

INVERCLYDE ARTS & CREATIVITY STRATEGY

ACTION PLAN 2024 – 2029



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Inverclyde's strong focus on arts, culture and heritage in recent years can be traced back to our three-year Place Partnership in 2014-2017, which was led by a management consortium of local arts stakeholders. At the end of this period an **Inverclyde Arts & Creativity Strategy (2017)** was commissioned and published by the Inverclyde Place Partnership.

At the same time Inverclyde Council was working towards an **Outcomes Improvement Plan for 2017-22**, and as culture was recognised as being an important local focus it became one of the three priorities in the Outcomes Improvement Plan. Each of these three priorities had a delivery group, and the **Inverclyde Cultural Partnership** was the delivery group that took forward arts and culture in Inverclyde. The ICP is made up of members invited from a variety of arts, heritage and communities of interest and have a remit to take forward all aspects of cultural activity.

The **Arts Sub-Group** – is an open forum made up of local arts organisations and creatives, facilitated by an **Arts Co-ordinator (Inverclyde Creative Producer)**, that oversees Inverclyde's Arts & Creativity Strategy (2017). Across 2020 this group has collaborated to create an **Inverclyde Arts Action Plan (2021-2023)** – priorities that set out ways of improving outcomes for the Cultural landscape of Inverclyde. Partnership, community, and a collective approach to Culture are at the heart of these actions. This action plan also shaped our application to Culture Collective.

At the end of Inverclyde Culture Collective funding (Sept 2023) – the Arts Sub-Group and Inverclyde Creative Producer took what they had learned over the period of project activity to devise a new **Inverclyde Arts Action Plan (2024-2029)** which is forward-thinking and aspirational.

INVERCLYDE CULTURAL PARTNERSHIP TERMS OF REFERENCE (TOR)

04

The **Inverclyde Cultural Partnership (ICP)** was launched in November 2017 and met as a group for the first time in March 2018. Members were invited from a large variety of different arts, culture and heritage organisations and communities of interest. Representatives from national funding bodies in the arts and heritage sectors are also part of the group. The ICP is a member of the Inverclyde Alliance's Place Thematic Group, contributing to delivery against the Inverclyde Alliance Partnership Plan (2023 – 2033): the overarching strategic document for the development of the area, which is overseen by Inverclyde's Community Planning Partnership, the Inverclyde Alliance. There are 2 local strategies overseen by the ICP: the **Arts & Creativity Action Plan (2025 – 2029)** and the **Heritage Strategy (2019 - 2029)**.

Purpose: To evidence sectoral contribution in the delivery of the strategic outcomes of the Inverclyde Alliance Partnership Plan 2023-33; and the Inverclyde Council Corporate Plan 2023-28. In particular:

A Thriving Place: easy access to attractive and safe public spaces, and high-quality arts and cultural opportunities (Inverclyde Alliance Partnership Plan 2023-33) Place: Communities are thriving, growing and sustainable. (Inverclyde Council Corporate Plan 2023-28)

Membership:

Chair: Rolling Chair across group representatives

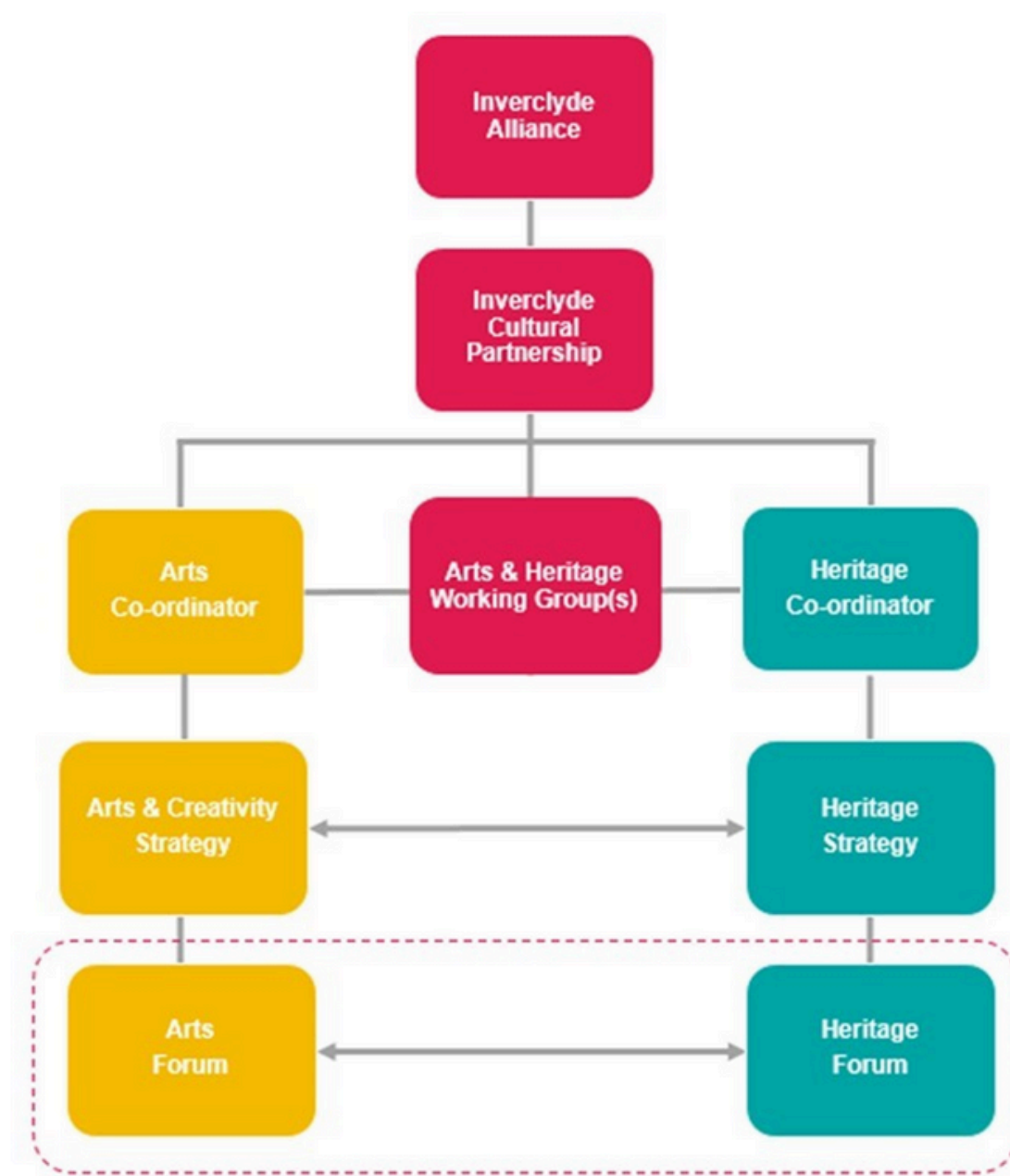
Secretariat: Inverclyde Council Cultural Services / Leadership Support

Representatives are invited from a wide range of local organisations with an interest in arts, heritage and culture. The group is open to new members and individuals or organisations not currently represented are welcome to attend. From time to time, the group may also invite external speakers to attend. In addition, the Inverclyde Cultural Partnership will convene sub-groups, as required. These sub-groups will be thematic, and are intended to facilitate partnership working between individuals, community groups and organisations with similar interests. Sub-groups aims will be aligned to delivery of relevant strategies and associated action plans.

Frequency of Meetings: Quarterly

Reporting / Monitoring Arrangements: The Inverclyde Cultural Partnership will provide regular updates to the Inverclyde Alliance Place Thematic Group, as relevant/required. In addition, an annual report on activities across the Cultural Partnership will be provided to the Alliance Board.

Review Arrangements: The group will regularly conduct robust self-evaluation, using the How Good Is Our Culture & Sport (HGIOCS) framework to ensure the continued relevance and value of its work. The group will be kept informed of the work of the wider Inverclyde Alliance and associated Thematic Groups, helping to ensure that the work of the Cultural Partnership is guided by the Inverclyde Alliance Board and that the activities of the group are complementary to the wider improvement work that is ongoing across the Alliance. These Terms of Reference will be updated on an annual basis.



The Council Perspective Inverclyde Council is committed to ensuring that the ethos and principles of equality of opportunity and valuing diversity are embedded in all aspects of service delivery and are a guiding principle for all its activities.

The Equality Act 2010 includes the Public Sector Equality Duty, requiring Inverclyde Council to have due regard for the need to:

- eliminate unlawful discrimination, harassment and victimisation and any other conduct prohibited by The Equality Act 2010
- advance equality of opportunity between people from different groups
- foster good relations between people from different groups.

This duty covers the Protected Characteristics as outlined in the Equality Act 2010:

- Age
- Disability
- Gender Reassignment
- Marriage and Civil Partnership (for which the law provides protection in the area of employment and vocational training only);
- Pregnancy and Maternity
- Race
- Religion and Belief
- Sex; and
- Sexual Orientation.

The Sector Perspective There is a robust cross-sector approach to arts programming and development where all communities irrespective of their socioeconomic position have equal access to the arts. The arts are transparent, accessible and engage directly with people.

The Partnership Perspective All Inverclyde Cultural Partnership members are aware of each other and work in partnership to ensure that all individuals in the community are not prohibited from accessing an arts organisation. The work of the arts within the community is intergenerational and considers the needs of the whole family. Most ICP members have robust equality and diversity policies and action plans however it is useful to share and learn from the work of others in this area.

An Individual Perspective Artists in Inverclyde have access to appropriate, suitable spaces to work and geographical locality does not impact on their ability to succeed. No individual in Inverclyde has an insurmountable economic barrier to accessing arts in the locality.

The Implementation Plan sets out the actions required to achieve the Arts & Creativity Vision, Aims and Objectives over the next five years (by the end of 2029). Actions are grouped by theme as follows:

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
1. Agree and adopt Arts & Creativity Action Plan.	<ul style="list-style-type: none"> An agreed way forward which will be championed by Inverclyde Alliance, Inverclyde Council, and the wider cultural sector with opportunities for cross sectoral participation 	Time	By end of 2024	Inverclyde Alliance, Inverclyde Cultural Partnership and Arts Sub-Group
2. Confirm the Director of Education, Communities and Organisational Development as the strategic owner for Arts within Inverclyde Council.	<ul style="list-style-type: none"> Designation of an individual within the Council's Corporate Management Team (CMT) to 'own' the Arts & Creativity Action Plan, in partnership with the Inverclyde Cultural Partnership (ICP). 	Time	By end of 2024	Inverclyde Alliance to approve appointment.
3. Deliver arts input to the Alliance Board via the Place Thematic Group, mapped to Inverclyde Alliance Partnership Plan outcomes.	<ul style="list-style-type: none"> Inclusion of relevant ICP priority actions in the Inverclyde Alliance Place Action Plan, as the reporting framework to the Inverclyde Alliance Board. Record and demonstrate impact of arts activities that progress Inverclyde Alliance Partnership Plan outcomes. 	Time	By end of 2024	Inverclyde Council to approve appointment.
4. Ensure arts representation on other Thematic Groups, as appropriate (eg. Thriving Communities), and on relevant Inverclyde forums relating to: <ul style="list-style-type: none"> Regeneration Repopulation Tourism HSCP Climate Action Heritage 	<ul style="list-style-type: none"> This was not achieved in the last Arts & Creativity Action Plan (2021-2023) due to the huge delivery of Inverclyde Culture Collective. Arts representation at Thematic Group meetings and/or relevant Inverclyde forums to capitalise on opportunities to progress joint working, and/or contribute to other Thematic Action Plans, as relevant. Identify person(s) from the ICP and/or ICP Arts Sub-Group to attend agreed meetings and report back to the group at quarterly Inverclyde Cultural Partnership meetings. 	Agreement from group/forum Chairs.	By end of 2024	Arts Sub-Group, Inverclyde Cultural Partnership

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
5. Fundraise and appoint an Inverclyde Arts Coordinator / Creative Producer This development role will take forward the Inverclyde Arts & Creativity Action Plan 2024 – 2029 by: <ul style="list-style-type: none"> • Networking with partners • Facilitating the ICP Arts Sub-Group • Supporting the formation of Working Groups to develop and deliver specific initiatives • Working with the sector to deliver capacity building initiatives within the Inverclyde Arts & Creativity Action Plan 2024–2029 • Establishing mechanisms for monitoring and evaluation in line with ICP practice • Managing strategic relationships and/or partnership activity with external sector/funding bodies, e.g. Creative Scotland. 	<ul style="list-style-type: none"> • Sustained capacity to support delivery of Arts Action Plan priorities. • Arts Coordinator/Creative Producer role confirmed from September 2023–September 2025 utilising Creative Scotland Culture Collective ‘Extension Funds’ and ‘Legacy Funds’. • Identify potential funding streams to support post after September 2025. 	Employed by CVS Inverclyde. 2025 Funding Bid Required.	By end of 2025 and then ongoing.	CVS Inverclyde, ICP, Arts Sub-Group, Culture Collective Steering Group
6. Monitoring and evaluation Incorporate metrics for measuring progress and impact of Inverclyde Arts & Creativity Action Plan in line with ICP practice. Inverclyde Culture Collective created an evaluation structure, baseline data and qualitative case studies to demonstrate the impact that Arts & Creativity was having on Inverclyde across 2021 – 2023. Ruthless Projects was contracted to design and implement this framework around 4 agreed objectives: <u>Objective 1:</u> Arts and cultural organisations and creative freelancers will have built sustainable partnerships with other sectors, agencies and organisations in the place, and arts and culture will be fully reflected in local plans and strategies	<ul style="list-style-type: none"> • Robust evidence-based monitoring of arts activity – including measuring impact. • Barriers to participation in arts activities across Inverclyde are identified. • Where funding is available, engage external evaluation experts on a project-to-project basis Through the ICP: <ul style="list-style-type: none"> • Ongoing application of the Inverclyde Culture Collective evaluation structure (4 Objectives) across arts activities delivered by ICP members • Twice yearly collation by the Arts Coordinator of evaluation data/case studies, from ICP members • Establish a standing agenda item on monitoring and evaluation at ICP meetings going forward and agree reporting timelines with ICP members. 	Arts Co-ordinator, working in tandem with relevant partners across Cultural Partnership.	Ongoing Evaluation framework agreed with Inverclyde Cultural Partnership by March 2025	Inverclyde Cultural Partnership

