

‘Cultural strategies, compacts and futures: The role of local government in connecting culture with place, health and the environment’

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1.45-2.15

DOI: <https://doi.org/10.5258/SOTON/PI122>

Research context and question

- The Local Government *Cultural strategy in a box* report outlines how ‘many local councils have sought to maximise the role of culture in their approaches to place, economy and society’ and that cultural strategies have been produced to ‘coordinate their approach and develop a shared vision with residents and cultural partners’ (2020: 4).
- How are local government authorities in England aligning culture with place, health and the environment through cultural strategies and compacts?

Research design

Stage	Focus	Method
1	Finding strategies and compacts	Secondary data analysis (SDA) of publicly accessible local authority websites in England to identify and archive cultural strategy and cultural compact documents.
2	Finding place, health and the environment in strategies and compacts	Ethnographic content analysis (ECA) of the strategies and compacts identified and archived in stage 1 to identify and contextualise how 'place', 'health' and 'environment' are included. These areas of focus contextualised by noting the other recurring references
3	Reflections and exchanges on strategies and compacts	Knowledge exchange ½ day workshop to examine findings and (1) engage with insights and expertise of participants, (2) co-create priorities for the policy brief developed in stage 4
4	Policy recommendations on the role of cultural strategies and compacts	Policy brief

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3	Reflections and exchanges on strategies and compacts * Compacts to follow	Knowledge exchange 1/2 day workshop to discuss emerging findings: (1) engage with insights and expertise of participants, (2) co-create priorities for the policy brief developed in stage 4
4	Policy recommendations on the role of cultural strategies and compacts	Policy brief



What this research design and analysis enables (and doesn't)

Looking at the overall picture, the strategies of places differ in local content and priorities but there are no big changes in overall trends between those adopted a decade ago and newly-developed ones.

Key Cities (2023) Culture and Place in Britain, p. 62

This research as way to:

- examine content and priorities in more detail
- further reflect on trends concerning these priorities
- critically discuss how effectively strategies have and will engage with priorities

What this research design and analysis enables (and doesn't)

- Insight into trends and patterns across a dataset of 147 cultural strategies.
- Shaped and nuanced (as with all research) by the interpretation of the coders.
- Limitations and gaps: around 185 strategies that could not be found.
- Challenges with locating, accessing and positioning some strategies.
 - 23 out of 147 don't have a publication year
 - 31 out of 147 do not include what years the strategy covers
 - 125 of 147 strategies do not list consultants or authors
 - Some websites or council documents list having a cultural strategy, but the actual document cannot be located (i.e. North Hertfordshire)
 - In one case the strategy document was made 'public' but is located behind password protection

Stage I: Research Process

- Searched December 2022/January 2023 for Cultural Strategies from all 332 councils in England * :
 - 36 Metropolitan Districts
 - 32 London Boroughs plus the City of London
 - 58 Unitary Authorities plus the Isles of Scilly
 - 24 County Councils
 - 181 District Councils
- Searched 'cultural strategy + council name' on Google and 'cultural strategy' individual council websites: Yes, Can't Find, and Not Yet

*List of Councils in England (2021)

Stage I: Findings

	Yes	Can't Find	Not Yet
Metropolitan Districts	25	10	1
London Boroughs	23	8	2
Unitary Authority	37	18	4
County Councils	13	11	1
District Councils	55	114	10
GRAND TOTAL	152	162	18

Joint Name:	Councils Involved
Greater Manchester	Bolton; Bury; Manchester; Oldham; Rochdale; Salford; Stockport; Tameside; Trafford; Wigan
	East Lindsey; Boston Borough
Cambridge sub-region	Fenland; East Cambridgeshire; Cambridge City; South Cambridgeshire; Huntingdon; Cambridgeshire County
	Copeland; Allerdale; West Cumbria
Kent Thameside	Gravesham; Dartford
	Adur; Worthing

- A total of 147 strategies were found
- Some cultural strategies are joint strategies between councils (i.e Adur and Worthing Joint Strategy)
 - If there is a joint strategy, this does not mean the council does not have its own individual strategies (i.e. Oldham and Tameside have individual strategies, that may be outdated, even though they are in the joint Greater Manchester Strategy).
- Each strategy is the most recent we can find

Stage I: Findings

How are cultural strategies described?

Type of Document	Quantity of Documents
Unknown	2
Arts and Cultural Strategy	7
Arts, Culture, and Creative Industries Strategy	1
Creative and Cultural Strategy	7
Creative and Digital Industries Strategy	1
Creative Framework	1
Creative Framework	1
Creative Manifesto	1
Cultural Ambition	1
Cultural and Creative Industries Strategy	1
Cultural Framework	8
Cultural Heritage Strategy	4
Cultural Plan	2
Cultural Strategy	90
Cultural Vision	4
Culture and Heritage Strategy	1
Culture Plan	1
Culture, Creativity, and Place Strategy	1
Culture, Heritage, and Tourism Strategy	1
Executive Summary	4
Framework	1
Leisure and Cultural Policy	1
Leisure and Cultural Strategy	5
Library and Cultural Services Strategy	1

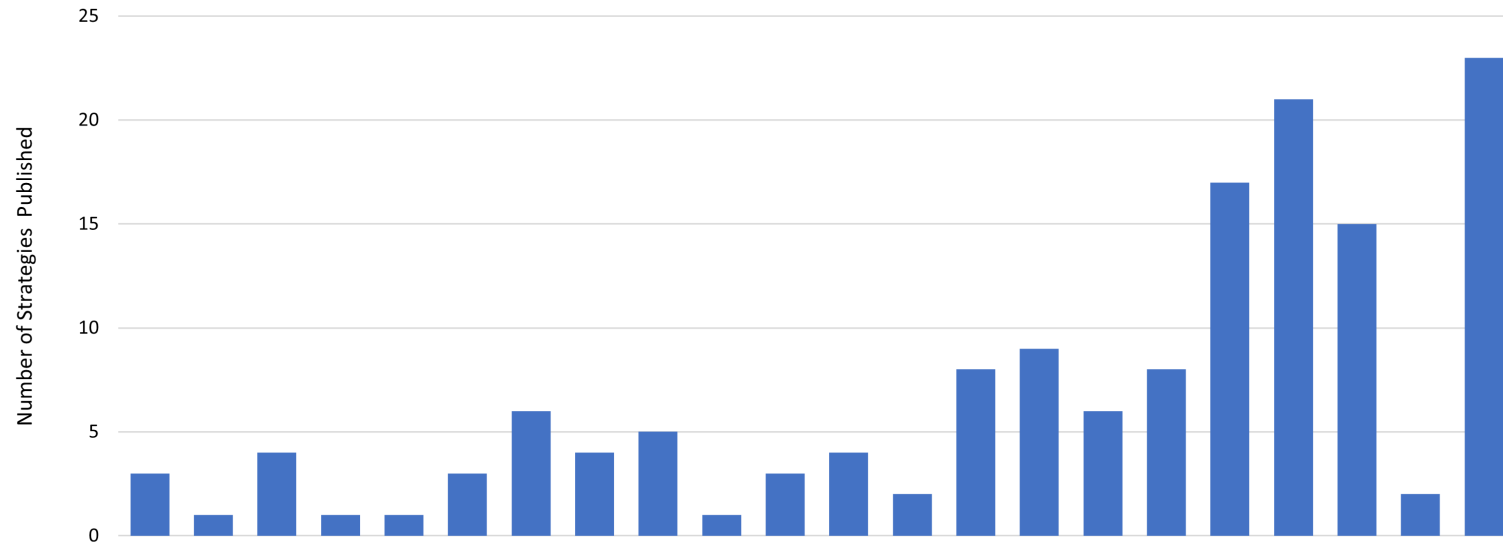
Stage I: Findings

How are strategies framed in relation culture and related terms?

