

Development of Cultural Strategy for Wiltshire Briefing Note No. 24-04

Service: Leisure, Culture and Communities

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Wiltshire Council is in the process of developing a Cultural Strategy for the county.

The 2024-30 Culture Strategy for Wiltshire will aim to place culture and creativity at the heart of Wiltshire's economic and social future, and this can only be achieved through a distinctive vision and plan created with the broadest possible range of views.

For Wiltshire Council, culture is a multifaceted concept, built around five key themes:

Economy – Culture is a central pillar of our approach to economic development, regeneration, and the development of vibrant local communities. It helps us re-imagine the way in which people engage with their towns and encourages long-term and sustainable businesses on our high streets.

Identity – Culture connects people with the places they live. It helps us discover more about our environment, its history, and its heritage. It also teaches us about ourselves, and our connection with our County.

Tourism – Culture is also a key component of our offer to visitors, both from the UK, and further afield.

Health and wellbeing – Culture contributes to both mental and physical health. It helps people get active. It stimulates minds, and encourages healthy, active, and engaged lifestyles.

Community – Culture brings communities together, whether it's through village fetes, community fairs and festivals.

Good access to culture forms part of Wiltshire Council's Business Plan under its mission of wanting "Wiltshire to be a place where we all live well together."

As part of the development of Wiltshire's Cultural Strategy, the council will be engaging with a range of stakeholders within the council itself as well as arts and cultural organisations, town and parish councils, artists, businesses, and other relevant organisations to ensure a collaborative approach, ownership of the strategy and to help shape its contents.

Wiltshire Council has commissioned FEI UK to develop this work, which is being part-funded by Arts Council England.

A representative of the team working on this project will be attending the council's communities' team online monthly town and parish council meeting on 29 February at 3pm to talk in more detail about the plan to develop the strategy and to answer any questions.

In addition, an online public survey will be available to complete from 19 February until 24 March to gather as many views as possible. We'd welcome you filling out the survey and would be grateful if you could please promote it among your own community networks. We'll share the survey link with you when it is live. Paper copies will be available in libraries.

We appreciate your support, and we'll keep you updated as this project progresses. In the meantime, if you have any questions or queries, please don't hesitate to email arts@wiltshire.gov.uk.