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
<p>Objective 2: Local creative organisations and freelancers will be more resilient.</p> <p>Objective 3: Inequality and barriers to access will be addressed, and everyone given the opportunity to experience and to be inspired by arts and culture.</p> <p>Objective 4: Inverclyde will be a better place to live, work or visit.</p> <p>Consultation data collected as part of Inverclyde Culture Collective Evaluation informed a formative assessment to determine progress made and enabled more detailed planning for the next phase of the Arts & Creativity Action Plan implementation.</p> <p>By the end of 2023 – the following Research & Evaluation documents were published by Inverclyde Culture Collective and local partners:</p> <ul style="list-style-type: none"> • Evaluation of the Inverclyde Culture Collective First 18 months of activity (April 2021 – September 2022) • Evaluation of the Inverclyde Culture Collective Final year of activity (September 2022 – August 2023) • Inverclyde Arts & Creativity – Where are we now? (SWOT Analysis) • Creative Research – Health & Social Care • The Beacon - Social Prescription Research • Outdoor Arts Feasibility - Artist Residency Consultation (2023) 	<ul style="list-style-type: none"> • Report to the Alliance Board and Alliance Board Annual Report. ICP members will continue to gather and manage their own project activity evaluation which includes where relevant to each organisation: <p><u>Quantitative Data</u></p> <ul style="list-style-type: none"> *Participant / audience numbers * Age / Gender *Postcode analysis • Number of visits • Average spend / yield *Offer uptake *Social media followers and interactions *Project KPI's (Key Performance Indicators) factored in depending on the specific funder i.e. widening access to heritage, improved climate literacy, enhanced community pride etc. • Individual Reporting to specific funders e.g Creative Scotland. • Annual trustee report for OSCR with key projects highlighted and evaluations to demonstrate that our charitable objectives being achieved. • Public Library Strategy for Scotland - with in turn is linked to the National Performance Framework. <p><u>Qualitative Data</u></p> <ul style="list-style-type: none"> *Participant or audience quotes *Direct feedback from longer term participants collected measures a person's emotional response e.g confidence, self-esteem, people's feeling of social cohesion and creative skills. Personal outcomes including baseline data to record the distance travelled throughout a project. * Follow up meetings with participants to reflect on what worked well and what could be better *Feedback from the partner organisations 			

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	*Feedback from freelance artists and creative practitioners *Documentation with video and photography			

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<p>7. Inverclyde Alliance Partnership Plan (2023 – 2033) is a commitment by the Inverclyde Community Planning Partnership (the Inverclyde Alliance) to work together towards shared aims, with a focus on tackling inequalities and the added value of partnership working. The 2023-33 Partnership Plan has a vision of “<i>Success For All – Getting It Right for Every Child, Citizen and Community</i>” and will focus on the themes of:</p> <p>•Empowered People: Communities can have their voices heard and influence the places and services that affect them. Gaps in outcomes linked to poverty are reduced.</p> <p>•Working People: More people will be in sustained employment, with fair pay and conditions. Poverty related gaps are addressed, so young people can have the skills for learning, life and work. Businesses are supported and encouraged to reduce their carbon footprint and develop green jobs.</p> <p>•Healthy People and Places: People live longer and healthier lives. Supportive systems are in place to prevent alcohol and drug misuse. Our natural capital is looked after, and we are effectively adapting and mitigating the effects of climate change.</p> <p>•A Supportive Place: Vulnerable adults and children are protected and supported, ensuring they can live safely and independently. We recognise where people are affected by trauma and respond in ways that prevent further harm and support recovery. Public protection and community safety are improved through targeting our resources to reduce the risk of offending and harm.</p> <p>•A Thriving Place. Growth in our working age population by encouraging people to stay here and attracting new</p>	<ul style="list-style-type: none"> • Map arts activity across the Inverclyde Alliance Partnership Plan’s place-based themes. • Demonstrate and evidence impact of arts-participation in delivering outcome improvements. 	<p>Arts Co-ordinator, working with relevant Council officers and across the ICP members to inform reporting to the Place Thematic Group.</p>	<p>Ongoing</p>	<p>Inverclyde Cultural Partnership</p>

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
people to settle here. Development of strong community-based services that respond to local need. Homes are energy efficient and fuel poverty is reduced. Increased use of active travel and sustainable transport options. Easy access to attractive and safe public spaces, and high-quality arts and cultural opportunities.				

ARTS & CREATIVITY ACTION PLAN VISION STATEMENT

Inverclyde is known locally and globally as a Creative Place. Creativity is vibrant, visible and a significant source of pride for local people.

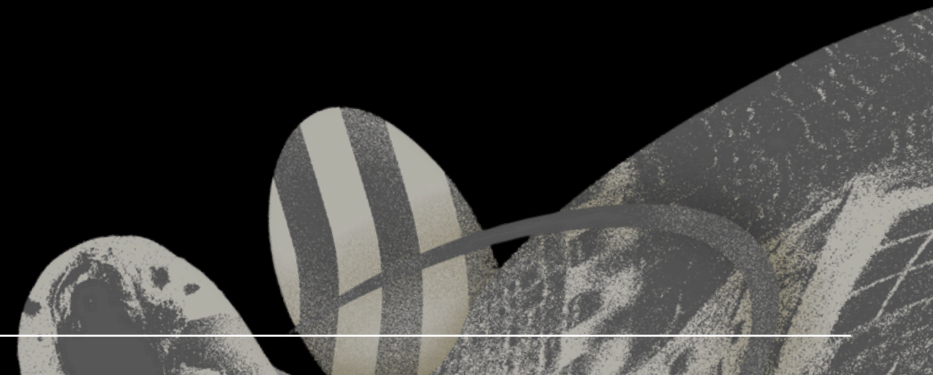
The arts are a core driver for regeneration and contribute positively towards a sustainable increase in local economy and employment, underpinned by the work of every sector within the local authority.

Creativity is a critical tool for imagining and communicating a unique and innovative identity for the area. This identity makes meaningful connections between the rich heritage, environmental and social assets of the area. Everyone in Inverclyde has equal access to the arts.

The arts are inclusive, and people are empowered and confident in engaging creatively with the present and future of their local community. The arts are respected as a vehicle for achieving positive wellbeing for local people and local places, in terms of health, education and stewardship of the environment.

7 Priorities for the arts are interdisciplinary and need to be considered in broad dialogue with the full spectrum of perspectives throughout Inverclyde:

- Priority 1: Visibility, Value & Confidence
- Priority 2: Connectivity & Communication
- Priority 3: Creative Health
- Priority 4: Regeneration, Employment & Young People
- Priority 5: Tourism & Festivalisation
- Priority 6: Outdoors, Public Art & Active Travel
- Priority 7: Sustainability & Environment



A Strategic Perspective

Arts are a core consideration when undertaking all community wide planning, policies, development and evaluation.

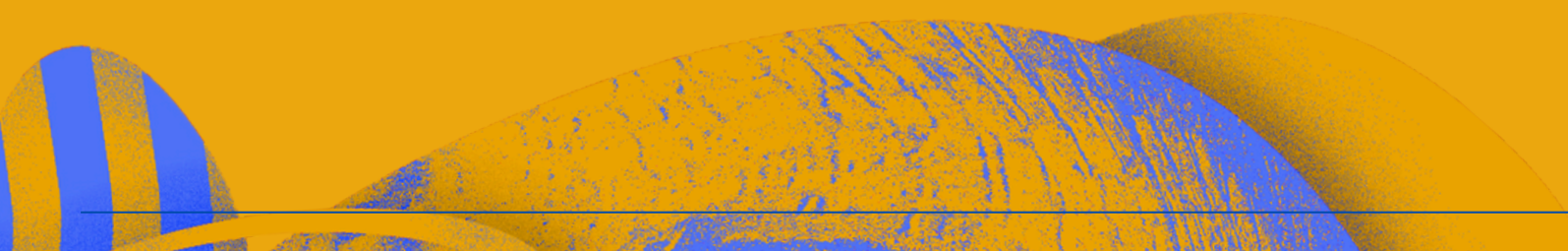
An Organisational Perspective

All arts work across all organisations (regardless of whether it is part of their core delivery) is evaluated, valued and visible.

An Individual Perspective

We value our individual artists and the importance of them. We are aware of the local creative networks.

All residents in our local communities are aware of artists' work in Inverclyde and how they can individually engage with it.



PRIORITY 1: VISIBILITY VALUE & CONFIDENCE

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
8. Refreshed SWOT Analysis of Strengths and Weaknesses of Arts in Inverclyde (Artist Led) - A SWOT analysis or 'snap shot' of the Inverclyde cultural sector, building on a similar exercise was undertaken in 2022.	<ul style="list-style-type: none"> • ICP members to identify time-limited projects already funded or confirmed on Action Plan timeline (2025-2029) to inform analysis. • Establish an Inverclyde area funding 'Pipeline' or Strategy to identify: <ul style="list-style-type: none"> • Who can lead on and write funding applications? • How will the funds be administered? • How can we make sure the balance of funds is distributed fairly? <p>Statutory funding in Scotland continues to be a challenging environment with ambiguity over future government contributions to the arts and a question mark over the capacity of commissioning institutions. Uncertainty in the funding environment has been further influenced by movement out of the EU alongside the current Government cuts. Going forward it will be critical to implement a year-round strategy to attract diverse streams of income generation for the artistic projects that are both already supported (e.g. Galoshans through RIG Arts and Consortium) and weaknesses in funding identified in the SWOT Analysis.</p> <p>Continued investigation into: Percentage For Arts' Originally Pitched by RIG Arts at Repopulation Forum on 21st February 2020. And further research and conversations around Scottish Government report Putting Artists In The Picture: A Sustainable Arts Funding System For Scotland. This was not achieved across 2021-2023 due to funding from Inverclyde Culture Collective and the capacity required from all partners to deliver</p>	<p>External bid to secure funds for an artist or consultant who is a specialist in this area.</p>	<p>Funding dependent, aim to deliver at mid-way point (during 2026/27)</p>	<p>Arts Sub Group and Inverclyde Cultural Partnership.</p>

	<p>this substantial project over the last 3 years. However, it is noted that Stuart McMillan took RIG Art's research forward.</p> <p>'Percentage for Arts' is included within 'The Scottish Government A Culture Strategy for Scotland: Action Plan': <i>Chapter 1 R3: Explore and develop alternative and additional income streams</i></p> <p>SNP Culture Strategy for Scotland Action Plan - Percent for Arts</p>			
<p>9. Research into establishing a Community Driven Protected Inverclyde Arts Budget managed by the consortium of local arts partners - Investigate with third sector whether it would be desirable to establish a registered group or organisation e.g. CIC or SCIO with a board who would be responsible for leading on year-to-year Inverclyde cultural funding as legacy of Inverclyde Culture Collective. Refer to Action 8 – Funding Strategy/Pipeline. Potentially the constituted group could manage funds.</p>	<ul style="list-style-type: none"> • Feasibility study and further conversations with partners into a possible 5–10-year plan. Through Funding from Inverclyde Cultural Collective, the partners did test out and successfully deliver a funding/devolved budget partnership model. <u>Having the Arts Coordinator/Creative Producer based at CVS Inverclyde has the following benefits:</u> • There is infrastructure already in place, • The organisation is very well connected into the third sector and third sector initiatives. Having partners in the third sector is key, that is what is unique about the Inverclyde local model that works well. Working in partnership with Inverclyde Council has the following benefits: • Access support including legal, HR, and Corporate Communications. • Tap into the Council departments for advice, for example around insurance or working with vulnerable people or using community spaces. • Reporting formally through the Council and Community Planning structures so the decision makers see everything that the local cultural sector is delivering - and this impacts on how visible the arts are to elected members in the area. It also crystallises in minds how much good work is going on culturally and feedback has been universally positive. 	<p>Suggested that this is outsourced to an Arts Funding Consultant.</p>	<p>Across 2024–2029 Funding Application required. However, funding to source a 'Funding Consultant' is difficult. It would be more likely that this would need to be led by Inverclyde Council or grassroots through the community network utilising combined sources/budgets</p>	<p>Arts Sub Group and Inverclyde Cultural Partnership</p>

	Queen Margaret University Case Study of Inverclyde Culture Collective Partnership Model - Identified that the particular DNA of the local Inverclyde creative 'collective' is unique as it has a regional, broad approach, led by a Local Authority but also made up of localised, very contextual organisations. See APPENDIX 1 for further information.			
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A Strategic Perspective

All arts activity is actively promoted, and Inverclyde has a strong creative identity. Every Stakeholder and Council department shares a responsibility for ensuring arts and culture are recognised as making a valued contribution to the well-being picture across Inverclyde and that opportunities and information about local needs are shared with the arts sector.

An Organisational Perspective

Inverclyde has strong clear pathways for communicating with and connecting to the arts.

An Individual Perspective

Individual artists have clear pathways for promotion and access to an established arts network who are proactive and have agency in the area to influence change.

PRIORITY 2: CONNECTIVITY & COMMUNICATION

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
10. Develop a communication strategy for the Arts Action plan – Publicly launch the Inverclyde Arts & Creativity Action Plan (2024-2029) alongside other key arts & creativity research documents that have been published over the last few years will be made available on Inverclyde Council Website.	<ul style="list-style-type: none"> • Plan a launch event for the Arts & Creativity Action Plan (2024-2029) - Arts Sub-Group to decide what this looks like e.g. publish on website, social media, press statement – make more easily available. • Work in collaboration with local partner and Inverclyde Council Corporate Communications to centralise these documents online and make more readily available for the sector and public to access. 	Section to be created on Inverclyde Council website and/or Discover Inverclyde.	Ongoing	Arts Sub Group and Inverclyde Cultural Partnership
11. Develop & Maintain Centralised Marketing and Promotion for Culture and the Arts - (Refer to Action 12) Inverclyde Council Corporate Communication Team manage: Discover Inverclyde - the area's Tourism and Visitor brand. It is used to reinforce our place identity and to clearly articulate and highlight its authentic character and attributes. It is encouraged to the local arts partners to utilise Discover Inverclyde to centralise and promote Art & Creativity Activity. Discover Inverclyde have a dedicated website as well as Facebook and Instagram accounts. Inverclyde Council lead Discover Inverclyde brand activations, and work in partnership with businesses, trade organisations, transport operators, community and voluntary organisations and other public bodies, including VisitScotland, to maximise the profile of the area and ensure consistent, relevant and appealing positioning. Discover Inverclyde focus on reinforcing the unique strengths that Inverclyde can offer, and have distilled these into broad thematic pillars: <ul style="list-style-type: none"> • Heritage & History • Food & Drink • Arts & Culture 	Through the Inverclyde Cultural Partnership and Arts Subgroup, we hope to work in better collaboration with Inverclyde Council Corporate Communication Team in order to: <ul style="list-style-type: none"> • Make sure all Arts & Cultural Organisations, buildings and collectives are represented on the Discover Inverclyde Website • Regularly update Discover Inverclyde with Arts & Cultural Events • Arts activities and projects to be shared through discover Inverclyde social media more regularly. • Centralise and list what regular arts activities are available in Inverclyde to make these easier for the community to access. • Celebrate the successes and achievements of the arts activity of Inverclyde through positive news stories and articles distributed locally and nationally. • Create a Cultural Year-Round Online Calendar and programme of 'yearly fixed cultural events' e.g. Galoshans Festival and new events/programmes to be established under Event Scotland Themed Years. How local arts partners can get involved with Discover Inverclyde: 	Inverclyde Cultural Partnership and Inverclyde Council Corporate Communications/Discover Inverclyde	Ongoing	Arts Co-ordinator, Sub-Group