Framing of Document (culture; culture and leisure etc)	Quantity of Documents
Arts and Culture	7
Arts, Culture, and Creative Industries	1
Creative and Cultural	7
Creative and Digital	1
Creative	4
Cultural and Creative Industries	1
Cultural Heritage	4
Cultural/Culture	111
Culture and Heritage	1
Culture, Creativity, and Place	1
Culture, Heritage, and Tourism	1
Leisure and Cultural	6
Library and Cultural Services	1
Libraries, Culture, Museums, and Archives	1

Stage I: Findings

Quantity of Cultural Strategies Published per Year



% of Total Strategies	2.0%	0.7%	2.7%	0.7%	0.7%	2.0%	4.1%	2.7%	3.4%	0.7%	2.0%	2.7%	1.4%	5.4%	6.1%	4.1%	5.4%	11.6%	14.3%	10.2%	1.4%	15.6%
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- 23 strategies did not have publication years (15.6%), more than any publication year
- 2019-2022 account for 36.7% of all strategies
- None published in 2007
- Strategies cover between two and twenty years (i.e. 2014-2016).
- Most frequently, strategies cover five-year periods (40 strategies)
- Some strategies do not indicate the years covered
- Difficult to discern is new or updated.

Stage I: Findings

Council	Council Type	Both Cultural Strategy and Cultural Compact Found?	Strategy Year Published	Compact Year Published
Birmingham City Council	Metropolitan District	Yes	2016	2020
Coventry City Council	Metropolitan District	Yes	2022	2021
Cumbria County Council	County Council	Yes	2020	2019
Exeter City Council	District Council	Yes	2019	2020
Herefordshire Council	Unitary Authority	Yes	2019	2021
Lancaster City Council	District Council	Yes, for Morecambe Bay	2011	
Liverpool City Council	Metropolitan District	Yes	2021	2021
Medway Council	Unitary Authority	Yes	2020	
Newcastle Upon Tyne City Council	Metropolitan District	Yes	2022	2022
Sheffield City Council	Metropolitan District	Yes	2021	2019
Shropshire Council	Unitary Authority	Yes	2021	
Southwark Borough	London Borough	Yes	2017	
Sunderland City Council	Metropolitan District	Yes	2014	
Tunbridge Wells Borough Council	District Council	Yes		2018
Wakefield Council	Metropolitan District	Yes	2020	2022
Warwick District Council	District Council	Yes	2020	2021

In most cases suggests a concentrated (coordinated?) relationship between strategies and compacts.

References to future plans for compacts, e.g., Basingstoke and Deane (2023) Cultural Framework

Observations: Stage I

- Changing contexts, e.g., council boundaries.
- Accessibility challenges, e.g., finding and contextualizing strategies.
- More strategies have been published in last 6 years, but difficult to trace versions and relationships between strategies so can seem to exist in isolation and vacuums of time.
 - What is the relationship between different versions of strategies?
 - How are aims and activities evaluated from one strategy to the next?
- How will cultural strategies and compacts align with different life spans and cycles?

Stage 2: Research Process

- Ethnographic content analysis (ECA) conducted on the cultural strategies to explore themes and patterns.
- A mixture of quantitative (frequencies) and qualitative (themes).
- Focus on the **indigenous content** in the strategies.
- ‘Place’, ‘health’ and ‘environment’ were established as coding categories from the funding call and research question but also as current priorities in literature and sector policy.
- Sub-codes within the three categories to engage more fully with the different meanings and uses associated with each category (e.g., Environment: Climate Change).
- Extend beyond focus categories (‘place’, ‘health’ and ‘environment’) to examine other identified priorities: economy, access, education.

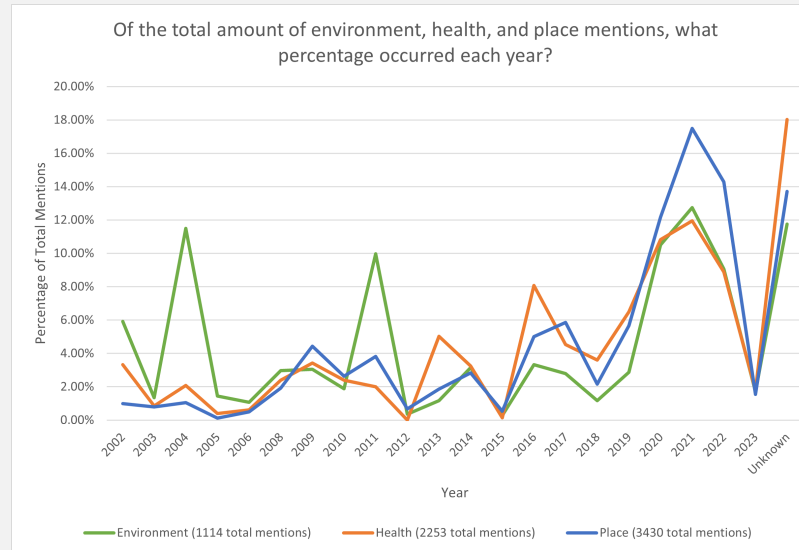
Stage 2: Research Process

- These codes then tested via:
 - Most place mentions: North Yorkshire County Council
 - Most health mentions: Wigan Borough Council
 - Most environment mentions: Dover District Council
 - Least mentions of place, health, and environment total: Newham Borough
 - Most mentions of place, health, and environment total: North Yorkshire County Council
 - Earliest published: tie between Harborough District Council, Windsor and Maidenhead Borough Council, and Three Rivers District Council
 - Latest year covered: Newham Borough (published in 2021, covers 2022-2037).

Stage 2: Findings

- Document and Sector

- Frequencies



	Basildon_Leisure_and_Cultural_Policy_2...
	Basingstoke and Dean _Cultural Framewo...
	Bath and North East Somerset culture_str...
	Birmingham Cultural Strategy 2015 v 912...
	Boston and East Lindsey Cultural_Strateg...
	Bracknell forest Life is for Living.pdf
	Bradford City Cultural Strategy.pdf
	Brent Cultural Strategy for 2010 - 15.pdf
	Brighton and Hove_Cultural_Strategy.pdf
	Bristol City of Openness, Imagination and...

- Themes

“Environment – working in partnership with the West Cumbria green tech sector to adopt innovation-thinking practices – and identify sustainable, environmentally appropriate solutions for cultural delivery in West Cumbria.” – Allerdale and Copeland, 2022

Stage 2: Findings (Document)

Start with findings on exploring cultural strategies as a specific type of “document” - insights into how they are produced and their characteristics

DOCUMENT	
Production	Who was involved in producing (e.g., preparing, writing, publishing) the strategy (e.g., councils, cultural trusts, consultants) and the commissioning context (e.g., council)
Consultation	Processes by which stakeholders, communities, citizens were engaged in the process
Policy	References to Policy (e.g., levelling up)
Evidence	References to the research undertaken to generate evidence (inc. Data) and inform decision-making
Purposes	How the strategy will be put to use (e.g. for funding and investment; linking to other strategies)
Partnerships	Partners in the delivery of the strategy

Stage 2: Findings (Document)

- Vary in **length** (Wokingham is 10 pages; Bath and North East Somerset is 52 pages; Isles of Scilly heritage and culture is 80 pages)
- **Visual** documents with images of place (not always credited) and graphs and visualisations
- Many of the elements from the resources referenced in the introduction (ACE; LGA) are included (note, some strategies published before these resources). That said, there is not a consistently used **structure**, set of headings, etc.

Stage 2: Findings (Document)

- Strategies generally open with an overview of **purposes** (why and what?)
- Variety of **evidence and data** sources and datasets – bespoke surveys and consultation for the strategy. Some insight into data capacities.
- **Consultation** methods are detailed to varying degrees (appendices employed to provide the most detail).
- Alignment and overlap with **policy**. To what extent can and *should* strategies align to policy? Which and what are the ideal time periods for this?
For example, between ACE (2013) *Great Art and Culture for Everyone 2010-2020* and ACE (2020) *Let's Create 2020-30*.



