

Banbury Cultural Strategy Alignments – July 2025

	The Mill Arts Centre	Banbury Museum and Gallery	Castle Quay	Peoples Theatre Collective	Banbury BID	Banbury Town Council
PLACE: DESTINATION	<p>Open 7 days a week, daytime and evening.</p> <p>Provides a regular programme of shows and live events alongside creative learning through education classes and workshops.</p> <p>Provides gallery space, café/bar and rooms available for hire and use by tenants.</p> <p>Promotes the development of the Mill as a Dance Hub: USP is drawing audiences in from further afield including Oxford, Milton Keynes, Stratford etc.</p> <p>Key contributor to Canal Festival, explores other festival opportunities, has links to Banbury Town Council town events programme and to Dancin' Oxford Festival.</p>	<p>Open 6 days a week 10.00 - 16.00; Sundays 11.00 – 15.00.</p> <p>The museum shop and Welcome Atrium provide information about things to see in Banbury and the surrounding areas, places to visit and activities to take part in.</p> <p>The Pye Gallery offers special exhibitions and activities that celebrate Banbury's rich history, as well as exhibitions with a national and international focus.</p> <p>Supports the Banbury Historical Society, providing a venue for the winter programme of lectures, technical support</p>	<p>Open 6 days a week 08.30 – 18.00; Sundays 10.30 – 16.30.</p>	<p>Office opens Monday – Thursday, 9.00 – 16.00.</p> <p>Holds regular sessions for young people; provides open access support space for freelance creatives; contributes to Tell Your Story Festival, biannual event.</p> <p>Supports future development of Young People's Cultural Enterprise Centre in Castle Quay from diverse communities in order to develop skills, self-esteem, confidence and experience shared development.</p> <p>Supports training for people engaged in creative work or planning with young people.</p>	<p>Banbury BID is led, on behalf of its Levy payers, by a Board made up of volunteer Directors of the Banbury BID Company. Works to provide a cleaner, greener, safer and more vibrant town centre, collaborating to support businesses and build a connected business community.</p>	<p>Organises an annual programme of events for the public in multiple venues around the town including the Canal Festival; Banbury Music Mix; Banbury Food and Drink Festival; Battle of Britain celebrations; and the Christmas lights switch-on event.</p> <p>Offers the opportunity to use Banbury Town Hall as a venue for cultural events.</p> <p>Works with external partners and stakeholders to provide and/or consult on tourism and marketing materials, such as Banbury Town</p>

	Undertakes continual paid-for marketing and promotion of programmes across digital and traditional channels - which support promoting Banbury as a destination.	and a home for and access to the Rosemarie Higham Library. Supports the Banbury Quays Consortium (BQC), an advocate for a canal centred cultural quarter, and events including the annual Banbury Canal Festival.				Council's recent town guide. Works alongside other Banbury organisations such as The Mill, Banbury Museum, and Castle Quay on certain Banbury events including the Banbury Canal Festival, platforming and supporting our partners and building a collective identity.
PLACE: IDENTITY	Inclusion is at the fore of the organisational Vision, Mission & Values. The Audience Development Plan and Programme Framework identify key deliverables to consolidate brand identity.	The museum's Audience Development Policy ensures the style and content of communication is welcoming and projects an ambitious, dynamic heritage service.		Aims to empower and inspire young people to be dynamic participants in their own lives and that of their communities. Values inclusion and collaboration as an integral part of our process.	Promotes partners and their own town centre events via a number of different platforms, including 'What's On' printed guides for Spring, Summer and Autumn.	Aims to provide a broad range of events and activities which appeal to a wide section of the population of the town and surrounding areas and to visitors. It is building a collective identity with 'tentpole' organisations across the town which aim to

						foster greater cultural platforming and enhancement. E.g. Banbury Canal Festival and Banbury Show.
PLACE: ECONOMY	<p>Active member of BQC.</p> <p>Status as an Arts Council England NPO (National Portfolio Organisation) raises profile of Banbury within key networks.</p> <p>Offers a Sustainable Business Model: >65% of turnover generated as earned income, further contributing to wider economy.</p> <p>The establishment of a permanent Development Manager role within team supports growth in investment / philanthropy in culture.</p> <p>Future developments: a collaborative approach to retaining</p>	<p>Supports the BQC, to develop a cultural quarter stretching from Banbury Railway Station to the Light Cinema, growing the economy and image of historic Banbury for visitors.</p> <p>Actively seeks partnerships to support the growth of Banbury's town centre economy.</p>		<p>Future developments: the training and retention of young</p>	<p>Runs a programme of projects and initiatives to increase footfall to and spend within the town centre, creating experiences for people to enjoy and to give businesses the opportunity to gain more customers.</p>	<p>Banbury Town Council's events programme aims to encourage more use of the town centre and other amenities such as the parks, generating economic benefits for traders.</p>