<ul style="list-style-type: none"> •Outdoor Activities •Indoor Activities •Shopping •Cycle Routes •Walking Routes 	<ul style="list-style-type: none"> •Send Discover Inverclyde appropriate business information, news, images and social media handles, and they can list details on their website and digital channels as appropriate. They also create and publish regular seasonal digital magazines, with editorial coverage about local businesses. These are distributed via Discover Inverclyde channels and partners. •Add Discover Inverclyde to media release distribution lists. •Reinforce the area's key attributes on printed materials and digital platforms. Discover Inverclyde are happy to provide brand artwork, photography and assist with copywriting. •Follow Discover Inverclyde on social media and like/share messaging, •Use #DiscoverInverclyde in social media posts. •Utilise the Discover Inverclyde branding. Contact: Discover@inverclyde.gov.uk 			
12. Capitalise on National Cultural Projects and Event Scotland's Themed Years – e.g Galoshans Festival was supported by Events Scotland in 2021 & 2022. Partner organisations also took part in other National Themed activity such as Dandelion and Climate Beacons	<ul style="list-style-type: none"> •Include as an ongoing agenda point at Inverclyde Cultural Partnership meetings across 2024 – 2029 to discuss ongoing opportunities for large scale partnership projects where funding becomes available. 	Key cultural and heritage stakeholders to discuss what programme of activity is possible with longer lead in time for bigger collaborative funding applications.	Across 2024–2029 Consortium and partnership funding applications to be discussed in advance – see Action (9)	Arts Sub Group, Inverclyde Cultural Partnership and Funding Consultant – see Action (9)
13. Positive Inverclyde Cultural Press Articles and Publicity - See <i>Inverclyde Culture Collective Final Evaluation Report</i> for examples of positive press. Additionally, See APPENDIX 1 a flavour of positive	<ul style="list-style-type: none"> •Build on momentum of Inverclyde expanding cultural offer: To create positive news / feature stories in both local (Greenock Telegraph) and National Papers written by trusted Arts Writers. 	Discussions and support from local organisations	Ongoing	Inverclyde Cultural Partnership

press for Arts & Creativity activity that took place across 2021-2023 and more recently.		and Inverclyde Council Corporate Communication s		and Corporate Communications
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Strategic Perspective

Inverclyde offers meaningful cultural activities that give voice to groups and individuals in communities, building on progress already made in addressing inequality of access to arts opportunities that can support overall health and wellbeing. The arts are understood as an integral component of all local health and well-being provision.

An Organisational Perspective

We recognise the value of the arts to overall population health and wellbeing, pursuing outcomes that include reducing anxiety, stress and depression; patient length of stay in hospitals; use of medications; tackling loneliness and social isolation; increasing personal and group motivation to dream of new horizons; having a positive impact on identity and the way we think and feel about recovery. Through close partnership working, there is immense potential to continue to reduce health inequalities and consolidate an approach of person-centred care through culture and arts.

An Individual Perspective

Everyone can access arts at a level appropriate to them. Individuals and collectives can cultivate an ethos around promoting knowledge and skill sharing. Access to the arts has a direct impact in improving self-esteem and emotional literacy while providing opportunities for self-expression, learning new skills and personal development.

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
<p>14. Progress conversations and partnership working with Inverclyde Health and Social Care partners looking at Creativity as a driver for improving Health and wellbeing. A ‘working group’ – See APPENDIX 1 for previous work across 2021-2023 that brought together local representatives from over fifteen local Arts and Health & Social Care organisations to explore the past, present and future relationship of creative practice within health and social care contexts. The sessions explored the overarching question of: “How can the arts be a driver for improving health and wellbeing in Inverclyde?” with the aim to then consider “How best can we support health and social care organisations in using the arts and creative practice as part of their health and wellbeing strategies”.</p>	<ul style="list-style-type: none"> Continued dialogue with HSCP, NHS and third sector partners to capitalise on opportunities for joint working and/or funding bids. Distil actions and develop an ICP sub ‘HSCP/Arts working group’. How best to facilitate a cross-partnership approach, sharing of resources and plans. Currently there is no representative on the HSCP Forum or vice versa on the Inverclyde Cultural Partnership. Initiate discussion with NHS staff working on arts projects, for example in hospitals, to facilitate joint working and opportunities. Discuss bringing meaningful cultural activities that help give voice to groups and individuals in these communities, a process is begun of addressing inequality of access to arts opportunities and achieving associated improvements to overall health and wellbeing. Develop projects that can show that through planning and delivery with the arts sector that non - arts partners could support better mental health and wellbeing of their participants, contributing to strategic priorities such as Better Health and reducing inequalities by improving access to freely accessible therapeutic arts activities. Better Care of people through improvement of social, emotional and physical environments and show potential for Better Value through joined up research and innovation; the testing of arts approaches to inform future holistic service planning and delivery. Promote that the value of the arts to population health and wellbeing is well-documented. Outcomes include reducing anxiety, stress and depression; patient length of stay in hospitals; use of medications; tackling loneliness 	<p>Time. Artist and local partner led.</p>	<p>Ongoing</p>	<p>Arts Sub-Group, Inverclyde Arts Coordinator, health and social care partners</p>

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	<p>and social isolation; increasing personal and group motivation to dream of new horizons; having a positive impact on identity and the way we think and feel about recovery. - The All-Party Parliamentary Group on Arts, Health and Wellbeing Inquiry Report, Creative Health: The Arts for Health and Wellbeing, published in July 2017, is the most comprehensive report on UK Arts and Health, with the inquiry gathering evidence over a two year period. The evidence demonstrates that participating in the arts, having access to artworks and environments improved through therapeutic design can dramatically improve clinical outcomes, mental and physical health.</p> <ul style="list-style-type: none"> •Encourage a joined-up, whole system approach where health systems, local authorities, schools, and the cultural and VCSE (local voluntary, community and social enterprise) sectors work together strategically has ever greater potential to continue to reduce health inequalities and consolidate an approach of person-centred care. 			
<p>15. Creative Health is recognised as an integral component of all local health and well-being provision and strategy - The Scottish Government's Action Plan for Culture, and the 'transformative potential' ensure the potential of culture is maximised in achieving key cross-policy outcomes in this area. The National Centre for Creative Health and the All-Party Parliamentary Group on Arts, Health and Wellbeing published a major report, the Creative Health Review: How Policy Can Embrace Creative Health, evidencing that creative health needs to form an integral part of a 21st-century health and social care</p>	<ul style="list-style-type: none"> •The contribution of Creative Health in achieving Inverclyde Alliance priority outcomes; and extended to be cross-organisational priority outcomes is demonstrated and recognised. What we would like to achieve: •In 2024 A Creative Health Statement was agreed and included within the Inverclyde Health & Social Care Strategic Commissioning Plan 2024 – 2027. as follows: Inverclyde Arts and Creativity Action Plan (2024-29) 	Ongoing	Ongoing	Arts Sub-Group, Inverclyde Arts Coordinator, health and social care partners

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
<p>system to reduce health inequalities, increase life expectancy and build social capital. Creative Health – defined as creative approaches which have benefits for our health and wellbeing, and can include activities such as visual and performing arts, literature, or creative activities in nature as well as innovative approaches to health and care services – is shown to help prevent ill- health and support the management of long-term conditions, offering patients effective, non-clinical approaches that reduce reliance on healthcare services and result in cost savings, as well as improving quality of life. “We want government to recognise that creative health should be part of the bigger picture not just for health and social care, but across a wide range of its responsibilities including education, justice, levelling up and the economy. Creative health is not limited to one sector; it is about working together.” – The Rt Hon. Lord Howarth of Newport CBE, Chair of the National Centre for Creative Health and Co-Chair of the All-Party Parliamentary Group on Arts, Health and Wellbeing. The report examines successful models across the UK where partnerships between arts, health, social care and education are yielding positive results without high costs. Examples of Creative Health and Social Care Projects in Inverclyde across in 2022 - 2024 as well existing initiatives and wellbeing.</p> <p>See APPENDIX 1 non-exhaustive list.</p>	<p><i>The Inverclyde Arts and Creativity Action Plan illustrates how participation in cultural activities can lead to improved health and wellbeing for local people. Informed by the success of the Inverclyde Culture Collective, and coordinated through the Inverclyde Cultural Partnership, the plan brings forward meaningful cultural activities that give voice to groups and individuals in communities, building on progress already made in addressing inequality of access to arts opportunities that can support overall health and wellbeing. The plan recognises the value of the arts to overall population health and wellbeing, pursuing outcomes that include reducing anxiety, stress and depression; patient length of stay in hospitals; use of medications; tackling loneliness and social isolation; increasing personal and group motivation to dream of new horizons; having a positive impact on identity and the way we think and feel about recovery. Through close partnership working, there is immense potential to continue to reduce health inequalities and consolidate an approach of person-centred care through culture and arts. The existing strategy can be accessed here: and the new Inverclyde Arts and Creativity Action Plan (2024-29) will be published at the end of 2024.</i></p>			
<p>16. Support ongoing Creative Health Initiatives in response to the specific challenges for Inverclyde identified in joint strategic needs assessment – the</p>	<p>•Establish cross-partner referral pathways to signpost individuals to Creative Health opportunities e.g Link Workers, Social Prescribers and Inverclyde Life.</p>			

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<p>Inverclyde Health & Social Care Strategic Commissioning Plan (2024 – 2027) – highlights the following data in relation to key local demographic and health statistics that have been sourced from the Strategic Needs Assessment. The level of poverty and inequality in Inverclyde is stark. According to the Scottish Index of Multiple Deprivation (SIMD), the levels of poverty and deprivation in Inverclyde are, proportionately amongst the highest in Scotland. It reports that 43% of local people live in areas that are among the most deprived in the country (SIMD 1). This is second only to Glasgow, where 44% of the population live in SIMD 1 areas. People living in those areas are more at risk of the negative impacts of poverty and deprivation. As a result, they are more likely to experience several adverse outcomes, including physical health challenges, complex long-term medical conditions, negative mental health and wellbeing, social exclusion, and food insecurity.</p> <ul style="list-style-type: none"> • Inverclyde population will fall by 3.2% between 2023 and 2028. • ‘End Child Poverty’ highlights that at the most recent reporting period (2021/22), 24.4% of children in Inverclyde are living in poverty (after housing costs). This is almost one in four local children. • For the most recent reporting period (2020-22), the life expectancy of people living in Inverclyde is 78.7 years for females and 74.6 years for males. • In the financial year 2020/21, in Inverclyde HSCP, it is estimated that 25.5% of the population had at least one physical long-term condition (LTC). These include 	<ul style="list-style-type: none"> • Provision of best-practice advice to underpin Creative Health advocacy in Inverclyde. • Signposting through the ICP to funding opportunities that are focused on advancing Creative Health outcomes. • Seek advice and best practice from The National Centre for Creative Health who advance good practice and research, inform policy and promote collaboration, helping foster the conditions for creative health to be integral to health and social care and wider systems. • Engage with Arts Culture Health and Wellbeing –Scotland (ACHWS) - developed into an active Scotland-wide network providing information and support for anyone working across arts and culture, health and wellbeing. It is a collective voice for arts and health in Scotland working with the Scottish Government, UK Government, colleagues across the four nations and internationally, to share learning and understanding. • Look into establishing an ‘Inverclyde Creative Wellbeing Fund’. For example: Renfrewshire Creative Wellbeing Fund is funded by Future Paisley and administered by Renfrewshire Health and Social Care Partnership with the purpose to improve the wellbeing of Renfrewshire residents living with the impact of inequalities through increasing opportunities for participation in arts and cultural activities. And Renfrewshire Making Arts and Culture Accessible Fund – Aims to improve the wellbeing of Renfrewshire residents living with the impact of inequalities through removing barriers to accessing artistic and cultural activities. • Support local cultural organisations to apply for Inverclyde Communities Health & Wellbeing Fund 			

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<p>cardiovascular, neurodegenerative, and respiratory conditions.</p> <ul style="list-style-type: none"> •Mental Health was widely recognised as a key concern for the area. Local awareness of the mental health concerns has risen in recent years. In 2018/19 the rate of people with depression in Inverclyde was 10.2, compared to 7.5 for Scotland. Figures provided by General Practice registers indicates that Inverclyde has a higher rate of individuals with complex mental health conditions (such as, schizophrenia or bipolar disorder) when compared to Scotland as whole. 24.8% of the population of Inverclyde receive medication for a mental health condition. •Inverclyde reported the highest rate (per 100,00) of Alcohol Related Deaths in Scotland. For the same period, Inverclyde was the third highest in Scotland for Drug Related Deaths, behind only Dundee City and Glasgow City. <p>Through consideration of the feedback provided from engagement and the challenges identified in joint strategic needs assessment, Inverclyde Health & Social Care Strategic Commissioning Plan (2024 – 2027) have identified new priorities for focus over the lifetime of this plan: •Provide Early Health & Intervention •Improve Mental Health and Wellbeing •Support Inclusive, Safe and Resilient Communities •Strengthen Support to Families and Carers</p>	<p>a total of over £240,000 was awarded to 19 organisations in Inverclyde as part of the Scottish Government's Communities Mental Health and Wellbeing Fund for Adults. The third year of the fund opened in September 2023 and Inverclyde was awarded £240,739.48 to distribute to local charities and community groups. The overarching aim of the fund is to support community-based initiatives that promote and develop good mental health and wellbeing and/or mitigate and protect against the impact of distress and mental ill health.</p> <ul style="list-style-type: none"> •Encourage and support local partners to apply to Creative Health and Wellbeing Funds such as: *Creative Scotland's Participatory Arts and Mental Health Fund - aims to increase and improve the quality of arts and mental health provision in participatory settings at a community level, across Scotland, by supporting groups and organisations to try out new approaches or develop their existing work with people with mental health problems. *Promote through partners Scottish Mental Health & Arts Festival small grants scheme. * Reference A Collective Force for Health & Wellbeing (scottishlibraries.org) For stats - slide_4.jpg (3508x2482) (scottishlibraries.org) - a visual on wellbeing and Libraries in Cultural Context) which is from Wellbeing and Scottish Public Libraries Toolkit (scottishlibraries.org) 			
17. Progress research into collation of Creative Health data Research to be carried out on where there may be opportunities for creative support or interventions in	•Work with partners to test pilot Creative Health Evaluation as an impact measure e.g 'Logic Modelling'	Ongoing	Ongoing	Arts Sub-Group, Inverclyde Arts

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
relation to health and wellbeing e.g. what is already covered within this priority from existing art groups or third sector organisations and then where are the gaps or where can existing projects be supported more	<ul style="list-style-type: none"> •Some facts/figures/research required on this work in Inverclyde before the Arts sub-group can respond appropriately within the Arts Action Plan, as currently the Arts Strategy does not show any data on wellbeing. Consult on this priority first before moving forward – we need to be able to respond to the research/data — but need an expert in this field to conduct. 			Coordinator, health and social care partners

PRIORITY 4: REGENERATION, EMPLOYMENT & YOUNG PEOPLE

A Strategic Perspective

The arts are a major self-sustaining contributor to the local economy underpinning the growth of local and global tourism. Inverclyde values its own markets and makers. The rich heritage assets in Inverclyde are developed as arts and cultural destinations. High streets in Inverclyde are vibrant and enlivened through a symbiotic relationship between commercial and cultural activity. Inverclyde makes the most of its rich resource of local graduates and students skilled in the creative industries and their innovative approaches. It encourages the arts in education for its economic value and career potential.