Stage 2: Findings (Document)

A range of authors and **consultants** and associated organisations are mentioned:

- BOP Consulting
- Colliers International UK
- CounterCulture
- Creative Consultancy
- The Intelligence Agency
- Culture Chelmsford
- CT Consults
- Curated Place
- Dallas-Pierce-Quintero
- FEI
- Flow Associates
- GJG Consultancy
- Heritage Conservation Group
- Ign!te
- Newcastle Creates
- Penton Creative
- Publica
- Shared Intelligence
- The Cultural Partnership
- The Island Collection
- Torbay Culture
- Wafer Hadley
- Wonder Associates

Stage 2: Findings (Sector)

References to the cultural **sector** explore networks, leadership, governance, and connectivity.

- “Create resilient, effective and inclusive cultural leadership”
– Peterborough, 2015
- “Collaboration and knowledge sharing underpin the way the cultural sector operates at its best, with Ignite an exemplar. Working together across sectors, within and beyond Chelmsford, fosters excellence in cultural and creative activity.” – Chelmsford, 2023

Observations: Document and Sector

- Emerging recommendation to emphasize issues around access, authorship, archiving and continuity.

(Connects with some of the earlier mentioned practical points and suggestions from ACE and LGA resources).

Resources

What Works – Cultural Strategy Content Checklist

Based on a review of Cultural Strategies and consultation with Local Authority and Arts Council England officers the following aspects have been identified as contributing to an effective cultural strategy. All of them should be tailored to suit the needs of the place and organisation(s) that the strategy is for. Many of these elements are linked and some may only need to be referenced very briefly within the written strategy content.

Strongly Recommended Recommended



Future vision and goals	
An overarching vision, ambition or big idea that the strategy will deliver	<input type="checkbox"/>
The goals/priorities/objectives of the strategy	<input type="checkbox"/>
How the strategy and the goals/priorities/objectives link to the wider strategic context and area goals (economic, health, education, social etc)	<input type="checkbox"/>
The underpinning principles or values for the strategy and the achievement of the vision	<input type="checkbox"/>

About the strategy itself

What the purpose of the strategy is and what it aims to do	<input type="checkbox"/>
The timescale that the strategy covers e.g. 5-year strategy	<input type="checkbox"/>
Who the strategy is for e.g. cultural organisations/partnership(s), creative industries/artists, local authority, business sector/ economic/ health/ education/ community organisations and partnerships, the public, and any specific sectors or audiences within that	<input type="checkbox"/>
The definition of culture/what is and isn't included in the strategy scope e.g. arts, and its various disciplines, festivals and events, museums, libraries, heritage, parks and open spaces, tourism/visitor attractions etc.	<input type="checkbox"/>
Summary of how the strategy vision and priorities have been developed i.e. who has contributed, the consultation and discussion process/any research commissioned or that has been used to inform the strategy	<input type="checkbox"/>

The context for cultural provision and advocacy for culture

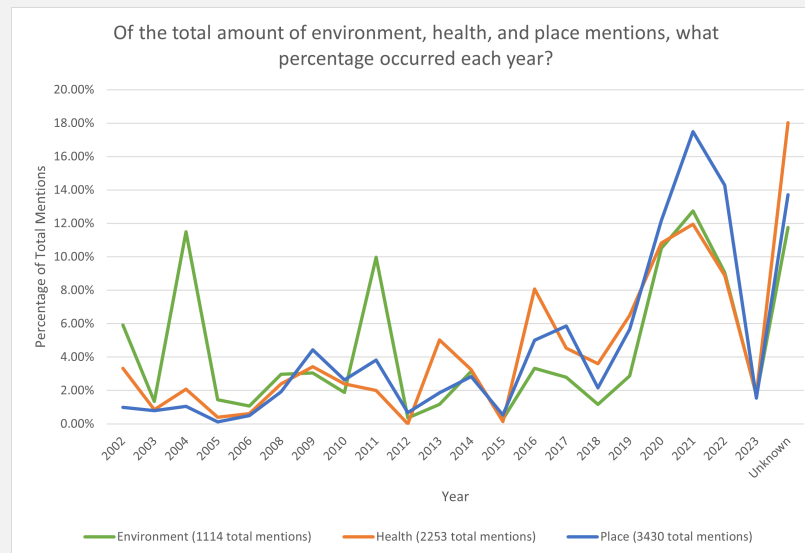
General place/community description and identification of the relevant area and local context	<input type="checkbox"/>
Known planned capital investment/projects that present opportunities for culture e.g. housing or town centre developments, area regeneration projects, major travel infrastructure upgrades.	<input type="checkbox"/>



The flowchart illustrates the process of developing a cultural strategy, consisting of ten sequential steps: 1. WHY A CULTURAL STRATEGY, 2. THE PARTNERSHIP APPROACH, 3. BRIEF DEVELOPMENT AND COMMISSIONING, 4. BASELINE ASSET MAPPING AND LITERATURE REVIEW, 5. CONSULTATION AND ENGAGEMENT, 6. BENCHMARKING, 7. PRIORITISATION, MISSION AND VISION DEVELOPMENT, 8. ACTION PLAN DEVELOPMENT, 9. LAUNCH AND ROLL OUT, and 10. REVIEW. The steps are connected by downward arrows. To the right of the flowchart is a small image of a city skyline at night with the text 'Cultural strategy in a box' and the ACE logo.

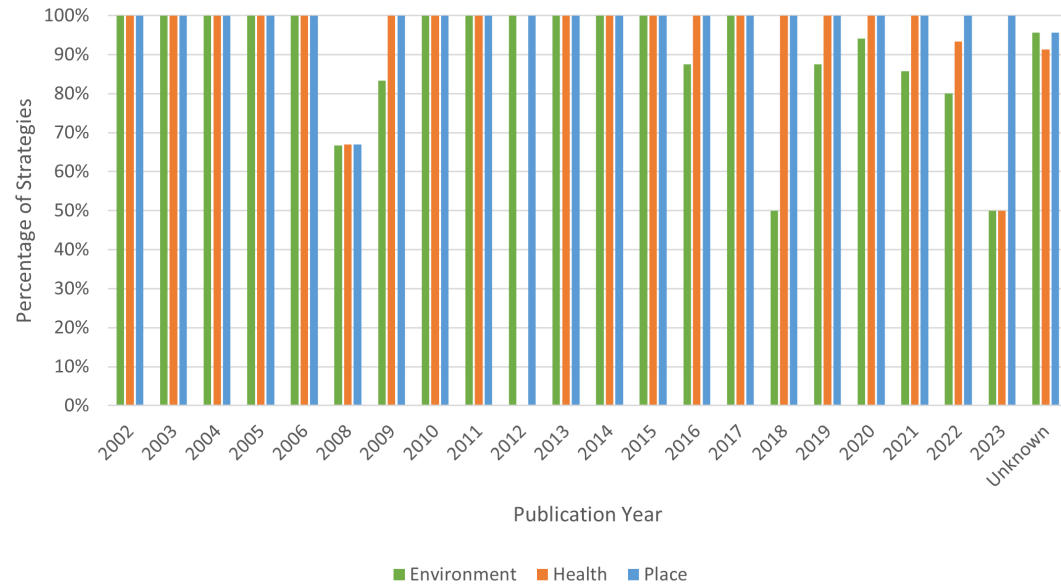
Stage 2: Findings (Frequencies)

This project examines how local authorities in England are aligning culture with **place, health and the environment** through cultural strategies.