	talent within creative industries through <ul style="list-style-type: none"> • careers • work experience/ apprenticeship • T-level • volunteering • links to Puy Du Fou opportunity. 			people in the cultural economy.		
PLACE: LIVING WELL	<p>Offers a broad adult education programme supporting creative development and reducing risk of social isolation.</p> <p>Provides regular programme for seniors (Chair Yoga, The Remarkable Dance Company, Ballroom, Creative Café) working with Age UK, Age Friendly Banbury on projects e.g. Banbury Heritage mosaic.</p> <p>Supports schools' outreach projects e.g. CODE (knife crime/county lines)</p>	<p>Offers a programme for seniors to encourage engagement in the community, building friendships, reducing risks from isolation, poor health and mobility. Participants share life experiences, which may be recorded, and engage with a rich cultural programme.</p> <p>Works with partners, such as Age Friendly Banbury, to ensure the museum is accessible and welcoming.</p>	<p>Supports Pop Up art exhibitions and installations. Regular Book club and Culture club meetings.</p> <p>Offers half term workshops with a focus on wellbeing and community.</p>	<p>Offers numerous programmes which address self-identified issues for young people including mental health for young men, safeguarding on line, connecting with nature, violence against young women and healthy relationships.</p> <p>Collaborates with schools, the Community Garden, Connexions support.</p>	<p>Aims to raise awareness of and attract people to cultural and leisure activities with the potential to enrich lives and combat health risks such as loneliness and isolation.</p>	<p>Aims to offer activities and events which are aimed at a wide range of individuals of all ages and ethnicities giving the opportunity for interactions which otherwise may not occur.</p> <p>Offers a wide array of sports facilities and upcoming installations ensuring access across the town to healthy, active lifestyle opportunities.</p> <p>Leases rooms in Banbury Town Hall out to organisations which encourage</p>

		Supports community engagement that enriches lives and promotes good health.				healthier habits and lifestyle guides.
PLACE: FACILITIES	<p>The 237 seat auditorium is the only professional performance space within the Cherwell district.</p> <p>Local tenants & regular hirers include Banbury Community Church, People's Theatre Collective, Pork Shack, Banbury Cross Players</p> <p>Provides loft space at the Mill (6 artist studio workspaces)</p> <p>Future development plans respond to demand for larger theatre & creation spaces.</p>	<p>Provides an attractive town centre venue, open 7 days a week, which is easily accessible.</p> <p>Free to enter and offers a broad range of heritage based cultural activities.</p>	<p>Offers diverse cultural venues on site.</p> <p>Hosts cultural events in open access spaces.</p>	<p>Provides resources for young people to create their own theatre and art in their community venues.</p> <p>Uses non theatre venues to create performances. Develops curriculum development tools for schools. Offers a team of experienced youth art practitioners.</p>		<p>Offers potential for increased use of Banbury Town Hall as a cultural venue; and ensuring better use of all public areas in the town for events.</p>
PEOPLE: CHILDREN & YOUNG PEOPLE	<p>Provides regular high profile Early Years programming (family-wide strategy)</p> <p>Currently developing the schools offer, and delivering work in-</p>	<p>Provides an extensive range of services for children and young people.</p> <p>Provides a popular onsite and offsite programme which</p>	<p>Free inclusive space for soft play; Community Hub for young people under discussion; Ping Pong space.</p>	<p>Works with over 7,000 young people annually in schools, arts venues, festival locations (through Amplify programme) and their community</p>	<p>Involves 10 primary schools in the seasonal town centre trail competitions, with children decorating items to be showcased in BID businesses on the trail.</p>	<p>The events programme is aimed at all sections of the community in age terms, including children and young people.</p>

	<p>school both in Banbury & Bicester.</p> <p>Offers facilities for sharing and showcasing for local organisations; schools, dance schools, People's Theatre Collective (PTC), Stagecoach Banbury Cross Players.</p> <p>Increasing collaboration with PTC to support development of youth offer/theatre groups.</p>	<p>supports the National Curriculum.</p> <p>Low cost and free activities available at weekends and through the school holidays, drawing on stories from the collections, aiming to be both creative and fun.</p>	<p>Currently formalising communications with schools and FE college.</p>	<p>venues on a weekly basis.</p> <p>Supports young people, as part of Young Theatre makers; research and development; and to write their own plays.</p> <p>Future plans include collaboration with The Mill to put our young theatre company at the centre of our contribution to the Cultural Strategy, with them and other young people as dynamic participants.</p>	<p>Holds lantern making workshops in local primary schools and Castle Quay in the run-up to the annual Winter Lantern Parade.</p> <p>Promoted participation in the 2025 Summer Fest Parade activities by North Oxfordshire Academy's samba band and pupils from the Joanne Mills School of Dance.</p>	<p>Provides a variety of children's play areas and facilities across the town, with frequent and consistent expansion and enhancement of these.</p>
PEOPLE: INCLUSION	<p>Strategic focus on dance as a successful audience development tool (non-verbal, universal language).</p> <p>Supported Artist scheme places artists working with community groups including young carers and new mothers.</p>	<p>Offers a programme and activities for all ages, from pre-school to families, schools, special interest groups and seniors.</p> <p>Offers a social, multi-generational space with the opportunity to meet others and</p>	<p>Offers a Community Hub space, Book Nook, participates in the Warm Space Network and Chatty Café.</p> <p>Changing spaces facility</p> <p>Baby Feeding space</p> <p>Potential reflection / quiet space.</p>	<p>Offers access support to all young people, in a range of different communities and venues across Banbury, including Let's Play and the Mosque.</p> <p>Our Theatre group cites the inclusive nature of the work as being a crucial</p>	<p>Organises free-to-access events for the local community, including dog walks, Summer Fest Parade, Winter Lantern Parade, and a three-day Winter Market. The August Car Show is delivered in partnership with Banbury Car & Bike Meet. The popular arts projects at Banbury Railway Station, grant</p>	<p>The Town Council's recently established events committee will explore how the Council can further enhance inclusion, diversity and accessibility.</p> <p>Works to offer activities and events which are</p>

