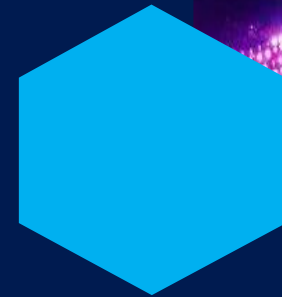


South West Wiltshire Area Board – 13 November 2024

# Wiltshire Cultural Strategy

Connecting through creativity

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**Wiltshire Council**



# Contents



# Background

- No previous Cultural Strategy
- Focus on 5 themes: Identity, Health and wellbeing, Community, Economy and Tourism
- Part funded by Arts Council England
- Brief to develop an enabling tool and living strategy owed by the whole county.



# Cultural Strategy – Why?



Arts and cultural can be used to enhance Wiltshire **natural heritage and landscape**.



Support the **Public Health Prevention** agenda using arts and culture to support health and wellbeing.



Supports the **Place Shaping** agenda creating resilient and vibrant communities through events, activities and public art.

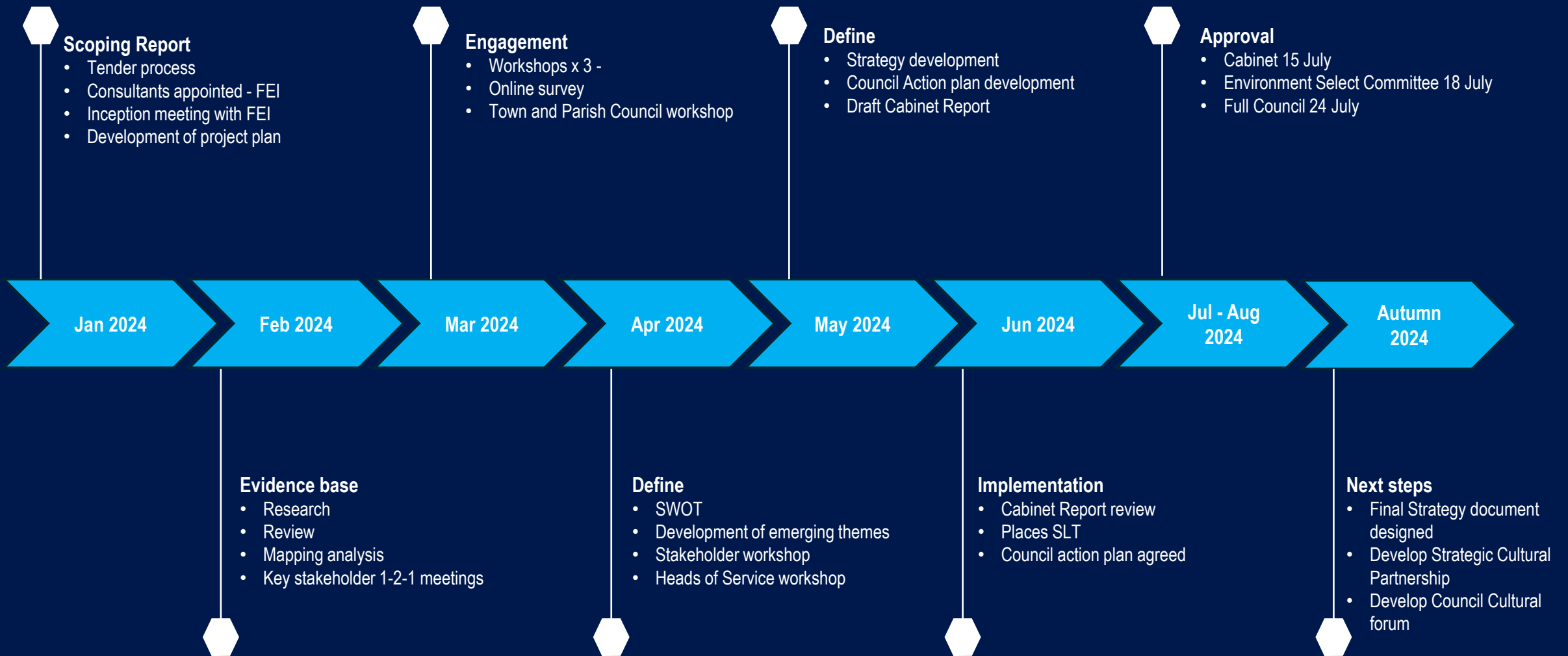


Supports the development of children and young people through **cultural education** and developing pathways for creative opportunities.



Helps the development of **a strong economy** through the creation of a strong arts and cultural sector creating employment opportunities.

