture & Tourism

In Exeter, culture plays a significant role in creating a more equitable society. It is well understood that culture can improve living standards, create access to opportunities and attract investment into the city.

Exeter is proudly home to the Royal Albert Memorial Museum, which has a reputation as being one of the best regional museums in the country. As well as the Devon and Exeter Institution a historic library and education charity and the world-famous Exeter Cathedral, home of the Exeter Book.

At a strategic level, Exeter City Council and local cultural institutions work together with national bodies like Arts Council England to achieve the social and economic benefits culture can provide to the city. Local initiatives like Creative Arc, the Cultural Compact, and the city’s UNESCO City of Literature designation are working together to create a city connected by a shared commitment to culture and a clear sense of mission.

Exeter has consistently received revenue investment for cultural facilities and activity from the Exeter City Council and Arts Council England. Our Cultural Compact status delivers cross-sector engagement and helps unlock opportunities for those working in the cultural sector.

The University of Exeter's Civic University Agreement and Creative Arc lead the way for culture, research, innovation, and commerce to positively impact local community development.

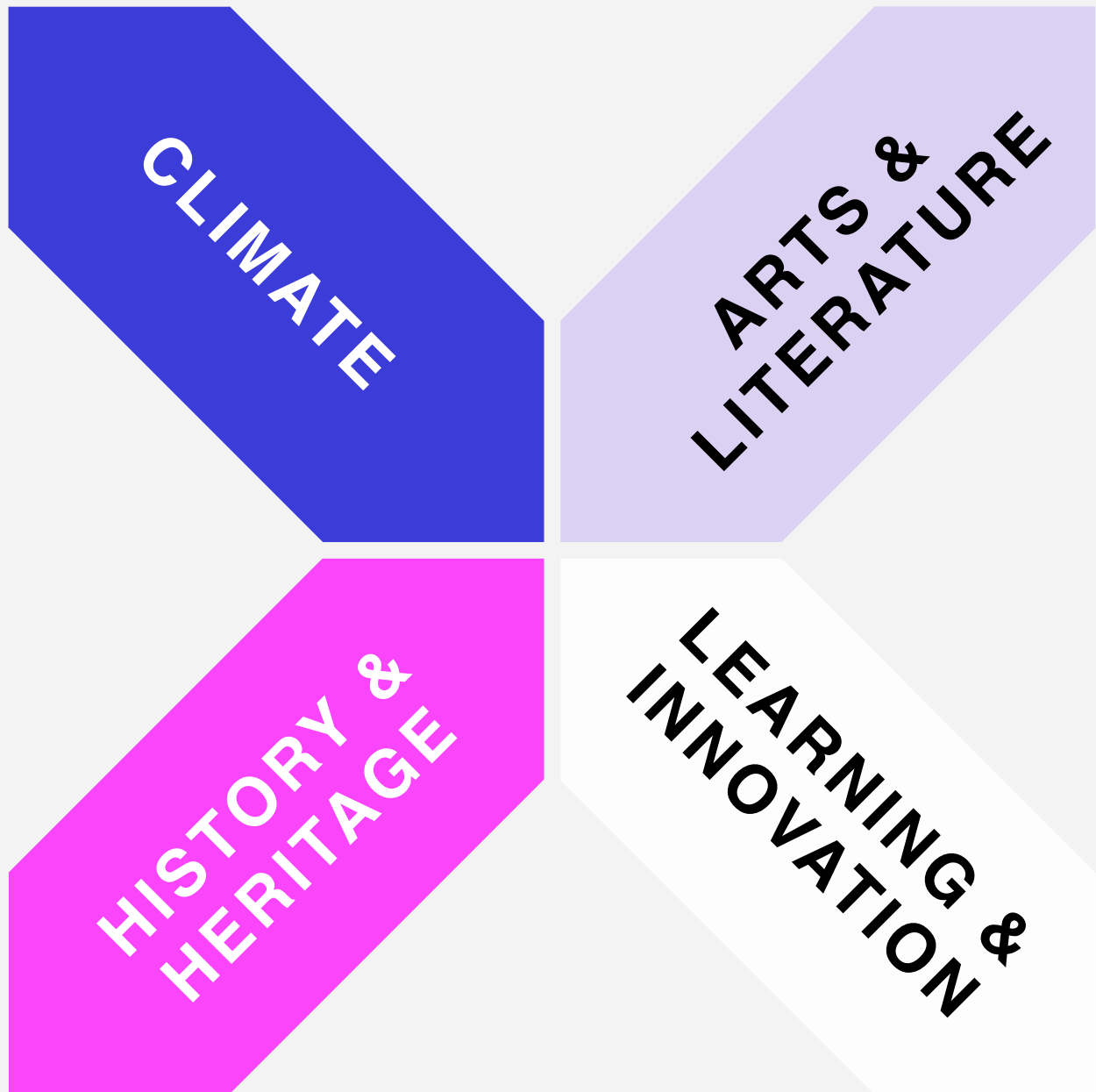
Through this work, and with a potential uplift in funding for Liveable Exeter, Exeter is on track to embrace the culture of our community in ways a public body has not done before.