	<p>Community Connections Fund – subsidises access to the Mill programmes for groups from Brighter Futures areas, with plan to roll it out to CDC You Move cardholders.</p> <p>Inclusive youth dance programme launching for disabled and non-disabled young people.</p>	<p>be creative in building an appreciation of Banbury as a special place.</p> <p>Revises the Museum’s Audience Development Policy annually, to review and manage audience engagement in Banbury and beyond.</p>		<p>motivator for participation.</p> <p>Developing new ways of producing theatre to adapt to cognitive disability.</p>	<p>funded by Chiltern Railways, garnered participation from artists, residents, businesses and community groups.</p>	<p>aimed at a wide range of individuals of all ages and ethnicities, giving the opportunity for interactions which otherwise may not occur.</p> <p>Access to events for all ethnicities, ages and for otherwise disadvantaged groups is always a principal consideration.</p>
PEOPLE: ENGAGEMENT	<p>Currently establishing Mill focus groups, Dance Advisory Group and young programmers’ group with PTC to ensure effective feedback loop informs programme development.</p> <p>Offers Out of The Mill programme and Community-led learning – outreach activity.</p>	<p>Consults with audiences, encouraging feedback used to design future programmes.</p>	<p>Offers half term workshops with a focus on wellbeing and community.</p>	<p>Sessions take the lead from young people in terms of content and product.</p> <p>Co-creates work with young people and empowers them to create their own theatre and art on their terms.</p> <p>CORE group brings young people together from across the organisation to develop the Young People’s Standing Orders and looks at</p>	<p>Engages with its Levy payers (approximately 390) via in-person visits, business-to- business networking events, e-newsletters and social media platforms.</p>	<p>Collection and analysis of feedback at events, on social media and other platforms of communication to better understand and improve engagement in as many areas as possible.</p> <p>Frequent changes and trials in event promotion, organisation and coverage, based</p>

				<p>all aspects of the company.</p> <p>Supports cohort of freelance creatives who contribute to the value base and direction of the company through regular sharing sessions.</p>		<p>on changing trends and audience research / feedback.</p>
PARTNERSHIPS: COLLABORATIVE	<p>Key delivery partners:</p> <ul style="list-style-type: none"> Arts Council England local authorities People's Theatre Collective, Dancin' Oxford, BQC (and constituent members), Puy Du Fou, Banbury Town Council, Age Friendly Banbury, Abingdon & Witney College Rural Touring Dance Initiative (The Place, London), House Theatre Network. 	<p>Supports the BQC.</p> <p>Works with local partners, such as AGE UK, to extend the reach and accessibility of its services.</p> <p>Works with Arts Council England and museums across the UK, to raise standards and bring exceptional exhibitions home to Banbury, for the benefit of our communities.</p> <p>Works with the Mill, recognising a key local partner.</p>	<p>Fundraising activity continues for The Sunshine Centre.</p> <p>Supports town cultural events with space and sponsorship.</p> <p>'Made in Banbury' artisan products are offered in Lock 29.</p>	<p>Partners with the Mill, as well as other organisations across Banbury.</p> <p>Works collaboratively with a range of arts groups for young people and schools for the Tell your story Festival.</p> <p>Works with freelance creatives in our ambition for young people.</p>	<p>Key delivery partners to:</p> <ul style="list-style-type: none"> Banbury Town Council Cherwell District Council Savills (Castle Quay Management) The Mill Arts Centre Banbury Museum & Gallery Chiltern Railways Banbury Car & Bike Meet Cherwell Crime Partnership 	<p>Continues to support the Banbury Quays Consortium in its aim to promote and develop the Banbury's canalside cultural quarter.</p> <p>Works closely with many agencies to ensure the smooth operation of Banbury Canal Festival in particular but also many other of the Town Council's events.</p>