

Cultural Quarter Questions –investigation of Doncaster

How did you decide which area to designate as a cultural quarter?

Original plans for a Cultural and Civic Quarter hark back to 1950s.

More recently resurrected as part of the Town Masterplan.

Compact town centre. Fuzzy boundaries to CCQ. Focus on Council-owned land and buildings.

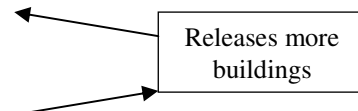
What were your objectives in establishing a cultural quarter?

Diversifying economy – cultural *industries* initiatives (though not based in 'Quarter').

Create tourism/visitor interest. Reduce reliance on drinking culture.

Promote better urban design.

New housing. New performance spaces. New cinema. New swimming pool(!) New Council offices(!)



Has designating the areas a Cultural Quarter had any effect on those cultural institutions outside the designated area?

No. Too early to say.

However, development of 'Frenchgate' Shopping Mall had an immediate detrimental impact on local shops.

Which partners are involved in developing the area?

Muse/AMEC, College, Arts Council, Yorkshire Forward, Temple, PCT, Courts, Police, Landowners in area.

NB: "Competitive Dialogue" tender process means developers invest and put forward plans saying how to finance.

How did you engage local residents in the process of establishing a cultural quarter?

Part of urban renaissance master plan, so consultation included in that. This defined CCQ and scrutinised by Members. NB: "Competitive Dialogue" means developers in competition so this denies public involvement. Consulted thereafter on 'look and feel'.

What have been the successes of the cultural quarter initiatives?

Business and public enthusiasm. Appetite for quality change. Civic pride. Kudos in developer community.

What are the key factors in gaining that success?

Have your visitor numbers increased as a result of establishing a cultural quarter?

No. Too early to measure.

What have been the problems of the cultural quarter initiative?

Finance. Priority/opportunity cost. 'Selling the family silver'.

How were these issues overcome?

Yorkshire Forward had to intervene to bridge funding gap.

If you were to start it again today what would you do differently?

Definition of CCQ would remain the same.

The "competitive dialogue" tendering process was too unfamiliar; only 2nd authority to use this.

Learnt the need to define better and earlier the specification to give to the private sector.