Under our UNESCO City of Literature status, Exeter has become known nationally and internationally as a city of stories. The mission is to embed this across the city's communities, supporting literacy and broader skills development alongside cultural engagement and celebration.

Exeter is home to world-leading climate science at both the Met Office and the University. The city is a centre for climate resilience and green living, which could weave into every level of city life.

And for a city that puts wellbeing at its core, the focus on climate is further driven by the potential to improve our communities' health and wellbeing. With access to fantastic green spaces, sports, and recreation provision, in addition to the work of the Live and Move programme, we are integrating wellbeing through a range of community offers and initiatives.

OUR CULTURE & PLACE PILLARS





CLIMATE

Exeter provides global research and guidance on climate science.

It is home to the Met Office, a world-leading centre for weather and climate science. Its climate scientists are influential and push the boundaries of scientific and technological expertise.

The University of Exeter is also world-renowned for its climate research with many of its climate scientists in the top 100 institutes worldwide. Between them, their research informs and shapes international climate policy and solutions to global climate challenges.

As a city, Exeter aims to become carbon-neutral by 2030. We invest in renewable energy sources, reduce waste, and support active travel. Working together we pioneer the UK's contribution to climate science and solutions.

Through Connected Culture we can leverage this unique position by broadening its value to local communities through engagement, innovative design, business incubation and cultural projects that empower our residents to embrace future styles of living that support our natural world.

HISTORY & HERITAGE

Our unique heritage combines our rich Devon environment and the Exe as a vital waterway for the region, with our built heritage since the Romans, providing our cathedral, castle, walls and tunnels. Together they provide tangible cultural value to residents and visitors brought to life through the social history of our communities.

Our tourism supports local revenue, employment, city pride and identity. We bring together heritage, creativity and innovation. Our artists, writers, musicians, and technologists draw inspiration from the layers of the city and its cultural traditions. The University of Exeter's Centre for Intermedia and Creative Technology pioneers transdisciplinary research in creative digital media, evolving accessible tools such as Placify that enables anyone to create interactive mobile location tours.

Through Connected Culture, Liveable Exeter can draw these innovations into placemaking engagement with its communities and embed heritage narratives and experiences into new places through design, technology and the arts.

ARTS & LITERATURE

The city's arts are anchored by organisations including Exeter Phoenix, Royal Albert Memorial Museum and Art Gallery (RAMM), Exeter Northcott Theatre and Exeter Cathedral, all supporting artists, makers, performers, teachers and the city's communities. Alongside, there is a dynamic grass roots culture through organisations including Theatre Alibi, Make Tank, Spork!, and Interwoven Productions, championing diverse community voices.

