

DRAFT Dorset Cultural Strategy 2021-2026

The following pages are an extract from the wider, fuller Cultural Strategy draft document. In the fuller version there are the following wrap around chapters –

- An Introduction
- Why a Cultural Strategy and who is it for?
- Definition of what we mean by Culture
- Description of Dorset and its people
- What's currently here in Dorset with regards to arts and culture and our cultural history/track record
- Culture stats e.g. current levels of investment into arts and culture
- Current external context e.g. pandemic, Brexit, Black Lives Matter, Climate Emergency
- Concluding statement

The extracts below from the strategy look to encapsulate the following: what difference will arts and culture mean for Dorset in the next 5 years - what will that look like and who will benefit? And eventually the following detail will be added into the draft strategy – who will we be partnering with to help deliver this strategy?

VISION:

Culture is at the heart of Dorset's Future

3 Overarching Priorities

- ❖ **COMMUNITY:** We will make cultural experiences part of the everyday for everyone
- ❖ **CULTURAL COUNTY:** We will build a strong cultural community which will be sustainable with a diverse creative ecology
- ❖ **ENVIRONMENT:** We will be a county of culture with green credentials, using culture and creativity to tackle the climate emergency

These are supported by the following 9 ambition statements:

1. We will use culture and creativity to nurture community engagement, building happy, healthy, empowered and connected communities.
2. Identify better pathways for young people to get into creative industries and form new ways for young people to create and curate their own culture.
3. Nurture the continued development of a high- quality arts, heritage and cultural offer that can command regional, national and international recognition.
4. We will embed inclusivity at every level of the sector to actively support diversity of voice and celebrate the creativity in everyone.
5. Artists, creatives and freelancers are integral to our arts ecology – they are valued, championed, included in decision making and paid properly.
6. We will be the UK's leading county and known for our high-quality festivals, site specific work, outdoor arts and our independent creatives and makers.

7. Through our growth in expertise in using digital technology and a blend of live/digital cultural experience; we will engage more communities and build cross sector connections.
8. We will position culture as part of Dorset's inclusive economic growth through sustainable cultural tourism, increasing employment in our sector, raising aspirations and retaining local talent.
9. Our unique environment will inspire our cultural offer, creating memorable experiences which help enrich, interpret and celebrate our coast, towns and countryside making Dorset a great place to live, work and leisure in.

What does this mean for Dorset – what would success look like? (3 Priorities)

- ❖ People talking about and engaging in culture. Residents feeling a sense of pride and ownerships in Dorset's cultural offer. Increase our core arts audiences as well as engage new audiences. Co-produce and co-deliver with our communities. The sector will use their creativity to adapt/change and better meet needs of audience/participants and be relevant to their lives.
- ❖ Our sector is valued, and its impact evidenced and recognised by stakeholders. We retain and extend arts and culture funding into Dorset. Through cross sector partnerships, we secure non arts funding into the creative and cultural sector. The diversity of cultural organisations at board, management and practitioner levels is increased.
- ❖ Reduce the carbon and environmental impact of our sector. Through arts, heritage and cultural interventions, support the change in public behaviour needed within Dorset to reduce the impact on the environment and help protect and preserve our natural environment.

Ambition Statements:

1. Arts, heritage and culture will support improvement in health and wellbeing within our communities, there will be decreasing feelings of social isolation and an increase in the life chances for some of our most marginalised communities.
2. Increase the number of young people entering our sector and working in Dorset helping diversify our sector and support young people as leaders, curators and producers of culture.
3. Develop a national and international reputation for Dorset which raises the profile of the county and grows confidence for future investors/partners. Promote Dorset as a place where opportunity knocks for artists and creative industries which in turn encourages a growing "critical mass" of visiting international and UK artists and companies. An increase in both use and number of local infrastructure to support this growing market and demand e.g. spaces to both produce and present arts and cultural experiences in, increase in the number of commissions, retention of homegrown talent.
4. Organisations adapting to be more inclusive/diverse to meet the needs of a diverse audience. The cultural sector attracting and retaining a diverse audience and increasing our non-arts audiences.
5. Artists, creatives and freelancers in Dorset have the right conditions to thrive (including access to training, networks, financial support and time/space to think and create).
6. Dorset is known nationally and internationally for the quality of its outdoor work, range of its festivals (from community, grassroots to internationally significant) and how artists and cultural organisations use place and our unique environment as stimulus for creative work
7. The production of high quality, innovative digital creative content which is monetised and supports creatives/cultural organisations to attract new audiences and augment their live offer. New beneficial cross sector partnerships are formed between researchers, programmers, creatives, digital and high- tech companies.
8. Sustainably increase our out of Dorset visitor numbers to cultural programmes. Work with local education providers and our sector to retain local creative talent in Dorset through nurturing a

talent pipeline and increasing work and placement opportunities. Increase productivity and year-round employment.

9. Arts, heritage and culture will support placemaking in Dorset resulting in increased confidence in Dorset for future investment and job creation and foster civic pride by local people.
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Feedback to date:

Extensive consultation is ongoing, and the following has been expressed so far re possible changes/additions:

- The need for an easy read version and less jargon – perhaps include a glossary?
- The statements need to be more powerful and distinct and perhaps less of them?
- Reflect more the need for the arts and culture sector and our communities to rebuild and recover from the pandemic
- What's special about Dorset? -build in more about the USP's of Dorset and local distinctiveness
- Be clearer about who our community are who may benefit from having this strategy in place
- Priority around building community cohesiveness through arts and culture bringing communities together
- Does arts and culture include grassroots activities such as knitting circles for example?
- More about collaboration between different organisations and sectors to help deliver on the strategy
- How do we demonstrate and evidence the impact arts and culture can make for Dorset?