An Organisational Perspective

Arts based organisations are internally enterprising, entrepreneurial, and innovative. External supply chains for all aspects of arts work undertaken by organisations are strong, short and local. From finding labour to materials, catering to publicity.

An Individual Perspective

Inverclyde is a place where artists can make a living. The arts are taken seriously by all families as important and viable career pathways.

PRIORITY 4: REGENERATION, EMPLOYMENT & YOUNG PEOPLE

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
<p>18. Advocate and celebrate that Inverclyde is a place of Makers, Creative Industries and Enterprise - Build on the success of Creative Scotland Create:Networks Funded Activity (Sept 2020-Sept 2021) and local partner regeneration projects that include knowledge sharing, peer-to-peer networking, and business and market development support, to help established and burgeoning local creative enterprises become more sustainable. Activity helped to build a tailored culture of creative enterprise and regeneration for Inverclyde, raising the aspirations of young people considering a career in the creative industries and encouraging local people to recognise, share and promote the value of creative activity in the area.</p> <p>See APPENDIX 1 for non-exhaustive list of local regeneration and creative industry projects.</p> <p>Referencing the Creative Industries Sector Vision, which sets out the ambition to maximise the growth of the creative industries by £50bn by 2030. The goal is described as being to “<i>maximise the positive impact of the creative industries on individuals and communities, the environment and the UK’s global standing</i>”. “<i>The Scottish Government and agencies have a range of interventions to unlock the wider impacts of the creative industries,</i>” the report reads. “<i>Creative Placemaking is a pioneering methodology that uses creativity to support community-led change</i>”</p>	<p>Continue to Amplify and celebrate Creative Industries and Regeneration in Inverclyde by:</p> <ul style="list-style-type: none"> •Working in tandem with Inverclyde Council’s Corporate Communications who are developing a new Tourism Marketing Plan – and find ways to include Creative Industries within the ‘Discover Inverclyde’ website e.g a list of relevant Creative Industry resources, promote and develop the directory of local Creative Businesses and establish an industry event calendar. This could be about revisiting the Arts and Culture ‘pillar’ of Discover Inverclyde, the idea being that external consultancy input is sought on how overarching arts narratives be used to underpin storytelling approaches and create toolkits that allow folk to use existing platforms to amplify reach/interconnect. Through a refreshed approach to the Arts and Culture pillar of the Discover Inverclyde brand, spotlighting makers, creative industries, and cultural enterprise/regeneration. •Explore opportunities to support regular events that showcase creative activity for example: * “Open Studios” event whether in person or digitally or both. *Look at supporting a Creative Industries Coordinator Role where relevant funding becomes available *Establish and supporting yearly ‘micro-funding’ events to support local creative practitioners *Develop more local ‘Creative Connect’ style networking events which were established by Inverclyde Culture Collective as an informal space for 	<p>Creative Industries Coordinator, Arts Manager, CVS Inverclyde, Creative Scotland and Inverclyde Council</p>	<p>Ideally Creative Industries Funding would be required to support these initiatives. However where possible the Creative Coordinator can support to develop initiatives.</p>	<p>Arts Sub Group and Inverclyde Cultural Partnership</p>

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	those working in the Creative Industries in Inverclyde to get together, share practice and network.			
19. Capitalise on Culture Collective approaches to delivering regular Local Artist Developmental and Freelance Creative Practitioner Opportunities - Build upon opportunities that were established during Inverclyde Culture Collective and what the partners already provide. What was unique about Inverclyde Culture Collective was that it created a context for artists to experiment with alternate modes of sharing practice, test piloting new local partnership and community projects with no pre-determined outcomes. Providing a context for both emerging and established artists to push the boundaries of their practice and think about radical solutions to how we can sensitively collaborate and make work with local communities. See Evaluation of the Inverclyde Culture Collective Final year of activity (September 2022 – August 2023)	<ul style="list-style-type: none"> • Adopt the Culture Collective best practice model for Call Out Shortlisting, applying consistent criteria and impact measures for commissions. • Where funding is available: Facilitate Open Call Opportunities for freelance creative practitioners for example: <ul style="list-style-type: none"> * Local Artist Development Bursaries * Galoshans Festival Bursary * Longer Artist Residencies * Artist Bursary or residencies connected to a specific community partner or local organisation with a specific focus on participation * Artist Bursary or residencies connected to a theme for the artist to respond to * Opportunities for artists and Creative Practitioners at all stages of their careers * Opportunities for a diversity of artists and Creative Practitioners * Opportunities that aim at reducing barriers to career development in the creative industries • In our call out's where possible or relevant – partners should follow the overall aims and objectives established for Inverclyde Culture Collective including: <ul style="list-style-type: none"> * Provide freelancers with paid work to sustain themselves whilst being supported by an existing cultural infrastructure. Refer to Creative Scotland ‘Rates of Pay Guidance’ and ‘The Illustrated Fair Work Guide for Employers’ and ‘The Illustrated Freelancer’s Guide’ * Have creative freedom to invest in their own artistic practice, research and development. 	Creative Producer, Local partners Arts Manager, Creative Scotland and Inverclyde Council	Ongoing – reliant on funding and partner opportunities	Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	<p>*Experiment with dynamic ideas, partners, communities and locations to create extraordinary art with and make it accessible to communities.</p> <p>*Be connected and supported by the other local and national projects, bringing together creative practitioners, organisations and communities from across Scotland to share and learn from each other</p> <p>*Take a collaborative and participant-led approach</p> <p>•Where relevant and possible all partners should follow best practice for Call Out Shortlisting set by Inverclyde Culture Collective with the same criteria that we measure against:</p> <p>*The quality and potential of ideas and enquiries presented. *How the bursary will enable the development of artistic practice</p> <p>*Ensure project timelines are feasible in scope and scale. *Whilst inviting local, regional and national applications – offer opportunities based on a balance between drawing in new perspectives and experience and supporting and growing our region’s creative and cultural workforce. How the artist’s work will help share learning and develop beyond the life of the opportunity.</p> <p>•Follow the transparent approach to recruitment and framework established by Inverclyde Culture Collective, with key elements of support including:</p> <p>*Minimum 6 week advertisement to any opportunity with a recruitment timeline included within the open call. *Explain the shortlisting procedure within the open call and who will make the decisions including names for the panel.</p>			

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	<p>*Fair payment information included on call outs to include any expenses. *Timely and open correspondence with the applicant including before, during and after recruitment process. Feedback should be offered to the applicant and sent within an agreed timeframe. *Being a highly supportive employer</p> <p>*Brokering connections</p> <p>*Assistance with practicalities (local knowledge, space, equipment etc) *Flexible working</p> <p>*Collaboration opportunities</p> <p>•Fair and straightforward freelance contracts – please refer to ‘Take a Part – Good Partners Agreement’ pro-forma and ‘Intellectual Property: Contract’ templates for guidance and timely/flexible fee payment options.</p> <p>•Follow best practice in regard to access for Open Call Recruitment to include:</p> <p>*Utilise access forms (digital and physical) for use with all artists and partnering organisations to ensure any access requirements are embedded within meetings, activity and communications as well as within contracts with contract holders.</p> <p>*Refer to Accessibility resources and provocations from Jo Verrent and Rachel Walker *Within callouts, Large and Clear Text callout formats to be used as standard (PDF for screen readers and Word) as well as BSL translations for broader residencies. *Upon request provide proposal information in accessible formats as required</p> <p>*Where possible assist applicants with writing proposals for residencies, support with pre-application conversations and note-taking for individuals with dyslexia. *Ensure ongoing publication of opportunities</p>			

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	through local and national networks, with an effort to provide information in non-arts specific forums in order to meet marginalised groups and community groups across both Inverclyde and nationally. Please refer to: ' Where to advertise (and look for) arts jobs ' and ' Our Voices: A Diverse Artists' Guide '			
20. Establish Visual Artist and Craft Maker Awards (VACMA) in Inverclyde - The Visual Artist and Craft Maker Awards (VACMA) is a programme of small grants schemes delivered with a range of local authorities and art agencies across Scotland to support Scotland-based visual artists and craft makers in their creative development. The programmes offer bursaries of £500 and £750.	<ul style="list-style-type: none"> •Deliver the VACMA Scheme in Inverclyde - Inverclyde Council is currently (24/25) only one of six Scottish Local Authorities who do not participate in the VACMA scheme. •Look towards establishing this award with Inverclyde Council. Creative Scotland are always looking to expand their network of Local Authority partners. 	Commitment and budget from Inverclyde Council to be identified.	Ideally to have in place by the end of 2024 for Inverclyde to be part of 25/26 scheme	Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group
21. Establish a centralised approach to Local Arts Development Opportunities - Discuss with local Cultural partners to look at supporting existing showcase opportunities and art awards.	<ul style="list-style-type: none"> •Partnership working to amplify local programming and capitalise on existing capacity. Information sharing across key partners to identify opportunities for joint working through Inverclyde Cultural Partnership of opportunities which are available. For example: <ul style="list-style-type: none"> *The Beacon offers in kind venue space for artist research and development on request and availability – usually includes an artist sharing. *RIG Arts offer regular residencies and bursaries. *The Wyllieum where possible offer local artist showcase opportunities within their gallery, education space. *Watt Institution are responsive to collections-based community engagement and/or research opportunities. The Creativity Space within the Watt Institution is bookable workspace. Recent digital engagement projects have equipped the Watt 	Creative Producer, Local partners, Arts Manager, Creative Scotland and Inverclyde Council	Ongoing – reliant on funding and partner opportunities	Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group

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	<p>Institution to explore use of digital technologies to support interpretation and learning.</p> <p>*Creative Regeneration Inverclyde when open will be able to provide creative practitioners with desk/workshop space and exhibition/event area to hire in the Glebe building. To include 2500sqft of high quality exhibition space, flexible exhibition / community use halls and the proposed rehearsal base for the Vanishing Point Theatre Company. They are particularly keen to see the wider connection of STEM within the creative industries, reinforcing traditional arts, crafts and heritage with 21st skills in digital technology.</p>			
<p>22. Support Cultural Hubs, Pop Up Shops and Shared Spaces - There are several physical sites and spaces that could be developed into cultural hubs through renovation and redevelopment. The Inverclyde Shed and RIG Arts Tobacco Warehouse have a proven track record of being used as cultural spaces for studios, exhibitions and performances. Establishing creative cafés, artists' studios, shared workshops and recording facilities in town centres could all be explored. Issues around the suitability of the spaces, ownership, running costs and renovation present challenges, requiring detailed feasibility studies and robust viable business plans to be developed. Throughout Scotland there are a number of different examples of artist-led initiatives mobilising local creative communities through access to shared spaces and informal networking platforms. For example, initiatives like Creative Dundee, Creative Stirling and Creative Edinburgh all vary in their structural organisation but act as co-ordinated and accessible hubs</p>	<ul style="list-style-type: none"> •Establish a dialogue through Creative Scotland Creative Industries and Inverclyde Cultural Partnership and take inspiration to look at ideas and best practice that can be introduced in Inverclyde. •Investigate with strategic Inverclyde Council Owners, artists and community to test pilot temporary Pop-Up Shared Spaces and associated events in Greenock Town Centre, Port Glasgow, Gourock, Inverkip, Wemyss Bay, Kilmacolm and Quarrier's Village. •Work with Inverclyde Cultural Partnership, Regeneration/Tourism Forum and Discover Inverclyde to develop biannual pop-up shops or artist/craft markets Spring, Summer, Autumn and winter across our cultural institutions. Funding is not required to develop such initiatives. In kind space, marketing and tables/chairs is all that is required. •Take inspiration from initiatives such as Glasgow City Council 'Stalled Spaces' Project and Sauchiehall Street: Culture and Heritage District support local cultural 	<p>Creative Producer, Local partners Arts Manager, and Inverclyde Council</p>	<p>Ongoing – reliant on funding and partner opportunities</p>	<p>Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group</p>

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<p>for the artistic communities in each place. The Stove Network in Dumfries and Galloway is another inspiring example of an artist-led approach to harnessing the power of its creative community. By occupying a large high street premises, this artist network is strategically positioned to contribute culture to its town centre regeneration. Example: Inverclyde Culture Collective Re-imagining The High Street Residency: Amy Kim Grogan at The Oak Mall - Through the "Re-Imagining The High Street" residency Amy considered ideas of alternative economies, notions of exchange and ideas of the "public" within art. Amy invited local community groups and members of the public to participate in a range of workshops as well as extending invitations for the programming and usage of window space and display at The Oak Mall. (See Case Study in Inverclyde Culture Collective Final Evaluation Report)</p>	<p>organisations to apply for Asset Transfer Request - a mechanism whereby certain community bodies can make request to certain public authorities, including the Council, for a transfer to them of an interest in land or buildings owned or leased by the Council, which the body feel they could make better use of. A request for the transfer of outright ownership; the granting of a lease; or the transfer of other rights.</p> <ul style="list-style-type: none"> •Support existing local initiatives shared cultural spaces such as: <p>*RIG Arts studio/Tobacco Warehouse, Clarence Street studio has DDA compliant public access. They can offer low-cost access to space, and equipment is part of future business planning but has not yet been implemented. The Broomhill Art Flat & RIG studio has supported artist residencies for accommodation and free working studio space the ICC and RIG independent projects.</p> <p>*Makers Kirk and Greenock Workshops on Terrace Road</p> <p>*Outerspaces - has been matching artists with vacant commercial property on a scale that has not existed in Scotland before. In the past two years, they have supported more than 600 artists and creative people in more than 60 vacant commercial properties across 13 local authority areas.</p> <p>*The Inverclyde Shed - a group of like minded people who meet up to make and share ideas, skills and experiences. By creating, developing, sustaining and maintaining workshop facilities, they offer opportunities for people in the Inverclyde area to</p>			

