



Cultural Futures



FOREWORD

Welcome to Cultural Futures, which is the start of a conversation about the importance of culture, heritage and the creative arts in North Lincolnshire.

This document sets out our vision for culture in North Lincolnshire and builds upon conversations that are taking place nationally that acknowledge how culture transforms lives and delivers social and economic growth.

We know that culture can drive forward tourism, strengthening a community's pride of place and improve people's lives through enhancing an individual's skill or improving their knowledge and confidence.

We want our residents to be able to connect with a variety of cultural experiences in their communities and benefit from the wide range of positive health and wellbeing outcomes that this delivers. And, we want to ensure that our children and young people feel inspired in North Lincolnshire, not only to fulfil their full potential in education and wider future career options, but to feel proud of the place they live in.

We want to attract visitors to North Lincolnshire to share and celebrate our impressive and diverse heritage and the creative talent, and maximise every opportunity to support businesses to develop and grow in North Lincolnshire, attracted here because of our vibrant cultural offer.

This document provides a framework by which we aim to achieve the best for our residents and the economy and allows all stakeholders to share ideas and collaborate on future cultural opportunities.

We hope you will join us in the conversation and shape the future of North Lincolnshire.



Cllr John Davison

CULTURAL FUTURES FOR NORTH LINCOLNSHIRE

This document outlines the ambition for culture in North Lincolnshire for the next ten years.

Developed through research gathered over the last year, it is not meant to be conclusive, but a shared starting point providing a pathway to the future, presented through several key aims, essential for developing culture in our area.

Cultural Futures sets out our priorities based on what our residents and local communities have told us is important to them.

Cultural Futures is a partnership document developed by North Lincolnshire Council with cultural partners from across the area.





CULTURAL FUTURES VISION AND AIMS



VISION

Culture and creativity are central and essential to every person and every community in North Lincolnshire.

They are at the heart of North Lincolnshire's narrative and future economic, social and environmental transformation.



MAKE IT HAPPEN

AIM

Create a joined up approach that enables everyone to participate in arts and culture.

- Creates equal opportunities across all demographics.
- Intervention and engagement takes place at an early stage of life so developing a lifelong engagement with the arts and improving outcomes for the most vulnerable
- Introduces life skills
- Supports mental health and wellbeing and living a healthy lifestyle.



INVEST IN WHAT WE HAVE

AIM

Build on our existing infrastructure and invest in our people and groups to showcase local talent.

- Cultural sector will become the decision makers and shape cultural provision in North Lincolnshire
- Young people and residents are able to develop their interests and talents without having to leave the area
- Through relevant training, the cultural sector will be robust, motivated, and sustainable
- Business recognises the importance of culture and provide support for the creative industries
- Locally affordable spaces are available for creatives to work in
- North Lincolnshire is known as an inspirational place for emerging talent.



BUILD THE LOVE

AIM

Be an area where people of all ages and backgrounds are exposed to and have the opportunity to enjoy or participate in cultural activities.

- Increasing the number of people engaged in cultural activities
- Actively addressing issues of social isolation whether through rurality, mobility or age
- Supports the further development of the area's university campus by providing a cultural offer for this age group.
- There is a cradle-to-grave cultural ethos embedded in North Lincolnshire, and it is known for it
- People are exposed to art or cultural experiences as part of their daily lives

THINK BIG, THINK BOLD

AIM

Be ambitious and unrestrained in developing cultural programming and activities.

- Residents and visitors are exposed to world class cultural events and experiences that are both inspirational and aspirational
- North Lincolnshire is known as a 'destination' for cultural tourists
- Culture will be a major factor and driver in economic development, tourism and regeneration.



CELEBRATE

AIM

Draw on our diverse backgrounds and communities to share all of our cultures and create a welcome for everyone.

- Residents and visitors see North Lincolnshire as vibrant and culturally rich
- Encouraging and facilitating all communities to express themselves
- Enabling better access and ownership - by residents and for residents
- Encouraging and facilitating cultural activity that celebrate people's sense of place
- Ensuring that people's relationship with their community, space and natural environment is an essential part of culture and is celebrated
- Residents, young people, and marginalised groups are among the decision makers on cultural programming and activities.



SHOUT ABOUT IT

AIM

Tell people from here and nationally about who we are and what we do.

- Information about North Lincolnshire's cultural activities will be widely disseminated
- Culture is integral to Visit North Lincolnshire, embedded in all future plans for promoting the area
- Media coverage of the North Lincolnshire cultural sector will increase year on year as the profile is raised
- North Lincolnshire's cultural and creative sectors are known as ambitious, confident and innovative.



MAKE AN IMPACT

AIM

Bridge divides across the community and use a cultural platform to increase economic and social impacts that cultural participation can have on people's lives.

- People's wellbeing, health, sense of belonging and pride of place are improved year on year as a result of cultural programmes and initiatives

- Access to cultural activities is embedded across all relevant council teams' plans as a 'must have' rather than a 'nice to have'
- Understanding creativity as central and essential to improving the quality-of-life experience for every person and community in North Lincolnshire.

WHAT HAPPENS NEXT

We will continue to develop the ambition for Culture in North Lincolnshire.

We will work with our cultural, education and business partners from across North Lincolnshire, together with the Arts Council England and the National Lottery Heritage Fund, to develop a robust action plan, which delivers the aims outlined in this document, and which is evaluated so we are constantly learning.

By working together, we hope to increase the amount of cultural activity taking place in North Lincolnshire and ensure it is accessible to everyone.



THIS DOCUMENT HAS BEEN PUT TOGETHER BY

- North Lincolnshire Council
- The Ropewalk
- North Lincolnshire Music Education Hub
- Common Ground
- The Rabbit Hole