Exeter's is a UNESCO City of Literature for its literary heritage (including The Exeter Book and lineage of writers and publishers), contemporary literature scene and education, and its focus on wellbeing and wider community integration.

Through Connected Culture, there are opportunities to embed arts and literature projects and organisations into new development, championing words, images, materials and music through design and community engagement.

LEARNING & INNOVATION

Exeter champions learning and innovation including University of Exeter and its work with businesses and governments, Exeter College leading regional skills and training, and our community sector that provides accessible skills and career pathways across numerous fields including Colab's Urban Learning Academy.

Innovation across arts, technology and science is catalysed by organisations such as SetSquared, that enables regional creators, innovators and disruptors to grow and develop business ideas.

Learning is threaded through the heart of our cultural and scientific communities, demonstrated by our anchor organisations, UNESCO City of Literature, and the Exeter Civic University Agreement (CUA).

Through Connected Culture, access to learning and skills can be enhanced by focussing on social inclusion, supporting our city's learning innovators to deliver new programmes and partnerships, embedded within communities. We can lead the UK in supporting cross sector collaboration across arts and science learning and engagement.

OUR MISSION

Exeter's Cultural Growth

“Exeter will be known nationally and internationally as a city of culture. It will innovate and lead in the area of the environment, well-being, cultural literacy, creative making and heritage innovation to build a living city where everyone thrives.”

City Vision 2040 – city of culture

There are challenges ahead, but Exeter is well placed because of its strong roots, core investment and flourishing partnerships. Those working in the Creative Arts, Culture and Heritage have shown perhaps the highest level of innovation and resilience in recent times. We must continue to support those working in culture with matched enthusiasm.

Exeter Corporate Plan 2022-2026

We commit to embedding our city's cultural and creative dynamism within the Liveable Exeter development initiative.

We commit to enabling cultural partnerships and creative projects to authentically connect Liveable Exeter to the wider city.

Liveable Exeter offers an opportunity to support varying scales of Connected Culture projects across the city. Within the Liveable sites themselves and across the spaces and link routes in between.

Three spatial typologies help shape project scale, focus and location:

1. Stages
2. Connectors
3. Discoveries

Example typologies are set out overleaf to inform the approach across the Liveable Exeter sites. Planning and delivery guidance will be made available to create Connected Culture experiences with cultural partners and artists.

PLATFORMS

Exeter's Cultural Growth

Example Stages

1. River Exe
2. Exeter Bus Station
3. Exeter St.Davids
4. City Point
5. Exeter Quay
6. Northernhay Gardens
7. Belmont Park

1

STAGES

Large scale, focal spaces invite spectacle, statements and engagement that reflect important Exeter moments for through temporary creative culture. Stages are the anchors that should link into the wider city fabric, feeding into surrounding Connectors and Discoveries.



The River Exe

Linking the city and three major Liveable Exeter sites, the Exe can be unlocked through new public realm providing stages for culture.



Gateways

Exeter's transport hubs and historic gates - key arrival experiences for the grand and the intimate. They offer wayfinding landmark as a central feature, enhancement, or frame for activations.



Squares

Self-contained urban spaces with multiple entry points can facilitate architectural interventions, performance and curated programmes of communal gathering and festival.