# How did we get there



# Vision

Wiltshire will be:

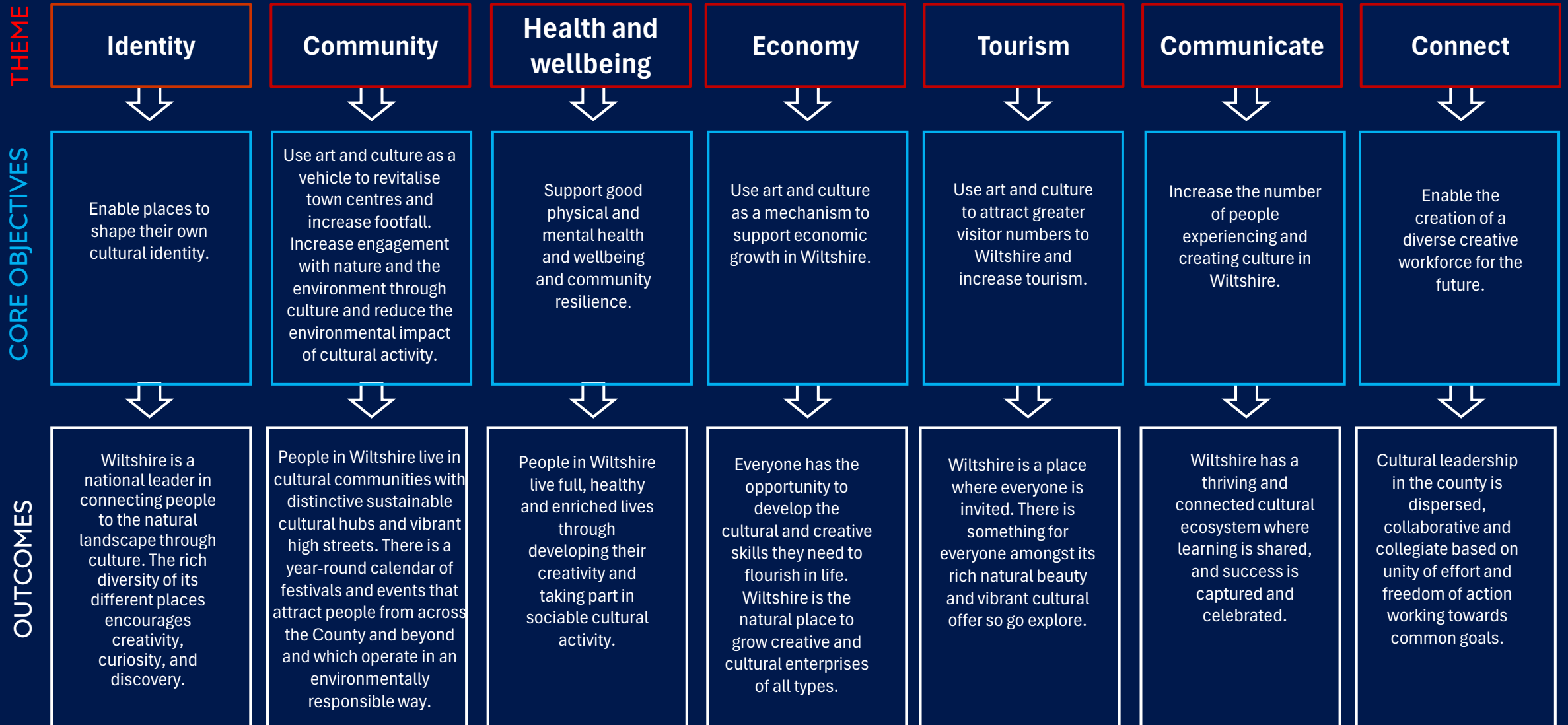
- a vibrant beacon of culture
- a place of creativity, celebration and connection
- a place where culture supports health and happiness
- a place where young people and creative enterprise can flourish
- a place where economic growth is stimulated through distinctive and vibrant places where people want to visit, live, work, and raise a family
- a better-connected place where culture is the heartbeat of every village, town, city and landscape.

# Principles

- **Empower others** - take an enabling approach, working in partnership, co-creating and making things easier for independent action
- **Environment** - be ambitious in caring and enhancing the natural environment and addressing climate change
- **Access** - work towards universal 'cultural entitlement' and ensure all opportunities are designed to be inclusive and accessible to all.



# Themes, Core objectives and Outcomes



# Our next steps



## Design

Develop the final strategy



## Cultural partnership

Develop a county-wide Strategy Cultural Partnership to take the strategy forward



## Council cultural forum

Bring council officers from across the organisation to share progress and knowledge



## Launch

Host first Cultural Assembly 2025



# What does it mean for South West Wiltshire and the Area Board

## The cultural strategy:

- support towns and villages to consider how they can best use arts and culture to create a vibrant and resilient location and use creative health for the benefit of all residence
- will support arts and cultural organisations in external funding bids
- Support young people through the development of creative pathways
- Support for creative businesses
- Support for the visitor economy.

## The Area Board can:

- can act as an advocate for arts and culture
- can fund arts and cultural projects through community grants
- can support their schools to aim to secure the Arts Mark



Thank you  
Any comments or questions

