

What our cultural strategy can do for Warwickshire

Cultural activity has many benefits. For example:

- cultural activities can bring different sections of our communities together, helping to overcome divisions and lack of understanding. Through cultural activities we can, for example, get young and old working and playing together, or bring cultural activities of faith and ethnic groups to a wider audience
- taking part in arts and sports activities contributes to healthy minds and bodies. Frequent participation in cultural activities keeps us active and involved in life in an enjoyable and fulfilling way
- activities and events in our towns and countryside can help us to better understand and appreciate our environment, both natural and built, and lead us to take greater pride in the places where we live, work and visit
- cultural events can increase our use of public places, making them feel more familiar, friendly and increase our sense of security and ownership

- good design and public art can make places more exciting and stimulating for residents and visitors
- cultural activities are an important part of lifelong learning - both for enjoyment in discovering new aspects of life and in learning new skills for the growing creative business sector in Warwickshire's economy

We want to respond to what you told us when we consulted you on our Cultural Strategy.

For example, you told us about:

- the importance of making sure that young people can get to and enjoy a wide range of cultural activities and places
- the crucial role of local communities and local places to the way of life and identity for many people in Warwickshire

- the patchy nature of good cultural buildings and facilities across the county with some major gaps and some poor-quality buildings
- the importance of community groups, sports and other clubs and volunteers in providing a wide range of cultural activities accessible to everyone
- the need to make sure that new development, including roads, does not damage the local environment or our attractive villages and market towns
- the wide range of opportunities for cultural development, including growth in creative businesses and the possibilities of increasing the range of places people can visit

You also told us about how important it was for everyone involved in providing and supporting cultural activities to work together. So we also want our Cultural Strategy to build links with the many organisations and groups that can support cultural development.

For example, we want to strengthen links with:

- the Community Plans being developed by all local authorities in the county which set out how councils and their partner organisations (in Local Strategic Partnerships of the public, private and voluntary sectors) will work together to improve social, economic and environmental well-being in their communities
- the regional organisations that are responsible for supporting sports, arts, libraries, museums, heritage, tourism, rural life and environmental improvements in our county and which can help us develop and broaden the range of cultural activities we provide
- the many voluntary and community organisations throughout the county which are so important in providing local cultural events and activities (from churches to community centres, sports clubs to arts associations)
- the local authorities in the county, and in neighbouring counties, to make sure that boundaries do not act as barriers to cultural development and that district, borough and county councils work as partners







Our cultural strategy priorities

We have grouped our priorities for supporting cultural development in Warwickshire under four themes:



**Taking pride
in Warwickshire**



Growing the grassroots



**Increasing cultural
opportunities**



Investing in culture