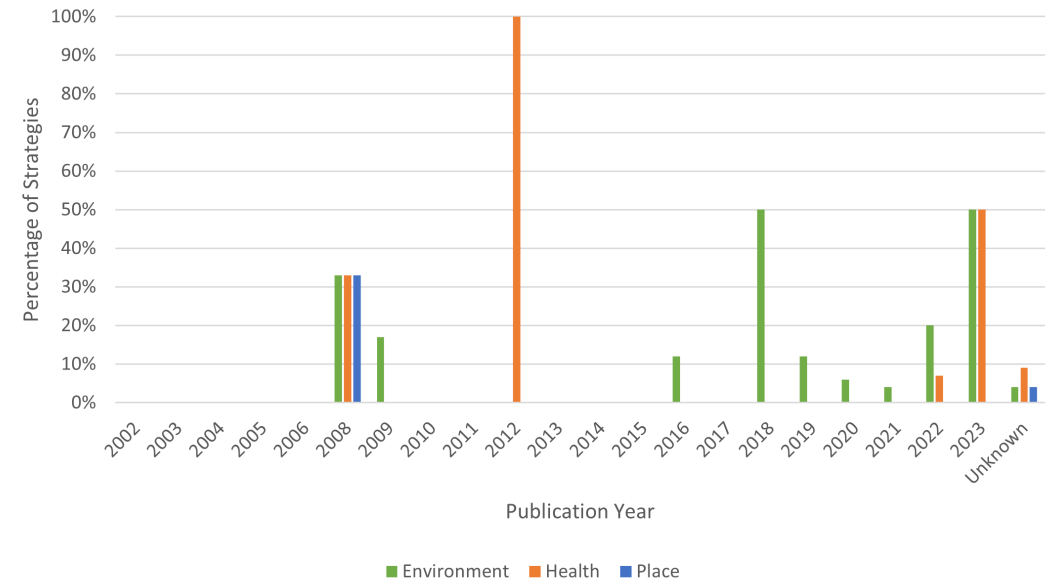


Stage 2: Findings (Frequencies)

What percentage of strategies published each year mention environment, health, and place?



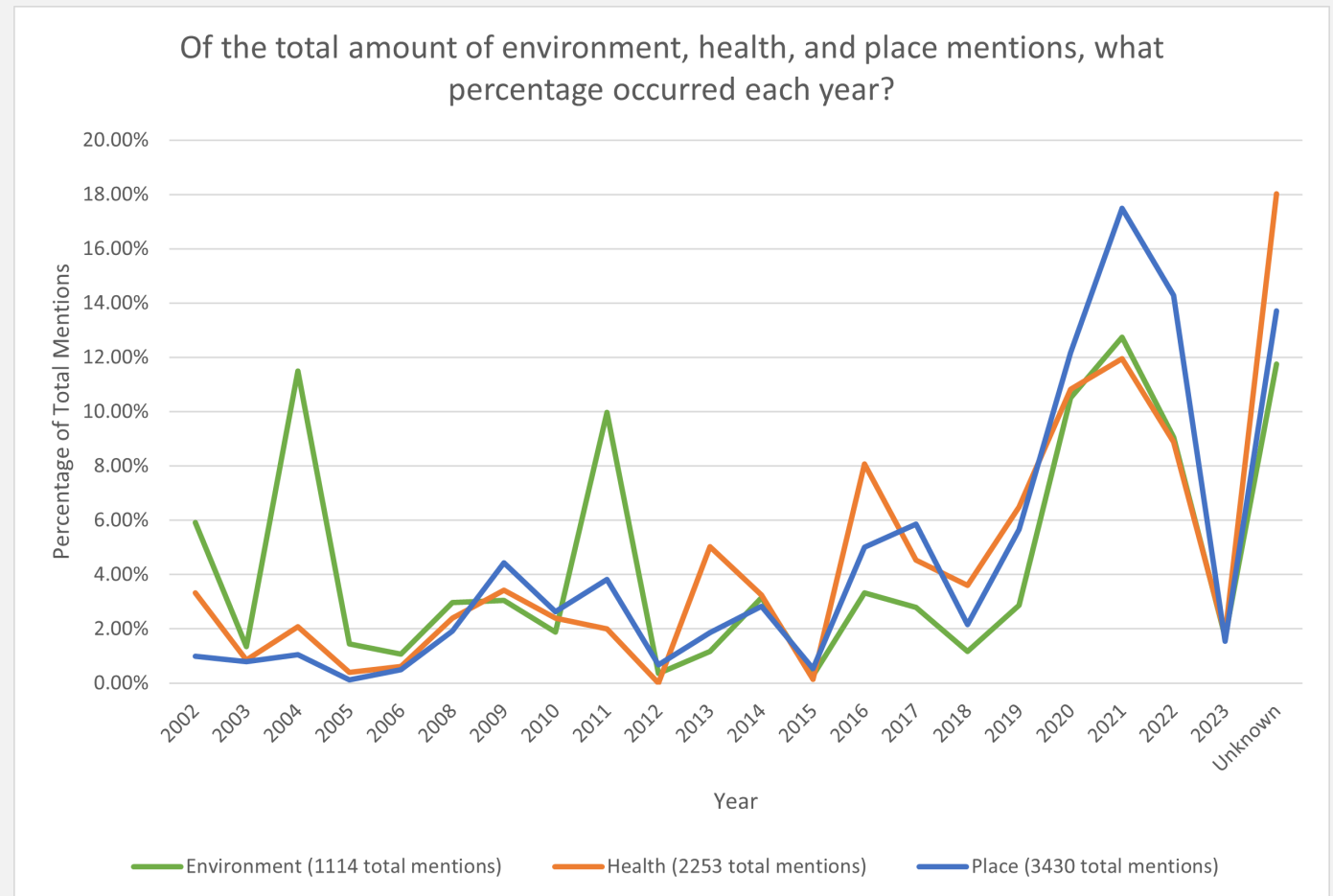
What percentage of strategies published each year did NOT mention environment, health, and place?



- Reminder that 2019-2022 have 36.7% of the total strategies published

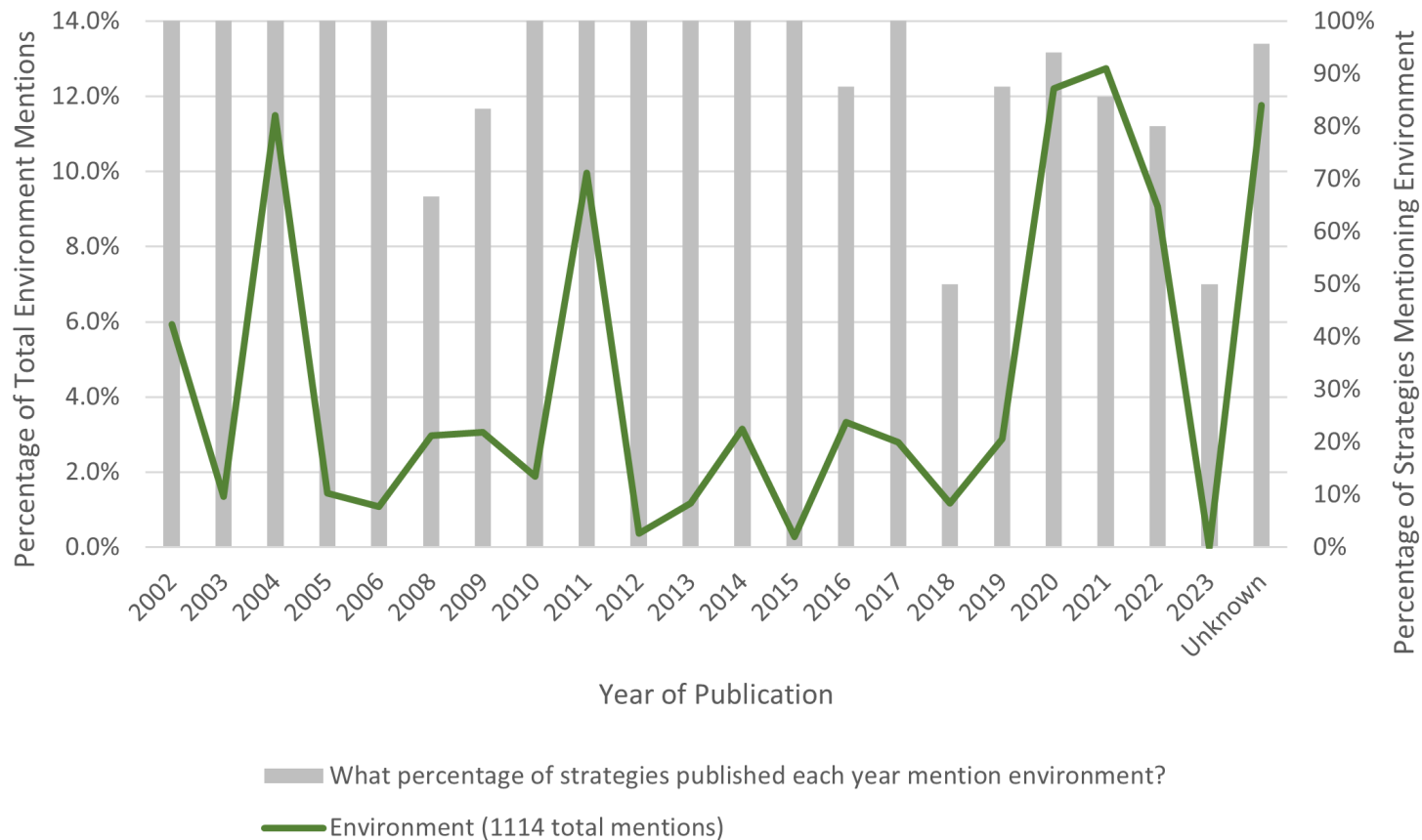
Stage 2: Findings (Frequencies)