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	<p>meet and undertake creative, physical, purposeful and recreational activities of their choice.</p> <p>*Creative Regeneration Inverclyde - have been carrying out feasibility work on the Glebe with plans to raise funds to acquire the building and to carry out significant capital works, making the building accessible, zero carbon and flexible for community use. If successful they will organise events, activities and exhibitions within the refurbished building as well as manage the facility. And provide access to flexible, cost-effective shared space.</p> <p>The Wylliem - hope to take ownership of the lease on the waterfront forecourt and host a series of events including, makers markets, farmers markets, performances and much more. Through the Wylliem Shop they will continue to build on the opportunity to stock or consign local craft makers and artists work to sell.</p> <p>Inverclyde Libraries – are really keen on helping to support partners to use their free public venues to showcase creativity, culture and arts.</p>			
<p>23. Establish career pathways into the creative industries in Inverclyde: e.g Volunteering, Arts Graduate / PhD Research Opportunities, through the Job Centre or Inverclyde Community Development Trust at local Cultural Organisations - It is important that Inverclyde can provide opportunities for its workforce to demonstrate both how they can find a route to create a career within the Creative Industries and to understand how they can do this on their doorstep in Inverclyde</p>	<ul style="list-style-type: none"> •Work with partners to map career pathways into the creative industries in Inverclyde i.e what are the gaps in the market that Inverclyde can fill? How can we create a cluster effect / eco-system that attracts and retains talent in the area? How can we identify space/buildings and business support/training? •Establish new opportunities to progress career pathways into the creative industries •Support development of persons' route into the Creative Industries within Inverclyde. With the partner look into how we can develop regular youth 	<p>Creative Producer, Local partners Arts Manager, Creative Scotland and Inverclyde Council</p>	<p>Ongoing – reliant on funding and partner opportunities</p>	<p>Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group</p>

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	<p>employment and volunteering initiatives with: Local High schools, Youth Employment, Youth Steering Groups, I Youth Zones, PHD/Post Graduate Opportunities, the local third sector including CVS Inverclyde & Inverclyde Development Trust and West College Scotland (Greenock Campus). Discuss this at the Inverclyde Partnership about how we can formalise these routes and what funding is available to support.</p> <ul style="list-style-type: none"> •ICP partners can support Education Officers to deliver CPD opportunities for teachers in creative subjects that updates their knowledge on career pathways. •Develop Creative Industries Talks and Networking Events – for example Establish ‘Creative Connect’ style networking events where a panel of people can talk honestly about what their route was into their creative industry and the showcase the variety of employment that is available within the art sector. •Support and promote existing opportunities made available locally through our partners to include: *RIG Arts Open Studio and Galoshans Festival Local Young Person Paid Placement – see information included in Inverclyde Culture Collective Evaluation Reporting as Case Studies. Trainee placement opportunities are included in some one-off projects, and they have trainee placement opportunities for undergraduates such as undergraduate Mlit student from Strathclyde University as part of their training. YMI (Youth Music Initiative) Rock School project includes a paid trainee position each year to support a young musician to gain skills and experience in community project delivery / tutoring. 			

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	Film School & Rock School accreditation ICC Young at Art young person artist assistant progressing to emerging tutor. New Opportunity Film & Screen Education, Screen Scotland, Creative Scotland Screen Scotland Screen Education *The Beacon paid early careers development in Panto for example ASM/Assistant Director. *Magic Torch - Almost all of the comics artists they work with are recent graduates, local and national, generally building up a professional commercial portfolio. All artists are paid in their projects. *The Wyllieum – plan to develop specific volunteering/training opportunities: PVG accreditation, working with local young people. Through mentorship and skill sharing they hope to offer opportunities for young people to get a start in exhibition/gallery, retail, e-commerce and distribution operating these activities			
24. Support opportunities for young people to engage in strategic decision making, consultation and programming across Inverclyde's creative industries - Support local Youth 'Creative Industries' or 'Young Person's Steering' Groups. And sustained Young Person Artistic Groups/ Creative Activity - Involve in strategic decision making, consultation, open call shortlisting and artistic programming.	<ul style="list-style-type: none"> •Participation by young people in relevant steering and/or working groups •Support and promote existing opportunities made available locally through our partners to include: <p>*RIG Arts - have had Young Persons Steering Group on specific projects e.g ambassadors/ advisory committees. They intend on inviting a Young Person onto their board a part of their EDI strategy.</p> <p>*The Beacon – are a member of the Developing the Young Workforce initiative and work in partnership with Skills Development Scotland, the local schools and West College Scotland to deliver a programme of workshops, backstage tours, schools visits, work</p>	Inverclyde Cultural Partnership and Inverclyde Council Corporate Communications/Discover Inverclyde	Ongoing	Arts Co-ordinator, Sub-Group

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	<p>experience and volunteering opportunities for young people.</p> <p>*Magic Torch - Storyworks project has a (currently informal) 'ideas group' focussed on what they will deliver in the project, they hope they can grow this into a more official steering group.</p> <p>*Inverclyde Libraries - have dedicated programming for Children and Young people and have recently been assessed for the Inverclyde Rights of the Child award - where they are regularly assessed by a young person's panel. They have dedicated Library club 8–12-year-olds who steer programming.</p> <p>*Kayos Youth Theatre – have 2 places on their management committee and are always available to young people.</p> <ul style="list-style-type: none"> •Build upon existing groups and networks - To have a representative from each existing cultural youth focussed group feed in or take part in the Inverclyde Cultural Partnership, Arts Sub-Group and Galoshans Consortium. •Build dialogue with Inverclyde Community Learning Development Teams to better understand needs and collaborative working •Provide better centralised communications so young people know where to look to understand what creative opportunities are available to them. Consult with young people to know what communication styles are best for them. To address Inverclyde Alliance Partnership Plan (2023 – 2033) Page 19 3.3 Young People - Focus Groups: How do we get more local people involved in culture? - The general comment here were that young people 			

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	<p>were unaware of what “culture is available”.</p> <ul style="list-style-type: none"> • Work with Inverclyde Libraries Team to collaborate and build arts activities with school libraires. Potentially create a ‘working group’ with head teachers to discuss how we can connect to curriculum and understand any barriers to engage. • Refer to best practice and guidance from Creative Scotland’s - Creative Learning and Young People (CLYP) team who are committed to increasing opportunities for everyone to engage with the arts, screen and creative industries. They lead on the delivery of targeted funding programmes and work with our partners in youth arts, education and the third sector to advocate for, strengthen and realise the potential of culture. Including: <ul style="list-style-type: none"> • Youth Music Initiative: Creative Scotland administers the Scottish Government’s Youth Music Initiative (YMI) programme which aims to: Create access to high-quality music-making opportunities for children and young people, particularly for those that would not normally have the chance to participate. • Time to Shine: National Youth Arts Strategy was launched in November 2013. The strategy was a Scottish Government initiative delivered by Creative Scotland. It outlines a 10-year vision for youth arts in Scotland. Through this work they also support the National Youth Arts Advisory Group and youth-led funding initiatives. <p>Creative Learning Plan: Scotland’s Creative Learning Plan is the result of work by a partnership of organisations working across Scotland in education</p>			

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	<p>deliver in the project, they hope they can grow this into a more official steering group.</p> <p>*<u>Inverclyde Libraries</u> - have dedicated programming for Children and Young people and have recently been assessed for the Inverclyde Rights of the Child award - where they are regularly assessed by a young person's panel. They have dedicated Library club 8–12-year-olds who steer programming.</p> <p>*Kayos Youth Theatre – have 2 places on their management committee and are always available to young people.</p> <ul style="list-style-type: none"> •Build upon existing groups and networks - To have a representative from each existing cultural youth focussed group feed in or take part in the Inverclyde Cultural Partnership, Arts Sub-Group and Galoshans Consortium. •Build dialogue with Inverclyde Community Learning Development Teams to better understand needs and collaborative working •Provide better centralised communications so young people know where to look to understand what creative opportunities are available to them. Consult with young people to know what communication styles are best for them. To address Inverclyde Alliance Partnership Plan (2023 – 2033) <i>Page 19 3.3 Young People - Focus Groups: How do we get more local people involved in culture?</i> - The general comment 			

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
	and creativity and sets out an ambitious vision for creativity in education over the next 10 years.			
25. Inverclyde Amateur Performing Arts Inverclyde has a vibrant and extensive amateur dramatic scene which provides a fulfilling hobby and an important social outlet to many. As well as many long-established adult groups such as: Greenock Players, Greenock Light Opera Club (GLOC), Inverclyde Music Festival Association (IMFA), The Parish Players of Old Gourock and Ashton and Kilmacolm Dramatic Society there are many youth theatre companies such as: Inverclyde Youth Theatre (Kayos), Theatre School of Scotland, Thistle Theatre Academy of Speech and Drama, The Albany Academy, Prominence etc. Inverclyde is also very proud of Inverclyde Voices (which has almost 140 members), other choirs and music groups and its many dance schools. Along with drama in schools and school shows these amateur groups provide invaluable experience and a pathway to further arts education and a career in the performing arts.	Encourage and support amateur groups. Many of these groups are often competing for the same rehearsal and performance spaces, funding, audiences etc. Find ways to help them with governance, funding applications etc. through peer support and partnership working. Encourage a connected approach through the ICP and Arts Sub-Group to allow for working with other artists, encourage collaboration, skills sharing, joint funding applications etc. See Case Study – Kayos Youth Theatre as part of Inverclyde Culture Collective Final Evaluation	Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group	Ongoing	Arts Co-ordinator, Sub-Group

A Strategic Perspective

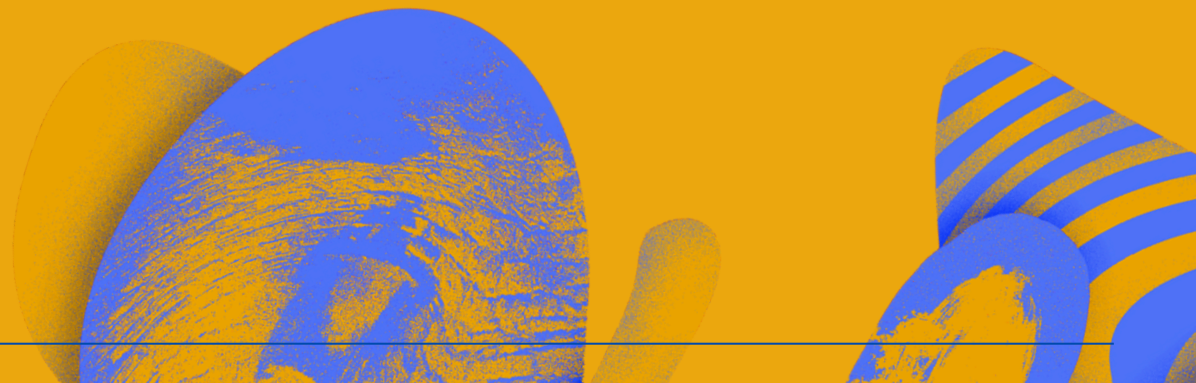
The Community Planning Partnership feels confident in the local artistic community's ability to make a positive impact and will draw on the wide array of cultural knowledge and expertise.

An Organisational Perspective

All organisations feel confident in accessing, commissioning and working with the local artist community. Arts and creativity are the core tool used by organisations in work and events that empower communities to be active and animated places that reinforce positive local identity and a spirit of celebration.

An Individual Perspective

Local artists feel empowered and inspired that they can partake in the positive progression of Inverclyde and that their input is valued. All residents in the area feel confident and proud of Inverclyde as a creative place.



PRIORITY 5: TOURISM & FESTIVALIZATION

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
26. Advocate and plan for 'Themed Cultural Events & Activity'. As well as Outward National and International Focused projects - Inverclyde has a track record of taking part in National Programming such as: Culture Collective, Event Scotland Year of Coasts and Waters (2020-2021), Event Scotland Year of Stories (2022), Dandelion and Climate Beacons. Inverclyde also takes part in themed activity such as: Black History Month, Recovery Month, Pride and Scottish Arts & Mental Health Festival (amongst others).	<ul style="list-style-type: none"> •Look at other potential themed years or programming thematics that are unique to Inverclyde or within a national context. Out with and complementary to the Event Scotland themed years. •Link in with Inverclyde Corporate Communications and Discover Inverclyde to forward plan yearly thematic programming and one-off themed events for Inverclyde. •Investigate new National and International Partnerships. For example: British Council, Creative Europe, Look at potential twinned cities or cities that have cultural connections. The Wyllieum and The Beacon – national & international residencies, touring and commissions 	Inverclyde Cultural Partnership and Inverclyde Council Corporate Communications/Discover Inverclyde	Ongoing	Arts Co-ordinator, Sub-Group
27. Continue to support Galoshans Festival – which has successfully run for 10 years in Inverclyde by community partners with 2024 being the 10th birthday. A community led festival managed by RIG Arts, the Galoshans Consortium and an external Creative Producer. Usually presented across 10 days in October the festival is a celebration of creativity, culture and performance centred on Galoshans - a traditional piece of folk theatre originating in Inverclyde and performed on feast days throughout Scotland in the mediaeval times, particularly around Hallowe'en. Galoshans Festival has grown to become a highlight of the year for culture and community in Inverclyde.	<ul style="list-style-type: none"> •Look at ways going forward that Galoshans festival can be sustained. At present the festival has support from Creative Scotland up until 2024. For 2025 edition and ongoing – funding will be required. •Look at ways the festival can be made into ACTION 8. Protected Inverclyde ongoing Arts Budget. Investigate with CVS Inverclyde and Inverclyde Council whether it would be desirable to establish the existing Arts Sub-Group as a registered group or organisation e.g. CIC or SCIO with a board who would be responsible for leading on year-to-year funding. 	Support from RIG Arts, Galoshans Consortium, External Galoshans Creative Producer, Inverclyde Cultural Partnership	By end of 2024 look at ways the festival can be presented in 2025 ongoing.	Arts Co-ordinator, Sub-Group, RIG Arts and Galoshans Consortium
28. 'Festivalization' of Inverclyde. Investigate What other new regular events, festivals and programming can occur in Inverclyde - Inverclyde Cultural Partnership to explore and develop new programmes and festivals	<ul style="list-style-type: none"> •Link in with Inverclyde Corporate Communications and Discover Inverclyde to forward plan yearly thematic programming and one-off themed events for Inverclyde. Including Regular Local Events and Festivals such as Gourock Highland Games & Comet Festival – how can 	Creative Producer, Inverclyde Cultural Partnership	Ongoing	Inverclyde Cultural Partnership, Arts Sub-Group, local partners and