PLATFORMS

Exeter's Cultural Growth

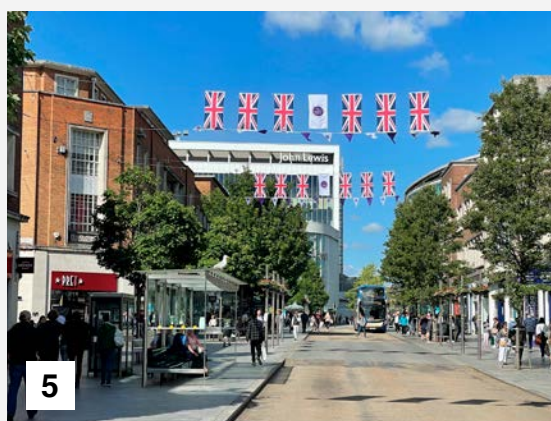
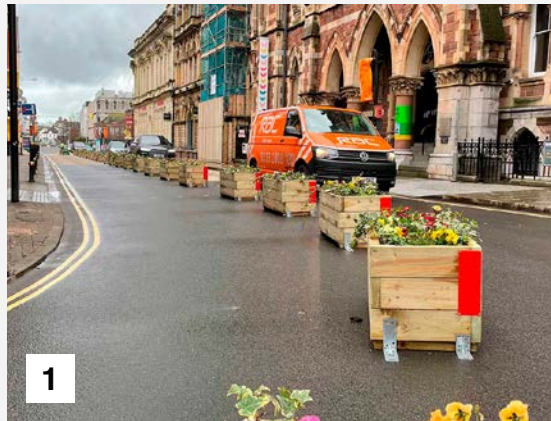
Example Connectors

1. Queen Street
2. North Street
3. South Street
4. Fore Street
5. High Street
/ Sidwell Street
6. Exeter Carnival

2

CONNECTORS

Linear routes that connect-up the city's heart and its stages. Connectors are environments for culture in motion with 'acupuncture' activities located along them, that in turn draw pedestrians to adjacent new Discoveries. Visual displays along Promenades, such as exhibition or lighting features, can develop a 'uniform' for the street that punctuates and frames expansive areas.



PLATFORMS

Exeter's Cultural Growth

Example Connectors

1. West Street
2. Gandy Street
3. St. Sidwell's Community Centre
4. McCoy's Arcade
5. St.Catherine's Chape / Guildhall
6. The Iron Bridge

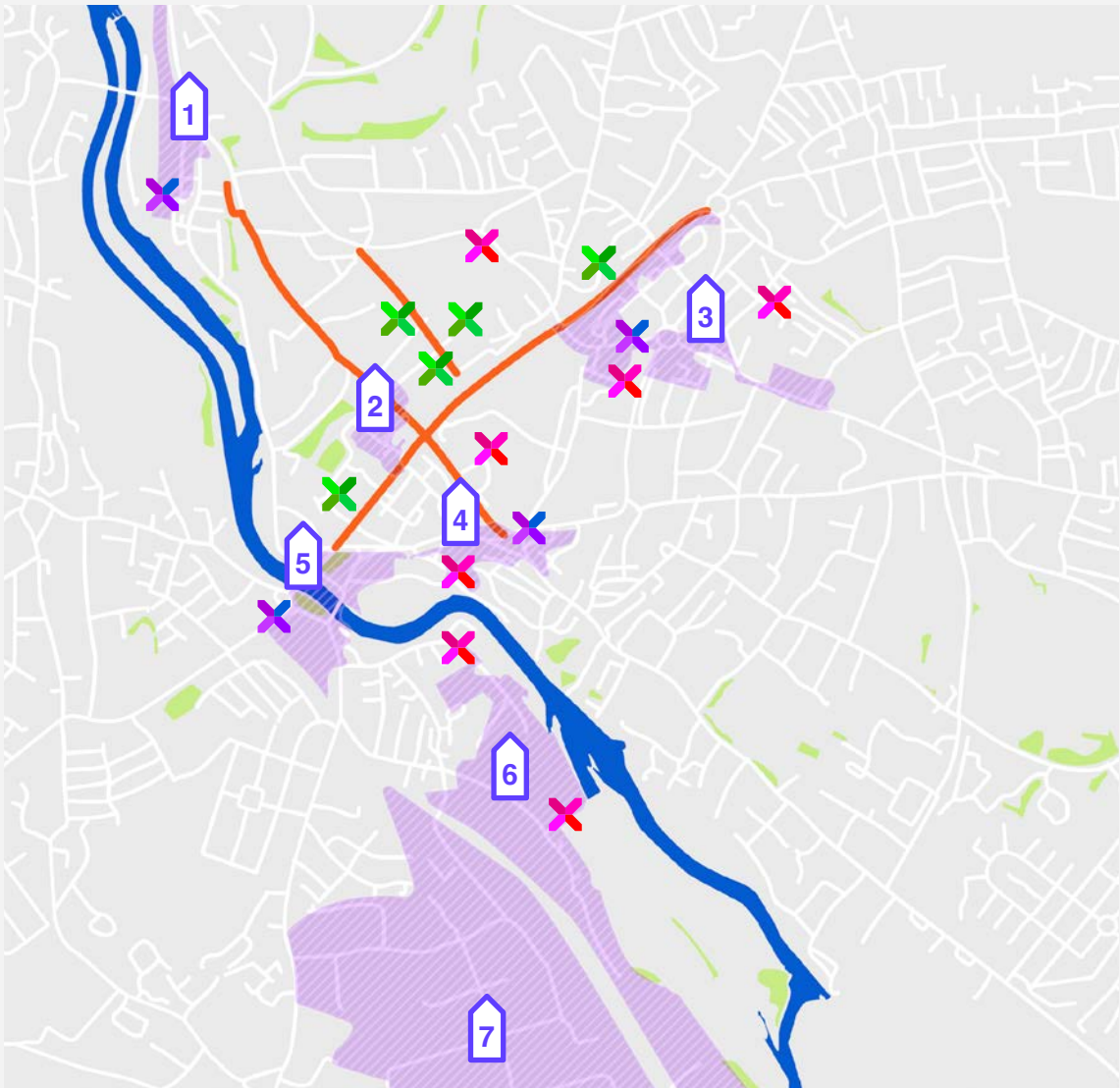
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DISCOVERIES