- The graph shows the percentage of mentions per year of the total number of mention for Environment, Health, and Place.
- Provides a comparison of frequency of mentions across all years.



Stage 2: Findings (Frequencies)

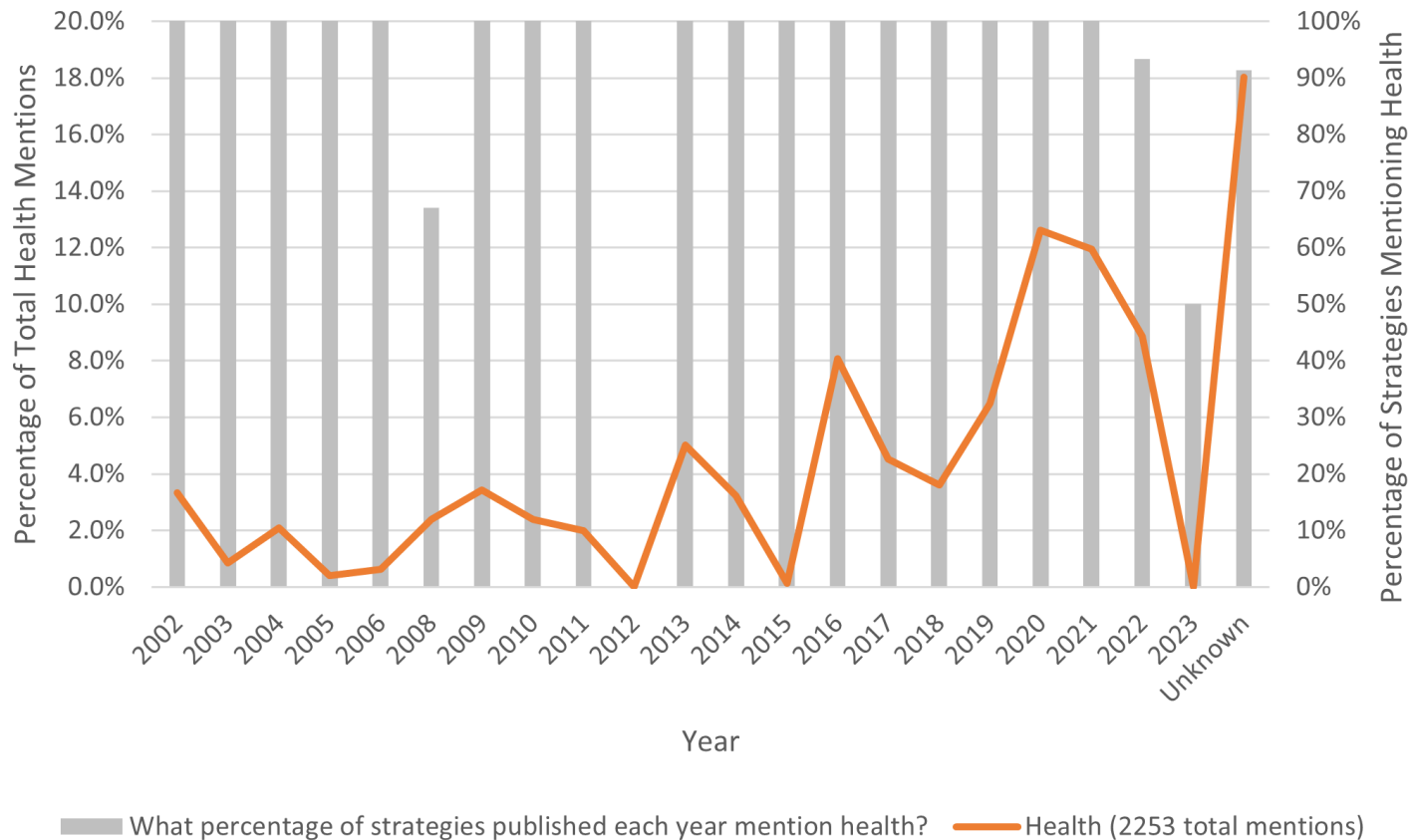
Frequency of Environment Mentions per Year



- For example, 100% of the 4 strategies published in 2004 mention 'environment'. These comprise 11.5% of the total environment mentions across all 147 strategies.
- Conversely, 94% of the 17 strategies published in 2020 mention 'environment'. These represent 12.2% of the total environment mentions across all 147 strategies.

Stage 2: Findings (Frequencies)