<p>that can happen over the next 5 years (until 2029). In particular looking at Spring, Summer and Winter.</p>	<p>these be animated further by the arts and creative programming.</p> <ul style="list-style-type: none"> •Explore relationships with other National Festivals and organisations and look at future funding opportunities through partnership working e.g Scottish Mental Health and Arts Film Festival, Luminate (Creative Aging) Festival, YTAS (Youth Arts Festival) and National Festival of Youth Theatre, Imagine Festival, Storytelling Festival (Scottish Storytelling Centre), Scots Language Centre, Village Storytelling Centre, TRAC – Traditional Arts, Puppet Animation Festival, Take me Somewhere Festival, Ayewrite! Scotland's Book Festival, Science Festival, Neon Digital Arts Festival, Cryptic / Sonica and Surge Festival. •Support other existing local partner festival initiatives such as: <ul style="list-style-type: none"> *Meliora - Managed by Inverclyde Council and Discover Inverclyde (2022-2023). Meliora is a Latin adjective meaning “for the pursuit of the better”. The first Meliora Festival took place in 2022, as a way of celebrating re-openings and the opportunity to all once again come together and enjoy events in the community. More info here: *The Beacon – helped to lead on Meliora and have also taken part in National Theatre Connections *RIG Arts – currently lead on Galoshans Festival and regularly take part in other local events. *Magic Torch - Tales of the Oak, a storytelling performance at the Beacon, presented as part of Scotland's International Storytelling Festival 2021 funded by Traditional Arts and Culture Scotland *Libraries - Keep the Heid and Read - national reading day. Dandelion Festival - With Partners RIG Summer Reading challenge (National) Fun Palaces *Inverclyde Film Festival - hosted in the Waterfront Cinema takes place usually in March. 			<p>Corporate Comms</p>
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	IFF24 is a festival of Scotland on screen. Celebrating Scottish culture and heritage – the best of Scottish scenery, talent and creativity from the past 70 years.			
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A Strategic Perspective

From the Banks of the Clyde to the Greenock Cut, from the enormous Clyde Muirshiel Regional Country Park to all the beaches, moors, forests and landscape that lie in between the towns, villages and farmland. Great access to the natural environment in Inverclyde sets it apart from neighbouring Glasgow.

An Organisational Perspective

The arts and creativity in Inverclyde can further embrace the rich opportunities offered by the rivers and moorlands. They can become the subject, material, location, stage, soundtrack and backdrop for creative work; taking people on a journey through the natural environment and recognising it as part of Inverclyde's contemporary identity.

An Individual Perspective

Accessing and appreciating landscape, outstanding natural beauty and viewpoints all have a role to play on the spectrum of health and wellbeing for local people and visitors alike. Artists across Scotland are rising to the challenge of using the arts as a vehicle for education and promoting environmental awareness. Healthy and sustainable environments directly correlate to healthy humans.



PRIORITY 6: OUTDOORS, PUBLIC ART & ACTIVE TRAVEL

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
29. Access to the Natural Environment sets Inverclyde apart from neighbouring Glasgow. Examples of Outdoor Arts Bursaries, Residencies and Events: See APPENDIX 1 (non-exhaustive list) about the potential for a programme of outdoor arts residencies in rural spaces in the local area.	<ul style="list-style-type: none"> •Continue to have conversations and find synergies in programming for local outdoor art spaces, heritage sites and environmental partners that would be interested in collaborating in hosting an artist. •As well as continue to explore further use of 'Gourock Amphitheatre' and Beacon Outdoor Space at Peel Ports (East India Harbour). The Beacon – has presented and supported the delivery of performances in outdoor spaces including their Beacon 'On the Road' Programme. •Continue to Develop Outdoor Art Residencies and site-specific projects. In particular respond to the recommendations within: See: <i>Outdoor Arts Feasibility - Artist Residency Consultation (2023)</i> 	Time. Artist and local partner led	Investigate potential funding streams. Funding Bid Required.	Arts Coordinator, Inverclyde Cultural Partnership and Arts Sub-Group
30. Public Art and Creative Installations - Inverclyde has a history in initiating and delivering successful collaborative community Public Art Projects. See: <i>An Action Research Project on the Creation of Public Art in Inverclyde Engine Shed</i> was published by Inverclyde Place Project in 2017. The Engine Shed ran from August 2014 to December 2015, a public art research and development project in Inverclyde that sought to engage the community in high quality visual arts work with a clear legacy. It responded to several environmental, historical and cultural factors. This report was about the learning outcomes from Engine Shed and although it focuses on this one project, the hope is that the learning is transferable, that this report can be both a handbook and a guide for commissioners and artists delivering art in the public realm in Inverclyde.	<ul style="list-style-type: none"> •Find Funding to support the research and publication of a new Public Art Document for Inverclyde (on from Engine Shed Report 2017). •Continue to support best practice public art consultation, artist commissioning and collaborative public art, installation and mural projects (permanent or temporary) including the original learnings from Engine Shed: <i>"The creation of public art is a process whereby the artist makes a connection with the community to establish an authentic response to local culture; resolving itself in the collaborative creation of an event or treasured object of universal value."</i> •Advise on best practice on local practice public art consultation, artist commissioning and collaborative public art, installation and mural projects. For example, the Inverclyde Cultural Partnership can be utilised as a forum to discuss future local projects or plans. 	Time; budget For any new projects. Funding for research into new Engine Shed Report.	Ongoing	Inverclyde Council Cultural Services; Arts Co-ordinator and local partners

<p>Examples of Public Art and Installations Projects: See APPENDIX 1</p>	<p>•Continue to discuss with Inverclyde Council's procurement department some of the limitations around commissioning artists. Currently, they require to be commissioned through Public Contracts Scotland (PCS). Other forums such as Creative Scotland Opportunities are likely to yield a much broader, more interesting range of artists than PCS. PCS are essentially concerned with 'works'; building, making and fabricating or goods and services supply. There's an assumption by some commissioning bodies that an extensive portion of the project requires to be conceived before the job can be tendered on Public Contracts Scotland. Going through PCS limits the public art expression to sculpture or some kind of design, potentially excluding other expressions. Propose a clause in policy that relaxes some of the procedures around commissioning artists, widening the range of places where Inverclyde Council can tender for public art and other creative work.</p> <p>•Build better communication and understanding of licenses/site or planning permissions for Public Art, installations and cultural events - from Inverclyde Council Development Management Team. Particularly around 'Public Entertainment License' and 'License to Occupy'. Interrogate this clause and the current requirement to submit multiple applications for planning permissions for the same funded project e.g RIG Arts Remembering Together 'Covid Memorials' and or costs for charitable/free arts events. From partners it has been identified that currently Inverclyde Council has more barriers and costs attached to planning permissions which is an inhibitor to public cultural activities and artworks.</p> <p>•Work with Discover Inverclyde and the Inverclyde Tourist Group to keep the directory of the statues, street art, urban art, memorials street architecture located in Inverclyde UpToDate.</p>			
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<p>31. Art & Active Travel Inverclyde Active Travel Strategy - recognises that it has a key role to play in enhancing opportunities for active travel in Inverclyde. It therefore adopted an Active Travel Strategy in August 2018, which sets out a vision of making active travel a convenient and attractive choice for everyday journeys in Inverclyde. The strategy includes a series of actions to achieve this vision, addressing issues such as marketing, behaviour change and infrastructure improvements. The strategy is being progressed by the Council, in partnership with other key stakeholders, including local active travel projects Community Tracks and The Bothy. Getting out walking or cycling provides several benefits:</p> <ul style="list-style-type: none"> •It's great for physical health as it helps keep a healthy weight, prevent serious illnesses such as heart disease, cancer, diabetes and asthma, and maintain and strengthen joints and bones. •It can help unwind, destress and put a smile on your face. •It saves money by cutting down on fares and fuel. •It improves your local area by reducing traffic congestion and air pollution •A 30 minute walk or cycle five times a week would achieve the recommended minimum target of 2.5 hours of moderate physical activity per week. <p>*Develop a deeper connection between people and place, offering new travel routes encourages local people to discover new places, build connections with their local community and view their locality in a new way.</p>	<p><i>" Art is essential to the enjoyment of public spaces and placemaking, encouraging more people in Scotland to travel actively."</i> – Jon Lauder, Deputy Chief Executive, Sustrans.</p> <ul style="list-style-type: none"> •Continue to engage with Sustrans and in particular Artroots Project - a community fund for art projects along traffic-free National Cycle Network routes in Scotland. The community-led art projects, can be found on the ArtRoots map, aim to enhance neighbourhoods and encourage more people to explore their local areas by walking, wheeling and cycling. Outcomes include: <ul style="list-style-type: none"> *Put the power of creative change into the hands of the community. *Raise awareness of local traffic-free National Cycle Network routes for everyone to use *Demonstrate strong knowledge of the local area and what artistic contribution could make the best improvement to the environment *Make traffic-free National Cycle Network routes more enjoyable and attractive places to explore *Encourage and build confidence in local communities to use active travel (walking, wheeling and cycling) to visit or experience the project. •Engage with local Active Travel Organisations such as Inverclyde Active Travel Strategy, Inverclyde Council Regeneration Team/Levelling Up Fund, NHS Greater Glasgow and Clyde and Inverclyde HSCP - about creative interventions that promote Active Travel and wellbeing. Including: <ul style="list-style-type: none"> *Community Tracks local active travel hub that offers a wide range of advice and support, including active travel maps, cycle maintenance classes, fix your own bike workshops, cycle training and riding confidence sessions and led bike rides. *The Bothy is a walk-in hub based in Gourrock railway station and online. It offers advice and support with route planning, a programme of led bike rides and health/history 	<p>Time; budget For any new projects.</p>	<p>Ongoing</p>	<p>Inverclyde Council Cultural Services; Arts Co-ordinator, and local partners such as local Active Travel Organisations, Inverclyde Active Travel Strategy,</p>
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	<p>walks, e-bike 'have a go' sessions, bike maintenance sessions and much more. *Clyde Activity Bikes This Inverclyde based company was set up to bring cycling and cycle tours to local residents and visitors, including cruise ship visitors. The company provide a number of cycling related services such as escorted bike trips for Health & Well-Being Groups & Tourists, beginner's classes for new cyclists, and service and repair of Bikes</p> <ul style="list-style-type: none"> •Support local cultural organisations to apply for Active Travel Funding such as: *Transport Scotland - Active Travel Funding Opportunities *SPT - Walking & Cycling •Promote existing local Art Walking Trails that are available such as: The James Watt Heritage Trail (2020), Labyrinths in Inverclyde with 'Walking as One', and Inverclyde Tourist Group to keep the directory of the statues, street art, urban art, memorials street architecture located in Inverclyde. •Refer to best practice for example: Case study: Creative engagement and active travel with Art Walk Projects' 'Footprint' and Sustrans Showcase Inspiring walking, wheeling and cycling infrastructure •Ensure cultural projects are in accessible places that allows for a mix of active travel and public transport 			
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PRIORITY 7: SUSTAINABILITY & ENVIRONMENT

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A Strategic Perspective

The cultural sector of Inverclyde is a key player in creating a society more focused on wellbeing. It can contribute creatively to the challenges of climate change and climate justice.

An Organisational Perspective

There has been an upsurge in awareness of the climate emergency as one of the defining issues of the era. Organisations from the local creative and cultural sector should explore how the sector can respond to these issues.

An Individual Perspective

Partners and Creative Freelancers can confidently create or commission artistic work; engagement work; and development work to highlight the climate emergency and environmental issues. Encourage awareness of climate issues is raised in Inverclyde.

Action	Our Aspiration	What is required? (Resources)?	When and how will we get there?	Who will take responsibility? Owner and Contributor
<p>32. Inverclyde Council - Net Zero Strategy - sets out a route map to achieving net zero direct greenhouse gas emissions from its operations by 2045. This incorporates an interim 2031 target. The Strategy covers reducing as much as possible emissions from Inverclyde Council's buildings, transport, street lighting, water and waste and options for offsetting those emissions that cannot be eliminated. The Strategy is a live document in which actions are monitored and reviewed for improvement and account taken of changes in circumstances such as new technologies. Inverclyde Council have an action plan to implement the requirements of the Net Zero Strategy.</p> <p>Environment and Regeneration Committee Delivery and Improvement Plan 2023/26 - supports the delivery of the Council Plan, an Environment and Regeneration Committee Delivery and Improvement Plan 2023/26. The focus of the Plan is to set out the key strategic activity of the Committee over the next three years, clearly aligned to the new Council Plan outcomes. The Committee Delivery and Improvement Plan will be refreshed annually to ensure that it continues to reflect national and local policy changes and direction.</p>	<p><i>"Culture and heritage are integral to people's ways of life. By connecting us to our environments and contributing to our senses of belonging, they offer real potential to help deliver the culture and societal change that will be required to support our transition to net zero and adapt to our changing climate."</i> Scottish Government, Net Zero Nation: Public Engagement Strategy for Climate Change</p> <ul style="list-style-type: none"> •Support local Cultural Organisations and Creative Freelancers to embed Environmental Policy within all their activities – such as: *Developing and Implementing bespoke Environmental Policy and Action Plan which can include for example: <ul style="list-style-type: none"> *Policies & Operations *Artistic Planning *Suppliers & Equipment *Publicity *Working with freelancers and salaried staff such as: Performers, Artists & Collaborators *Working with Venues & Audiences •Encourage local Cultural Organisations and Creative Freelancers to join: Green Arts Initiative •Engage with Creative Carbon Scotland for advice, best practice and funding opportunities. <p>Creative Carbon Scotland believes in the essential role of the arts, screen, cultural and creative industries in contributing to the transformational change to a more environmentally sustainable Scotland. They work directly with individuals, organisations and strategic bodies engaged across cultural and sustainability sectors to harness the role of culture in achieving this change</p> <ul style="list-style-type: none"> •Engage with Creative Carbon Scotland Green Tease and other ongoing informal events programme connecting cultural practices and environmental sustainability across Scotland. Discuss with CCS about holding event(s) in Inverclyde. 	<p>Time; budget For any new projects.</p>	<p>Ongoing</p>	<p>Inverclyde Council Cultural Services; Arts Co-ordinator, and Inverclyde Council - Net Zero Strategy</p>

	<ul style="list-style-type: none"> •Engage with Creative Carbon Scotland culture/SHIFT programme that promotes how the arts and culture can transform society in response to climate change. •Engage with Greenspace Scotland for advice, best practice and funding opportunities for Creative Projects. •Investigate 			
33. Continue to encourage and support creative interventions to: ecological, environmental and food growing projects such as Climate Beacons - a Scotland-wide collaborative project between climate change or environmental organisations and arts, heritage or cultural organisations to stimulate long-term public engagement in the lead-up to and following COP26. Inverclyde Climate Beacon Formed of a partnership between Beacon Arts Centre, Belville Community Garden Trust, RIG Arts and Inverclyde Libraries, among others, the Inverclyde Beacon focussed on the roles of climate change mitigation and adaption as part of Scotland's most economically deprived area's recovery from COVID-19. A report released to mark a year of the project reveals that these activities have 'attracted diverse audiences' and 'successfully engaged new people in the climate conversation'. The activities are also said to have 'brought abstract climate concepts to life' and created a 'strong appetite for further work'. Examples of other local creative interventions to ecological, environmental and food growing projects here: See APPENDIX 1	<p>Future projects for the Inverclyde Climate Beacon include gathering ideas from local people about a hydroelectric energy scheme</p> <ul style="list-style-type: none"> •Engage and continue to develop creative projects with growing initiatives such as Invergrow - As part of the UK Levelling up funding, Inverclyde Council have secured funding for the Invergrow project which will support the workings of the Inverclyde Community Food Network and help implement key actions contained in the Inverclyde Food Growing Strategy that outlines the vision for food growing in Inverclyde, to increase opportunities for communities to grow their own food and contribute towards a reduction in food poverty. This vision will be achieved by: <ul style="list-style-type: none"> *Building capacity within communities to ensure they have the skills and knowledge to take part in food growing. *Creating strong partnership working between communities, the Council and housing associations. Ensuring communities have the resources they need to be able to take part in food growing. *Contributing towards a reduction in poverty through strong partnership working 			

APPENDIX I

OUT-TURN REPORT & FURTHER DETAIL



Queen Margaret University Case Study of Inverclyde Culture Collective Partnership Model - Identified that the particular DNA of the local Inverclyde creative 'collective' is unique as it has a regional, broad approach, led by a Local Authority but also made up of localised, very contextual organisations.