Self-contained urban spaces and small clusters of activity. Diverse environments that allow for pockets of animation and moments of discovery. Courtyards, arcades, laneways, pocket parks can be transformed to offer a platform for events. These experiences can be either sought out with inside knowledge or happened upon by chance. Common types of events formats can include cultural markets, temporary stages, screenings or installations.



LIVEABLE EXETER SITES



LIVEABLE EXETER SITES

- | | | |
|---------------------|--------------|----------------|
| 1 Red Cow | 4 Point | 6 Water Lane |
| 2 North Gate | 5 South Gate | 7 Marsh Barton |
| 3 East Gate / Civic | 6 West Gate | |

PLATFORMS

1. Stages

- | | | |
|---|--|---|
|  The River |  Gateways |  Squares |
|---|--|---|

2. Connectors



3. Discoveries



EXPERIENTIAL SHIFTS IN THE PERCEPTION OF PLACE...



Exeter City Council will support culture within new development through brokering relationships with stakeholders, enhancing communications to new audiences, seeding funding when appropriate, and building creative sector relationships that actively support our Connected Culture VISION, MISSION, PILLARS and PLATFORMS to create:

- Communities that are cultural connected to the city
- Accessible spaces that are co-located with cultural and other offers
- Activation of existing and new Discoveries spaces and places across the city
- Meaningful Meanwhile projects that enable genuine and creative community participation in our future city.
- Exeter as a city that attracts national and international festival and networks.
- Innovation within heritage interpretation and culturally inspired wayfinding
- Engaged communities who can participate in culture both day and night, week and weekend.
- A strong identity as a destination; somewhere with a variety of propositions that are bound by a shared cultural context.
- A cultural offer that is free to the public so that it opens access for creation, participation and enjoyment for our audiences.

...AND SUSTAINED DELIVERY THROUGH LIVEABLE EXETER...

Liveable Exeter Principle 7 – Connected Culture

City-wide ambition: Exeter has a diverse and accessible cultural offering connecting our world leading climate science, arts and literature, heritage, learning and innovation.