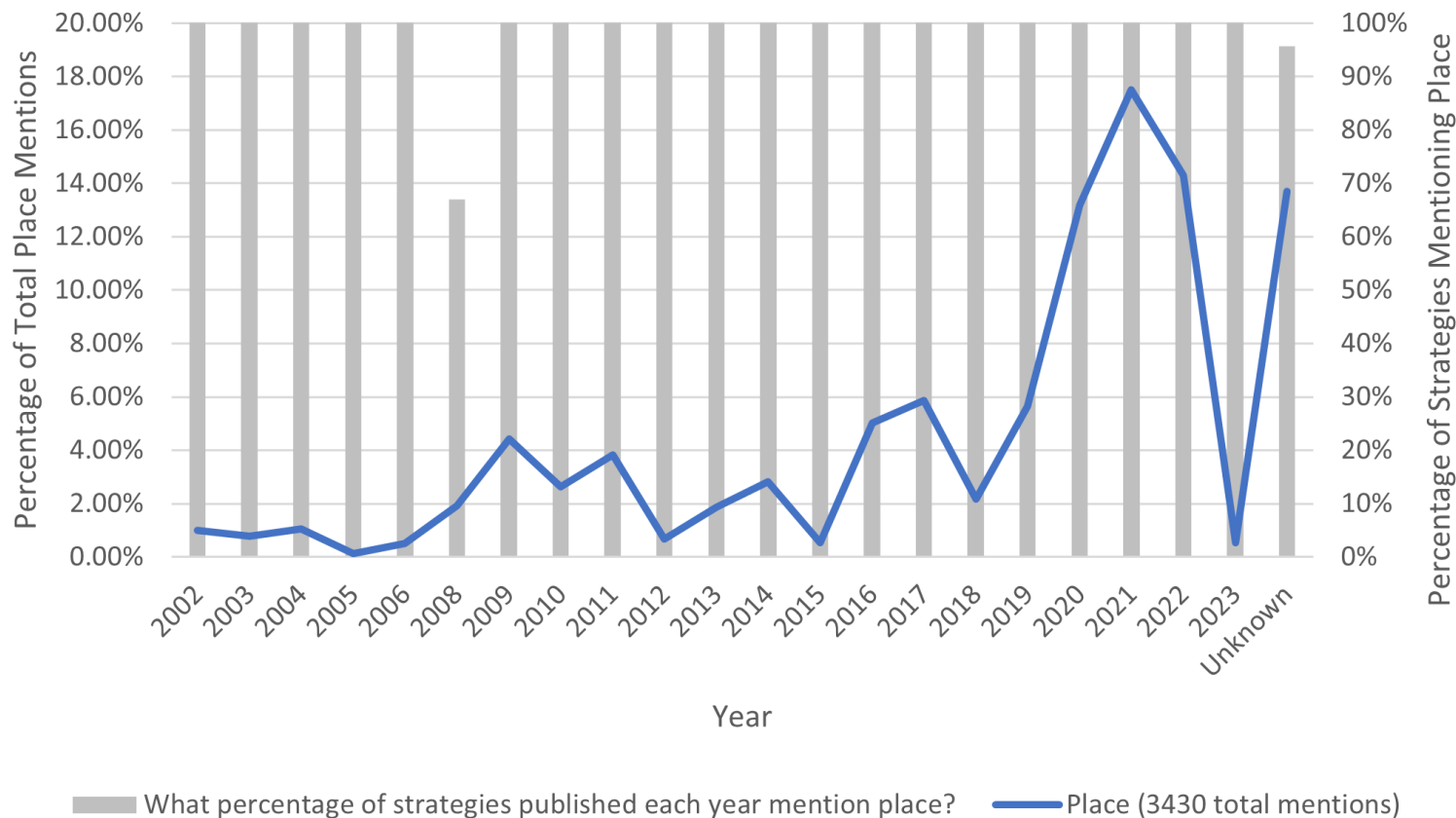
Frequency of Health Mentions per Year



- 91% of the 23 strategies with unknown publication years account for 18% of the total mentions of Health, higher than any other year.
- Comparatively, 100% of the 17 strategies in 2020, mention health. This accounts for 11.9% of total Health mentions – the second highest count.

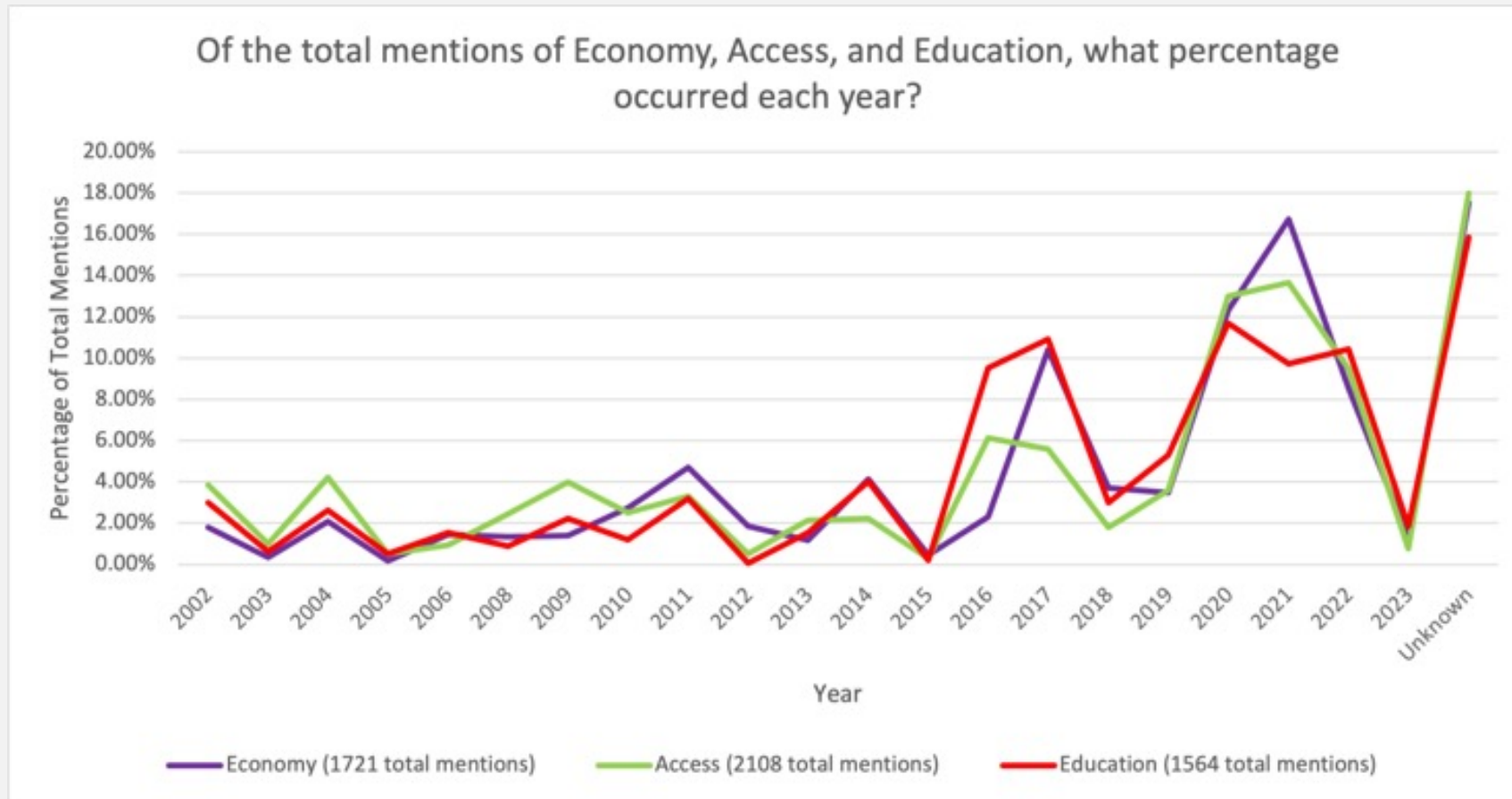
Stage 2: Findings (Frequencies)