- The pre-existing consortium of partners via the Inverclyde Arts & Creativity Action Plan was seen as essential to partner buy-in, as there was already an embedded relationship with key cultural organisations who were already collectively dedicated to a programme work. These pre-existing relationships ensured that cultural work wasn't just delivered, but effectively and appropriately supported.

- A significant element was that it is a local council project that delivered innovative, experimental artistic works. It is recognised that the complexities of Local Council run projects which operate within pre-set KPIs and require clear deliverables...and how artistic project don't neatly fit into such structures. This was recognised as a potential conflict early-on in the project, and coordinators and Council partner decided to address this by setting up a series of frameworks that would act as a buffer between the requirements of the artistic projects and the requirements of council operations.

- Worked closely with legal and procurement staff to design the frameworks in order to allow sufficient vagueness so that individual artists could work within their expertise, but also with sufficient reporting mechanisms for governance/accountability. In this way, each of the many projects could develop as required, in the context of their specific community and in response to developments, rather than pre-decided.

- An unexpected finding of the overall Culture Collective evaluation project in that such creative infrastructural adjustments allowed for projects greater success. For example, the coordinators were formally employed by CVS, rather than via the council, and this act allowed for greater flexibility in regards for procurement and contracting, and this - in turn - ensured the projects were ensured freedom and flexibility to develop appropriately, without pressure of set outcomes.

- The ICC has supported a novel approach to cultural activities: it allowed projects to be flexible and contextual; it supported risk taking; it ensured partners were working closely together; and it valued artist's and producer's expertise and knowledge to be properly. It offered insights how effective partnerships between partners of various shapes and sizes can be developed to support positive impacts via cultural activity.

ACTION 13: Positive Inverclyde Cultural Press Articles and Publicity

The Beacon

[Glasgow World](#): Still Game to Beauty and the Beast – top events heading to Beacon Arts Centre

[The Herald](#): Greenock's Beacon Arts Centre celebrates 10 years

[The Scotsman](#): How the Beacon in Greenock took centre stage

[Greenock Telegraph](#): Crowd of 7,000 attended Meliora Festival weekend at Beacon

RIG Arts

[Sustrans](#) | Shapechangers | November 2023 Young Creators transform National Cycle Network routes in Scotland with exciting public artworks.

[Glasgow Live](#)

[Greenock Telegraph](#) | Rock School | Oct 2023

[Film Hub Scotland's Education in Cinema Gazette](#) | RIG Arts Film School |

September 2023

[Greenock Telegraph](#) | IRH | Covid Mural | October 2021 - March 2022

[Dandelion](#) | The Drying Green Case Study | November 2021 - October 2022

[Inverclyde Council](#) | Inspirational artwork unveiled at homeless centre.

[Greenock Telegraph](#) | 'Secret garden' is being created outside South West Library

[Surf Award](#) | Winners announced for the 2021 SURF Awards

Magic Torch

[Glasgow Caledonian University](#) Common Good Comics

[Children in Scotland Magazine](#)

[Comics and Literacy Evaluation](#)

Libraries

[Greenock Telegraph](#): Exhibition at Beacon Arts Centre honours James Watt

[Greenock Telegraph](#): Inverclyde Libraries Slic Service Excellence Award

[The Bookseller](#)

[Greenock Telegraph](#): Inverclyde Summer Reading Challenge

Kayos

[Inverclyde now](#)

[Greenock Telegraph](#)

The Wylliem

[The Guardian](#): George's machines': museum devoted to George Wyllie opens on the Clyde

[The Scotsman](#): 'There's a lot more to George Wyllie than any of us know'

[The Herald](#): George Wyllie's Wylliem opens in Greenock - what can we see there?

[The Times](#): George Wyllie: I Once Went Down to the Sea Again review — a fitting homage to one of Scotland's quirkiest artists

[The Standard](#): Museum 'cements legacy' of artist George Wyllie in docks where he worked

[BBC News](#): George Wyllie art gallery to open in Greenock

[Greenock Telegraph](#): Wylliem: 7 top photos from opening of new Greenock gallery

ACTION 14: Progress conversations and partnership working with Inverclyde Health and Social Care partners looking at Creativity as a driver for improving Health and wellbeing. A 'working group'

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In 2022 Inverclyde Culture Collective hosted a series of creative research events that brought together local representatives from over fifteen local Arts and Health & Social Care organisations to explore the past, present and future relationship of creative practice within health and social care contexts. The sessions explored the overarching question of: *"How can the arts be a driver for improving health and wellbeing in Inverclyde?"* with the aim to then consider *"How best can we support health and social care organisations in using the arts and creative practice as part of their health and wellbeing strategies"*. The sessions invited representatives to explore the following overarching questions:

The Past: Who am I and what do I know from experience about the relationship between creative practice and health and social care contexts and environments.

Present: What resources are available to us currently within Inverclyde, what activity is already taking place between creative and health and social care organisations, and what opportunities are there?

Future: What next? What are our priorities going forward, how should we seek to support new or existing creative activity taking place within health and social care settings?

From the research and conversations, a document was published: [Creative Research – Health & Social Care](#) followed by a number of Creative Health Test Pilot projects supported by the ICC funding. **See Action 18.**

Inverclyde Cares No One Grieves Alone Residencies (2023): Laura Bradshaw and Steven Anderson - researching the ways grief, loss and legacy live alongside us in an everyday way.

No One Grieves Alone (May 2023): A space to come together to creatively explore themes of death, grief and loss at the Beacon Arts Centre, Greenock as part of a collaboration between Inverclyde Culture Collective and Compassionate Inverclyde. No One Grieves Alone brought together researchers, artists, creative practitioners, chaplains and health and social care professionals to allow a broad range of perspectives and positions on Death, Grief and Loss to be discussed including:

[Alison Bunce: No One Grieves Alone: A whole systems approach to bereavement across Inverclyde](#)

[Victim Support Scotland: Hush Project/ Exhibition Reflections](#)

[Ardgowan Hospice: Communicating Grief](#)

[Inverclyde Royal Hospital: Implementing The Bereavement Charter](#)

[TRACING AUTONOMY Kirsty Stanfield: Jeni Pearson:](#)

[RIG ARTS/Greenspace Scotland](#)

Exploring Health, Illness, Disability and Long term Conditions” With Health Improvement Inverclyde: Aniela Piasecka (2023) Aniela's residency "Explored Health, Illness, disability and long term Conditions" through their considered understandings of chronic pain.

Community Practice Residency with Barnardo’s Inverclyde: Amy Bruning (2022): Amy Bruning worked with Barnardo’s Inverclyde to explore the connection between participatory art, animation and trauma informed environments.

Community Practice Residency on Grieve Road Inverclyde (2022): Ben Vardi created a participatory framework to allow local people, organisations and initiatives such as [Grieve Road Community Pantry](#) to contribute towards a local podcast he curated.

Your Voice Recovery – Elina Bry (2022 – ongoing): Engaged practice with [Your Voice Recovery](#) participants in a three-month residency, applying the theory on walking not as a way to commute but as a way to connect to create a film ‘*Walking to Connect*’ which can be watched [here](#): / password: recovery (See Case Study in Culture Collective Final Report). Additionally, this work has been expanded by further funding by Creative Scotland Participatory Arts and Mental Health Fund and Inverclyde Alcohol and Drug Partnership funding to: enhance and elevate the innovative work in arts and mental health that the Recovery Group and Elina Bry have established in Inverclyde. Now called: [Creative Recovery Inverclyde](#) – they hosted in September 2024 [Through the Lens of Recovery](#) event held at Waterfront Cinema and Wylliem which consisted the launch of a new publication. The film ‘Walking to Connect’ won a community award from [Scottish Arts & Mental Health Festival – International Film Award](#) in the 2024 ‘community’ category.

The Beacon Art Centre

Creative Minds Festival (2023 & 2024): Creative Minds saw the Beacon open its doors to the public allowing people to take part in workshops for free. Community groups had the chance to showcase the work they have been doing over the past year by putting on plays and hosting sessions. The festival also featured visual arts, photography, an audio trail and comedy, as well as the display of an illuminated manuscript from the Inverclyde Women Create group. Over two days, there was a host of activities and workshops that allowed members of the public to come along and get involved in the arts for free. (See Case Study in Final Inverclyde Culture Collective Evaluation Report)

The Beacon Art Group (2021-2023): An inclusive, friendly and participant-led visual art group for adults (16+) meeting weekly at the Beacon Arts Centre led by Beth Shapeero. Funded across 2 years by Inverclyde Culture Collective. (See Case Study in Final Inverclyde Culture Collective Evaluation Report)

The Beacon [Dance for Parkinsons](#) (Ongoing): Weekly classes designed especially for people living with Parkinson’s, their families and carers.

The Beacon [Creatability](#) (Ongoing): Offers a unique mix of expressive arts for neurodiverse and/or disabled children and young people with additional needs aged four to 21 years old.

The Beacon [Inverclyde Women Create!](#) (Ongoing): A weekly programme of participant-led arts for women of Inverclyde from diverse backgrounds and languages.

The Beacon [Proud 2 Care \(P2C\)](#) (Ongoing): A group for care experienced young people living in Inverclyde.

The Beacon [Platinum Dance](#) | [Mindful Movement](#) (Ongoing): Every Monday. Drawing inspiration from Pilates, yoga and dance, focusses on moving the body with intention, breathwork and gentle stretching.

[Beacon Youth Theatre](#) and [Beacon Youth Company](#)

Creative Scotland Create:Networks Funded Activity (Sept 2020-Sept 2021) included knowledge sharing, peer-to-peer networking, and business and market development support, to help established and burgeoning local creative enterprises become more sustainable. Activity helped to build a tailored culture of creative enterprise for Inverclyde, raising the aspirations of young people considering a career in the creative industries and encouraging local people to recognise, share and promote the value of creative activity in the area. Activities included:

- Creative Industries Coordinator (x1 day a week across 12 months)
- Brand the creative industries in Inverclyde:
- Test out an Inverclyde creative industries 'Open Studio' event: Due to COVID19 the Open Studios event was made instead an online series. Artists were recruited through an Open Call and successful artists included: comic book artists, musicians and illustrators (favouring the term 'creative' over 'artists' in recruitment - so as to not alienate potential applicants who don't see themselves as an 'artist' but make interesting work / have an enterprise). The project prioritised people who had struggled to create a digital presence for themselves previously and also emphasised that 'studio' space could be a home office or even a bedroom. All videos available [here](#):
- Test out a 'Soup Event' in Inverclyde - Based on the popular Detroit SOUP model – a test pilot micro-funding event was delivered to celebrate and support creative community projects in Inverclyde. A fast-paced, fun event where local creatives get the chance to share an idea, they would like help with. The audience votes on their favourite idea, and the winner receives £250 plus donations from the audience, to help realise their plan.

RIG Arts

Urban Regeneration| [The Broomhill Project – 2016-2019.](#)

The Broomhill Project has been an ambitious publicly engaged arts project based in Broomhill, Greenock connecting local residents and artists in collaborations to create physical artworks, events and performances deeply rooted in the places culture while simultaneously increasing opportunity and wellbeing through improved confidence and skills. 2019 is the final year of the project and a great achievement. The project created a truly integrated approach to embedding creativity into the heart of an often overlooked and deprived area of Greenock. The projects main focus was to use creativity and innovation to work with the people in the community, to assist them to developing their ability and impetus to: *Affect change *Celebrate and create a local identity *Create a sense of place *Have a renewed pride in the area

[SURF Creative Regeneration Winner 2017](#)

Inverclyde Culture Collective Outdoor Art Residencies in partnership with Clyde Muirshiel Regional Park

Noel Griffin - explored the story of Clyde Muirshiel's through research into its natural history and its entanglement with human activity particularly through the Rhododendron Ponticum, a non-native alien species which is of great threat to the biodiversity of the park.
Irene Evison - created a participatory woven tapestry installation, drawing inspiration from the industrial heritage of Gourock and Port Glasgow, and the natural heritage of the Clyde Muirshiel Regional Park.

Galoshans Festival X Feral Art Takeover Programme at Clyde Muirshiel Regional Park

Matthew Rimmer – Biotopes (2022) - Installed at: Greenock Cut Visitor Centre & Clyde Muirshiel Country Park Nature Trail. Biotopes is a body of sculptures in the form of vitrines that magically suspend water above the surface, aiming to enabling the viewer to observe aquatic ecosystems.

Ieva Grigelionyte – Mouth of the River (2023) - A participatory performance which invited the audience to explore Inverclyde through their senses such as smell, taste and touch.

Composed of six parts, the poetic edible journey conceptually mapped out the river by taking the participants through a sea fog, following low and high tides, stepping down to the riverbed, moving across the sea floor and surfacing at the mouth of the river.