Large scale development will:

- Use research and technology to improve development quality to drive investment for sustainability and resilience to climate change in Exeter.
- Support local economic growth by providing flexible space for creative industries. [1]
- Create resilient, adaptable, networked communities and successful local centres that support civic pride, express local identity and support learning.
- Support high quality cultural place-making projects in the public realm and community facilities to achieve exemplary social value and environmental quality, including public art, greening and community facilities.
- Safeguard, promote access to and reflect creative talent through civic participation in culture and support 'meanwhile uses' whilst sites are being developed. [2]
- Harness Exeter's rich heritage, to inspire, innovate and celebrate a sense of community identity and pride, cultural creativity and innovation using the city's history and its traditions.

[1] Creative Industries includes co-working space, artist studios, makerspaces, cross disciplinary lab spaces, media and design production spaces, specialist production and rehearsal facilities (film, theatre, music, dance)

[2] Dialogue with Exeter City Council is encouraged to explore appropriate meanwhile uses for different development contexts and typologies, including cultural partnerships to deliver creative community engagement as part of a development's planning process.



The Liveable Exeter Place Board provides strategic support and guidance to the city and partners.

The Liveable Exeter Place Board brings together major organisations in the city as well as private and voluntary sector figures across our civic, commercial, cultural and community sectors. The Liveable Exeter Place Board is not a decision-making body. It offers the opportunity to plan for the city's future collaboratively and proactively, with the aim of delivering on the city's 2040 vision and making Exeter an exceptional place to live, work, study or visit.

The Board can proactively support cultural placemaking dialogue and intelligence with a strategic long-term view of the city's future.

...AND SUSTAINED DELIVERY THROUGH THE EXETER PLAN



The Exeter Plan outlines our 2040 vision as a city of culture with accessible world class education:

As the city evolves, promoting culture should be embedded in the city's growth, playing a vital role in creating high quality development and raising the profile of the city.

Enabling improvements to educational and cultural facilities will support employers to attract and nurture a skilled workforce.

The Exeter Plan provides for the protection and enhancement of the city's cultural offer across three key areas:

1. Cultural partnership – strategic initiatives including the Creative Arc to provide knowledge sharing and collaborative working to support development partners to embed culture within new development
2. Cultural facilities – enabling existing institutions to thrive alongside new complimentary organisations that can add to the city's cultural facilities
3. Public Realm and public art – bolstered by a citywide Public Art Strategy to guide the delivery of arts and culture within the public realm



The Exeter Plan, Section 11 Culture & Tourism

Policy C1: Protecting and enhancing cultural and tourism facilities (Strategic policy)

Existing cultural and tourism uses will be protected unless it is demonstrated that they are no longer viable.

Development proposals that enhance the profile and identity of Exeter as a city of culture and tourist destination will be supported where they do not have unacceptable impacts on local amenity and the quality of the natural, built and historic environment.

The temporary use of sites for cultural activities, particularly in locations where they can help to animate the public realm, will be supported where they will not harm local amenity.

Policy C2: Development and cultural provision (Strategic policy)

All large scale development proposals will be required to demonstrate how they will contribute to local cultural provision in proportion to the scale of development.

Developers should engage with local communities to ensure this provision reflects local identity.

11.14 Policy C2 outlines that large scale development proposals will be expected to reflect local culture and provide high quality, creative public spaces, cultural projects and public art proportionally to the scale of development.

11.15 Large scale development proposals should include appropriate cultural and tourism facilities as part of a mixture of uses and within the wider provision of community infrastructure for the local area. Opportunities should be provided as part of mixed-use developments and may also include appropriate cultural and creative meanwhile uses of buildings or spaces during development.

11.16 Policy C2 also outlines that developers should engage with local communities in the process of identifying the development's contribution to local cultural provision. The City Council will also support formal and informal arts and cultural activities within shared spaces.