Frequency of Place Mentions per Year

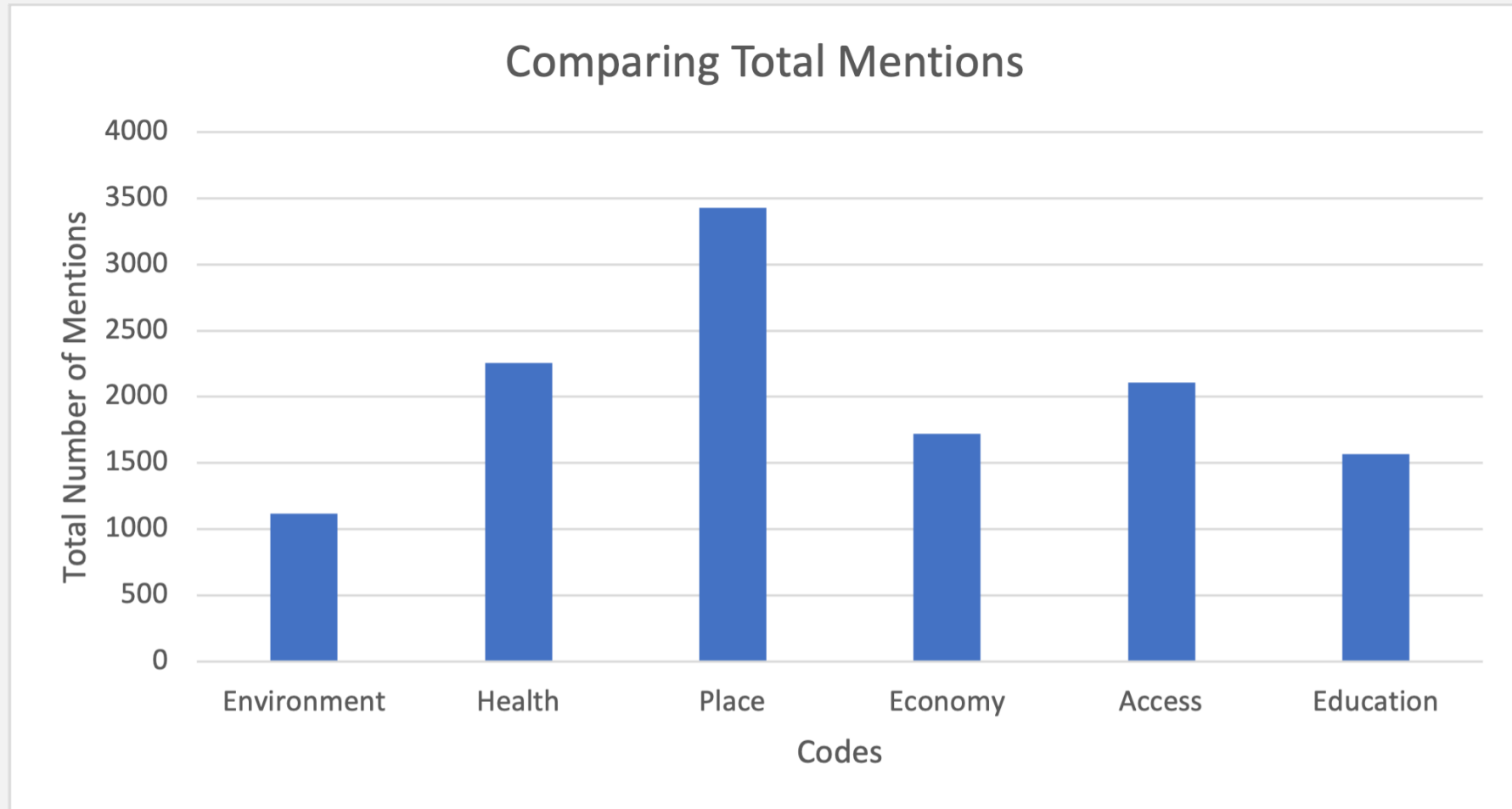


- Strategies from 2020-2022 account for a total of 44.96% of total mentions of place.
- This shows place increasingly mentioned in relation to the quantity of strategies published.
- Earlier years featured fewer mentions of place, despite fewer publications.

Stage 2: Findings (Frequencies)



Stage 2: Findings (Frequencies)



Observations: Frequencies

- Frequencies as a starting point for considering how cultural strategy priorities and themes are talked about over time.
- At one level, more strategies = more mentions.
- At another level, looking for patterns not just *frequency*. *How* is a priority or theme mentioned? For example, how does the way in environment is mentioned change over time and how does that correlate (or not) with wider debates?
- What does this say about the efficacy of including environment in a strategy 20 years ago and the action and impact that follows? Likewise, what impact will the mentions of environment have how in 20 years time?

Stage 2: Findings (Themes)

Quotes from the coding to explore some of the themes and provide prompts in the workshop:

- Environment
- Health
- Place
- Economy
- Access
- Education

For now, a quick orientation ...

ENVIRONMENT

Sustainability

Explicit references to sustainability as related to the environment

Climate

Explicit reference to climate emergency, crisis, change

Spaces

Parks, green spaces, etc

Community

References to communities and environment

Stewardship/
Resources

Wildlife conservation, tree planting, environmental education, caring for natural spaces; infrastructure; biodiversity

Stage 2: Findings (Themes) Environment: Sustainability

General statements on inspiring action

- “Artists of every kind will lead, influence, advocate, and inform policy to create change for sustainable living.” – Newcastle, 2022

Behavioural change and specific ways of pursuing cultural activities and programming

- “Encourage sustainable food production and consumption by local residents • Support ‘grow your own’ initiatives and allotments” – Bracknell Forest, 2008

Developing skills

- “Sustainability matters for Chelmsford, with its natural landscapes and growth ambitions. Delivery of the Strategy respects and connects with landscaped and wild spaces and protects the natural world through training and developing the creative sector to be exemplary in ecological sustainability. Create and co-deliver to develop their creative skills.” – Chelmsford, 2023

Stage 2: Findings (Themes) Environment: Climate

The role of culture

- “Culture has a vital role to play in connecting people to the natural environment and leading the way in addressing issues of climate change and environmental sustainability.” – Colchester, 2022

From change to emergency

- “The Strategy recognises the need to respond positively to the challenges and opportunities that may arise through climate change.” - Woking, 2004
- “We will be a city of culture with green credentials, using culture and creativity to tackle the climate emergency.” – Plymouth, 2021

Specific steps

- “The cultural sector will reduce its carbon footprint in Dorset, help change public behaviour to reduce environmental impact (both locally and globally) and support communities to develop sustainable and regenerative responses to the climate and ecological emergency.” – Dorset, 2021

Stage 2: Findings (Themes) Environment: Spaces

Highlighting green assets

- “Littlehampton could make more of its waterfront assets by developing, managing and promoting the waterfront as a destination and by investing more in the gardens and promenade, which are tired.” – Arun, 2013

Accessibility of green spaces

- “Open up more opportunities in parks and open spaces for local community events” – Barnet, 2018

Intricately linking environment into programming and activities

- “Support outdoor programmes to grow and actively encourage sponsorship and participation from neighbouring commercial partners” – City of London, 2022

Stage 2: Findings (Themes)

Environment: Stewardship/Resources

- “Encourage engagement in and enjoyment of the river and canal through active leisure and volunteering for conservation projects” – Bath and North East Somerset, 2011

HEALTH

Wellbeing

Explicit references to well-being

Social
Prescribing

Medical professionals prescribing cultural activities, etc.

Community

Mental health and togetherness

Stage 2: Findings (Themes) Health: Wellbeing

Positive Impact

- “Cultural services are key to health improvement and central to the promotion of a healthy lifestyle. This is not only physical health but also mental health and wellbeing”
- Three Rivers, 2002

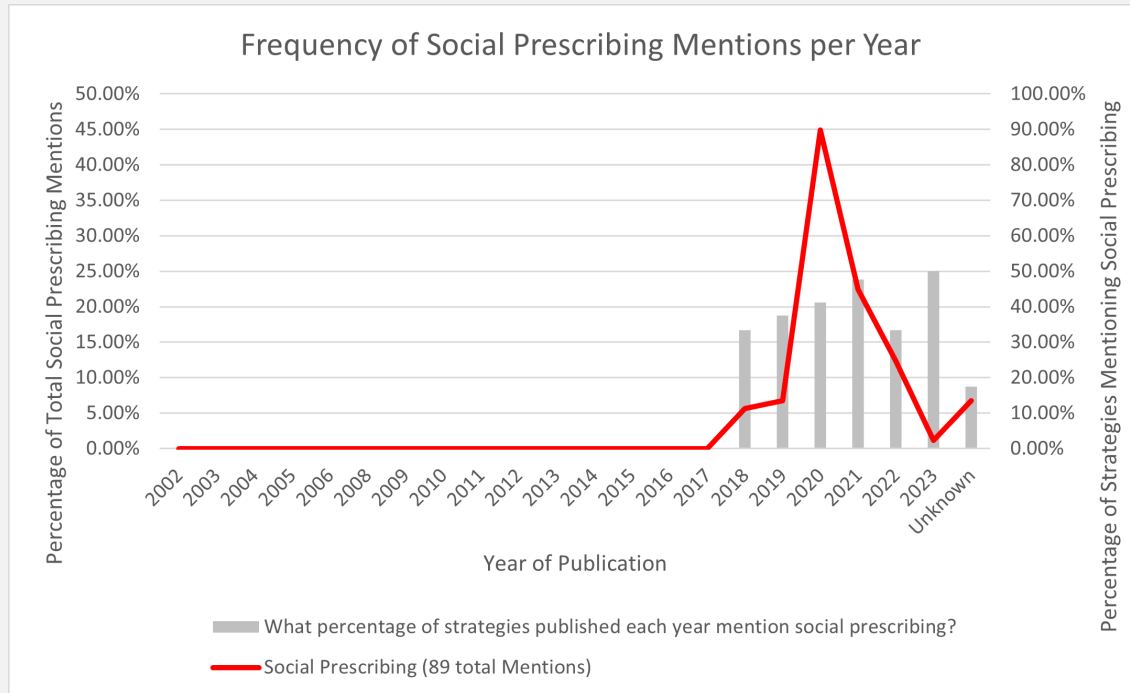
Specific framework, policy and commission contexts