On Becoming Water Bat: Echoes of an unseen world by Phoebe McBride (2024) - Through an imagined transformation into a Daubenton's bat, journeys through rituals of loss and healing to explore how we can find ways to be with grief and crisis. The bat is one of many species that, due to the climate crisis, has been forced into evolution at an unnatural pace. The film looks at this shift as a metaphor for premature evolutions through loss- be that personal, or collective – from the pandemic and climate crisis. Featuring a talk and Q&A with the artist, Clyde Muirshiel Regional Park Rangers and the Clyde Bat Group.

Galoshans Festival X Feral Art Takeover Programme at Lunderston Bay

Dundendance – Alien Species (2022) - An outdoor performance and headphone installation that weaves together ethereal dance, otherworldly soundscapes and sculptural costumes.

Nomoss – Rhyze to Morph (2023) - a live outdoor physical and aural performance at Understand Bay, a tale of transformation, of zombie mushrooms and the powerful fungal capabilities to connect, destroy, deconstruct and decompose.

RIG Arts

RIG Arts – An Alternative Burns Supper (2023) Funded by the Scottish Government 2022/23 LAG Co-operation Challenge Fund allowed RIG Arts to host an event at Lunderston Bay and Gourock Park to inspire and engage the local community with local heritage.

RIG Arts 'Light Up The Glen' as part of Inverclyde Culture Collective – Inside Out Project at Auchmountain Glen (2022 & 23) Included an ice cream van with free treats, arts and craft activities and festive performers. (See Case Study in Culture Collective Evaluation)

RIG Arts – Unexpected Garden / The Drying Green @ Southwest Library (Dandelion)

The Drying Green is one of ten 'Unexpected Gardens' created across Scotland in 2022 as part of nationwide growing project Dandelion. "Dandelion is an ambitious creative programme demonstrating the power of collective action. Rediscovering our connection with the food we eat and the joy of sharing what we grow and cook with good music. Led by the next creative generation." As well as accommodating a reading Garden for Southwest Library, The Drying Green hosted a range of community focused activities, bringing together heritage, arts and food culminating in a Harvest Festival.

Outdoor Arts Feasibility - Artist Residency Consultation (2023) - Led by: RIG Arts. Key Partners: Feral & Clyde Muirshiel Regional Park. Report written by: Sarah Longfield. Funded by The Scottish Government 2022/23 LAG Co-operation Challenge Fund. A report of the culmination of a month of intensive community consultation in Inverclyde, focusing specifically on Gourock, Kilmacolm, Wemyss Bay and Inverkip.

RIG Arts

Sustrans and Inverclyde Council Creative Conversations (2020-2021) - three new sculptures along the National Cycle Network Route 75 in Greenock. The project was funded by Transport Scotland and the National Lottery Heritage Fund through the Great Place Inverclyde Scheme. Building on consultations held during 2020 RIG Arts and artist Tragic O'Hara were commissioned to design and deliver the permanent artworks in partnership with the local community. It is hoped the sculptures will encourage even more people to get active, by walking, cycling and wheeling along this route.

Sustrans Shapechangers (2023)- Temporary Installations along National Cycling Network Routes in Greenock created by Young Inverclyde artists.

Bay Street Mural - Port Glasgow (2023)- River Clyde Homes (RCH), with input from the local community and Port Glasgow West Community Council.

Lamonts Dry Dock Heritage Mural (2021) - A mural which celebrates Port Glasgow's rich shipbuilding heritage.

NHS Mural - Inverclyde Royal Hospital (2023) - a mural which depicts 78 staff members and volunteers at the IRH.

James Watt Sculpture - Watt Institution & The James Watt Heritage Trail (2020) supported by National Lottery Heritage Fund

The Drying Green Mural - Greenock South West Library (2022)

Remembering Together – Co-Creating Covid Community Memorials with Greenspace Scotland. Labyrinths in Inverclyde. With 'Walking as One', a local group of volunteers to co-design a series of five Inverclyde Labyrinths with artist Alan Potter in response to the Inverclyde Remembering Together community consultation.

Lundy Bay Mural – 2020. Youth Link Micro Grant - Year of Coast & Waters project. Creative sessions that explored Lunderston Bay with young people from Kinship care, Clyde Murshiel rangers and visual artists to co-create an artwork for Lunderston Bay

Auchmountain Glen Arch – 2021. Participatory Budgeting Inverclyde Council. Entrance Archway co-designed with Friends of Auchmountain Glen and the Strone & Maukinhill community through creative community consultation. Artist Alan Potter.

Auchmountain Glen Inside Out – 2021-2023. Inverclyde Culture Collective. Pollinator sculptures, Benches & Stone Carved Way markers funded through Inverclyde Culture Collective. Artists worked with the local community to enhance Auchmountain Glen and to strengthen local people's connections to greenspace.

Broomhill Phoenix Sculpture, Up The Broomy Project – 2019. Creative Scotland

The project created a training opportunity for new GSA graduate Amy Grogan to work with Artist Alan Potter to create a public sculpture using recycled sandstone from the demolished Mearns St School and Community Centre on the site of The Broomhill Hub & Community Gardens.

The Cut Sculpture, Broomhill, Greenock. Up The Broomy Project - 2018 Creative Scotland.

Artist Residency Alan Potter created The Cut. It represents Broomhill in the centre, surrounded by pillars which descend in height, supporting 'the cut', an old aqueduct which supplied waterpower to local industry in Greenock until the early 1970s. The tallest pillar is topped by a mosaic which represents Loch Thom, which is the source of the water for the cut. Each of the other pillars is topped by a cast bronze relief sculpture, each of which depicts one of the industries that were served by The Cut (rope works, sugar refinery, wool mill, paper mill, cotton mill, iron foundry and whisky distillery). The words "The power of water - nature's great gift" form a mosaic concentric ring within the pillars and around the dome which represents Broomhill. The sculpture is made almost entirely from recycled material from sandstone from the iconic demolished Drumfochar Square flats.

Heid O'The Hill Walking Trail – 2017 - For the Heid O' the Hill Heritage Walking Trail, RIG Arts dug deep into Broomhill's heritage, working with the Broomhill community to explore the area's rich cultural and industrial past. We gathered oral histories from residents new and old, worked with Whinhill Primary school to gather creative responses to the history of the area, and conducted inter-generational walkabout sessions with members of the community. Broomhill was the site of the Merino Mill, Tate & Lyle factory, the Caledonian Foundry and the Shaws Water Works. The area also has a number of now unused and largely forgotten railway lines with impressive tunnels carving their path beneath the streets. The freight trains carried passengers and cargo to Greenock's Princes Pier to be shipped across the world; many older Broomhill residents remember playing in and taking shortcuts through the unused 'haunted' double tunnels after they went out of use. Along with the walking trail, film-maker Chris Fallen worked on a documentary film, while Jim Strachan produced the mural displayed on Ann Street.

James Grant (of Love and Money) was our Musician in Residence in 2017, leading songwriting classes at the Broomhill Art Flat. Listen to the songs based on the heritage of Broomhill and written by James and local residents. As well as the Musician's Residency we also had a Moving Image Residency, which was completed by the artist Aideen Doran and the film This Restless Place.

Port Glasgow Train Station Heritage Murals – 2016. Scotrail Community Fund. Artists Jim Strachan & Karen Patton Orr worked with St John's Primary, members from the Port Glasgow Regeneration Forum and The Old Man's Club Port Glasgow to research the heritage of Port Glasgow to allow RIG Arts artists to design 14 heritage murals for the Port Glasgow train station.

Inverclyde Buzz Pollinator Mural – 2019 - Mural designed by Jason Orr for Inverclyde Buzz on the site of the old Hector McNeil Baths, Greenock.

Broomy Bees Garden – 2018 - Tesco Bags of Help, People's Post Code Lottery & River Clyde Homes RIG Arts worked with local residents to turn a derelict piece of land in Broomhill, Greenock into a small community garden. Residents helped design the garden and created artworks and Benches for the space

Wishing Tree Sculpture, Woodhall Community Garden, Port Glasgow -2013. River Clyde Homes
Artist Suzanne McAleer

Goliath the Ant Sculpture, Woodhall Community Garden, Port Glasgow- 2013. River Clyde Homes
Artist Wayne Darnell

Cairn of remembrance, Woodhall Community Garden, Port Glasgow -2013. River Clyde Homes
Artist Wayne Darnell

The Drying Green South West Library – 2022. Dandelion. Mosaic, Stone carving , locals working with Alan Potter. Pole toppers locals working with Jason Orr. Mural young people's ideas developed by Tragic O'Hara.

Augmented Reality to Watt Heritage Trail, Greenock The James Watt Heritage Trail is an Augmented Reality experience which brings James Watt's history and achievements to life.

Tragic O'Hara – murals installed at the Inverclyde Housing Options and Homelessness Advice Service

ACTION 33. Continue to encourage and support creative interventions to: ecological, environmental and food growing projects

RIG Arts

The Broomhill Art Flat has always held RIG Arts climate mitigation work hosting Recycle Upcycle from 2014 – present. Originally funded through Climate Challenge Fund, Keep Scotland Beautiful and now as part of RISE – RIG Communities Funded by Investing in Communities Fund, Creative Scotland.

RIG Arts uses creativity to engage communities in climate conversations through an exciting programme of socially engaged artist residences, participatory workshops, films, vlogs, zines and events to:

- Increase climate literacy
- Change attitudes and increasing understanding of climate change
- Increase individual skills, confidence and capacity to engage with climate conversations
- Increase everyday action to mitigate carbon emissions
- Increase the communities understanding of their carbon footprints and their ability to make informed decisions about their actions
- Create shared learning opportunities with the wider community
- Create legacy
- Save Money:

*The Communities Pocket

*Local Authority Resources

- Boost the Circular Economy

How To Video Logs & Tutorials - www.vimeo.com/rigarts

The Drying Green 2021 – Present – Southwest Library, Greenock

2021-2022 Dandelion

2023 -2025 Scottish Government Investing in Communities Fund (2026 TBA)

RIG Arts co-designed and created The Drying Green Garden with the local community

400+ people were involved 2021-2022

20 regular volunteers currently maintain and develop it supported by a RIG Greening Officer.

The Drying Green is maintained by RIG Arts & the local community

- An asset to Inverclyde Libraries & Local Authority
- Regularly used by Inverclyde Council and RIG Arts
- Established group of volunteers comprised of local residents and wider Inverclyde
- Assisting with food poverty

The Drying Green is also part of the Inverclyde Community Food Network and developing into an education garden to boost volunteer skills to feed in to the other more established gardens in Inverclyde.

Keep Scotland Beautiful It's Your Neighbourhood - 2024

In September 2024 The Drying Green was awarded Thriving in the Keep Scotland Beautiful It's Your Neighbourhood Assessment scheme.

Climate Adaptation Inverclyde – 2021 Creative Carbon Scotland

Creative online workshops exploring Climate Adaptation and effects of extreme heat on Inverclyde

contributing to the Clyde Rebuilt project. A cross sector of the Inverclyde community worked with

creatives to make an ezine using map making and flash poetry looking at the threats and opportunities in climate change. RIG Arts ran two events with a focus on visual arts and collage techniques, to map Inverclyde with the changes they foresaw, as well as asking participants to write poems of possible climate futures. An important component of the workshop was to create an e-zine - Costa Del using visual and verbal forms.

<https://www.rigarts.org/clyde-rebuilt/> and www.climateadaptyclyde.org.uk/clyde-rebuilt-v2/

Clyde Rebuilt engaged with a wide range of actors from within Glasgow City Region to identify systemic actions that could feed into the development of the Climate Change Adaptation Strategy and Action Plan led by Climate Ready Clyde. The focus was on issues related to extreme heat caused by the climate crisis, health and wellbeing and how to finance solutions. Activities brought together community groups, local councils, universities, businesses, government agencies and other bodies to identify adaptation actions to prepare the city for the effects of climate change. Cultural organisations ran events and workshops with the aim of bringing in a wider range of voices, often with the use of artistic practices to explore adaptation in different ways. Workshops focused on community empowerment and access to green spaces. Each event started from the participants' perceptions, interests and concerns about adaptation.

Recreate the Clyde | A local take on a global Issue – 2023 The National Lottery Community Fund and Together for Our Planet.

Recreate the Clyde is a community-led, arts-driven project focusing on climate adaptation, exploring what climate change means to Inverclyde and its residents. Artists worked Your Voice and St Patrick's Primary and created a zine and held an exhibition and artists talk at Southwest Library, Greenock

The Reflections Project- 2022. Scottish National Heritage- Plunge In

YOCAW Film school working with young people & Clyde Muirshiel Regional Park Rangers to create a film inspired by The Cut, our coastline & Lunderston Bay in response to the year of Coast & Waters. We also held public coastal poetry walks.

Greenscreen Inverclyde – 2016. Climate Challenge Fund

RIG Arts worked with All Saint's, Kings Oak & St Patrick's Primaries in Greenock's East End, reducing carbon emissions and changing behaviours towards reducing, reusing and recycling waste. The young people measured their domestic and schools waste, learned animation creating a film called 'Greenscreen Inverclyde'. The young people also created recycled public art which was placed in the Belville Community Garden. The aim of the project was to cut CO2e by teaching local schools the best way to recycle and re-use their recyclables in a creative way to increase engagement and awareness of recycling in Inverclyde. This was achieved through combining education, recycling and creativity in an innovative fun project led by the young people.

Recycle Upcycle 2014 – Present

Recycle Upcycle is a climate mitigation waste reduction project based at RIG's Broomhill Art Flat, the RIG Studio and across Inverclyde Primary Schools. Since its inception RIG have used animation, creative upcycling of plastics, textiles, furniture and waste reduction of food in the project. RIG Arts worked with the Inverclyde community to improve climate literacy and to reduce their carbon emissions. Recycle Upcycle is focused on textile upcycling in 2024 – 2025.

Fixing Fashion – 2020- 2021. Climate Challenge Fund

A waste reduction project focusing on textiles and the fast fashion industry. Through the pandemic lockdown the project worked with Inverclyde residents teaching new skills and educating participants and the wider public on how to reduce the carbon emissions. Outputs workshops, public art installations, instructional vlogs, documentary film and art film.

Climate Beacon - 2022

A View from the Moon Exhibition, Climate Gigs and Creative Climate Protests

Work in Progress. 3 Graces public sculpture by Jason Orr looking at the impact of rising temperatures on sea levels in Gourock, Greenock & Port Glasgow. Completion Spring 2025.

Fixing Fashion Documentary [HERE](#) and Greenscreen Inverclyde film [HERE](#)

INVERCLYDE ARTS & CREATIVITY STRATEGY ACTION PLAN 2024 – 2029

Inverclyde Cultural Partnership
c/o Inverclyde Council Cultural Services
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Inverclyde
council