- “Harrow Council’s work with Lateral (Strategic Commissioning and Adult Social Care) to build community capacity and resilience” -Harrow, 2018

Partnerships and approaches

- “Work with partners to tackle obesity within the borough through leisure and cultural activities with particular focus on the areas with highest instances.” – Basildon, 2020

Stage 2: Findings (Themes) Health: Social Prescribing



- No mentions of social prescribing until 2018
- Strategies published in 2020 contain 44.94% of all mentions of social prescribing.
- 14.6% of mentions of social prescribing occur in a single strategy published in 2020

“Arts in Health: We will establish Doncaster as a centre of excellence for the delivery and integration of arts and health programmes across a wide range of health and social care needs, including the innovative and exciting field of Arts on Prescription.” – Doncaster, unknown

Stage 2: Findings (Themes) Health: Community

- “Creativity will be a positive force for health and well-being, for building connectivity and communities where everyone can participate.” - Newcastle, 2022

PLACE

Place-making

Explicit references to place-making and regeneration

Community

Enabling and empowering communities; building initiatives; help shaping community

Identity

References to local identity, distinctiveness, etc.

Businesses and
Jobs

Creating conditions to attract and create business and jobs

Assets

Heritage; buildings; venues.

Stage 2: Findings (Themes)

Place: Place-making

- “The first strategy had a theme ‘Enhance town centres throughout’. The importance of regenerating Bracknell Town Centre is well recognised. Crowthorne and Sandhurst also have town centres and so were included in this theme. However, this did not acknowledge the role that the rural villages and urban neighbourhoods play in creating a sense of place. Therefore the theme has been broadened to: Enhance town centres, villages and neighbourhoods” - Bracknell Forest, 2008
- “Place-making – creating tools and processes that make Salford’s centres and neighbourhoods feel distinctive and open with a sense of clear identity” – Salford, 2020
- “Creative Placemaking: We will ensure creative placemaking, so that cultural infrastructure, creative workspaces and resident programmes are integral to planning and regeneration schemes.” – Westminster, 2020

Stage 2: Findings (Themes)

Place: Community

Consultation and decision-making

- “Provide opportunities for our communities to engage with and inform cultural output – engendering a strong sense of ownership, pride of place and widening participation” – City of London, 2022

Building community

- “Building a strong spirit local community spirit – strength of community spirit is one of the principal aims of the Community Strategy, and culture has a key role in defining a positive identity for the Borough that the community wants to associate with. Cultural activities can bring together people from all sections of the local community, irrespective of age, ethnic origin or wealth.” – Woking, 2004

Celebrating community creativity

- “Every community is empowered to grow and sustain its own cultural activity – bringing to life the unique identity of each place and community.” – Calderdale, 2022

Stage 2: Findings (Themes)

Place: Identity

- “Local community and civic leaders must recognise that “culture = participation” as much as “culture = consumption”. An individual’s sense of agency (i.e. their ability to make decisions about their lives) is as important as the services they receive. Top down cultural interventions (such as “I love Worthing” signage) should be replaced by a programme of bottom-up identity building.” - Adur and Worthing, 2016
- “Establish across Hastings a dynamic cultural ecology that fosters a sense of pride, belonging and identity” – Hastings, 2022
- “Heritage and culture promote a sense of identity, providing a focus for growing strong communities and individuals who feel empowered to make choices that affect their lives and giving people a feeling of belonging to a place.” - Warwickshire, unknown

Stage 2: Findings (Themes) Place: Business and Jobs

Workforce, talent and skills

- “The primary aim is to develop existing and attract more workforce talent, especially young, early-career people, actively choosing to work in the creative and cultural industries in West Cumbria in order to progress their creative and cultural ambitions, rather than as a lifestyle choice such as semi-retirement. And to be able to sustain viable, valued careers in West Cumbria.” – Allerdale and Copeland, 2022

Generating business opportunities/growth

- “Creative Businesses: planning and investment to respond to growth builds on the importance of the commercial creative sector in and around Cambridge, and sets out how best to ensure that cultural and arts bodies might play a more integrated role in the wider knowledge economy. Accessible, affordable workspace, knowledge transfer and showcasing activities are some of the key activities to strengthen and sustain this fast growing part of the sub-region’s commercial and cultural economy.” – Cambridge Sub-Region, 2006

Stage 2: Findings (Themes)

Place: Assets

- “Developing venues. Outdoor spaces, festivals, networks, heritage and natural assets to create a vibrant, high quality community centred ecosystem.” – Boston and East Lindsey, unknown
- “Cultural assets: literature, music, language, performing arts, dance, visual arts, intangible cultural heritage and practices.” – Durham, 2009
- “Cultural facilities such as museums and libraries contribute to the cultivation of attractive, vibrant, busy places that people can enjoy in safety.” – Ealing, 2013
- “Realise capital projects that will rehouse, reimagine and repurpose the District’s cultural and heritage assets” – Bradford, 2021

Codes: Economy, Access, Education and Sector

OTHER

Economy	Explicit references to the economy and growth
Access	Equality, Diversity and Inclusion (EDI); accessibility; participation; enabling greater access
Education	Lifelong learning, educational objectives and improvements

Stage 2: Findings (Themes) Economy

- “The Strategy supports measures to stimulate the evening economy of the town centre, and proposes working with town centre management, commercial operators, community safety partners and others to widen the non alcohol-based entertainment for people in the town centre.” – Woking, 2004
- “To build high levels of cultural participation Tendring has high levels of deprivation. A more inclusive economy, with lower levels of deprivation, happens where people feel able to engage with the world around them. Participative cultural activity builds engagement, improves employability, and reduces deprivation” – Tendring, unknown

Stage 2: Findings (Themes) Education

- “Enabling Lifelong Learning – providing the opportunity for people to enrich their lives by developing new skills, knowledge or expertise, and new experiences at any stage in their lives.” - Woking, 2004
- “Create the environment and the opportunities for local people to explore and unleash their creativity through informal and life-long learning from professional, semi professional and amateur opportunities” – Basingstoke and Dean, 2022
- “Bring together capacities and resources of the cultural sector to deliver a biosphere-thinking menu of creative curriculum opportunities across subjects from early years, working with schools” – Isle of Wight, 2023
- “To work to establish a Local Cultural Education Partnership (LCEP) as the incubator to grow the capacity for creativity in Carlisle with a pilot programme of activity that delivers a universal, inclusive approach to creative education.” – Carlisle, 2020

Stage 2: Findings (Themes) Access

- “Encouraging Social inclusion – providing fair and equal access and opportunities for people to enjoy and participate in cultural activities, irrespective of their age, ability, income, ethnic background or level of disadvantage.” – Woking, 2004
- “Improve the quality of our active places, remove barriers to participation and improve access so that everybody in Wigan can access a full range of facilities, information and advice that enables them to have a healthy and active lifestyle.” – Wigan, 2013
- “An inclusive creative offer for Wakefield needs to take into account the district’s diverse geography, groups and cultural interests, raise aspirations through access to artistic excellence and ensure access to creative and cultural skills and career pathways. Everyone needs to understand the value of creativity - and feel permitted to be playful!” – Wakefield, 2020
- “We want to remove barriers and ensure our community have a wide range of ways to participate in culture, enabling everyone to experience how culture can help to improve wellbeing and make us feel more connected to our place and community” – Southend, 2020

Lead into workshop

- The workshop will provide a resource pack that draws out some of these graphs and themes as prompts for discussion.
- Before this, any questions and suggestions so far?
- Refreshments break and set up ... four equal(ish) sized tables of 5-6 people.

2.15-2.30	Break
2.30-3.30	147 cultural strategies: Insights and prompts (Dan Ashton and Makaanani Bell)
3.30-4.15	Perspectives from commissioning and creating a cultural strategy (Emalene Hickman and Claire Gevaux)
4.15-4.30	Closing discussion and next steps (Dan Ashton)