



# Culture & Creativity for all



## Culture Strategy

New 8 steps text:

### 1. Forming An Advisory Group

We will create a group of artists and residents to advise us throughout the process. Members will be selected to create a group which represents a large range of skills, specialisms, locations and walks of life to reflect the Moorlands.

### 2. Talking To Artists and Communities

We will conduct a long listening and learning period with both artists and the general public. In this way, we will identify strengths and weaknesses of cultural life in the Moorlands. This will include:

- An online form where anyone can tell us what they would like to see in the culture strategy. Keep an eye on our social channels for when the link goes live.
- Individual meetings with the Arts, Culture and Heritage Officer to discuss any issues and opportunities in-depth. Bookings for these meetings will be advertised on the Council's social media and website.
- A series of workshops and drop-ins open to all, with activities designed to create a vision of what the Moorland's cultural life will look like in 2030. There are currently sessions planned in 4 locations: Leek, Biddulph Cheadle and Waterhouses. If you would be interested in hosting a workshop or drop-in in a different location, please contact us. Bookings for these workshops will be advertised on the Council's social media and website.
- An open-space event for the Moorlands to come together to discuss the future of culture and heritage in the district. Find out more about Open Space Technology [here](#).

### 3. Collecting Data

We will collect data to find out more about:

- People who do, and do not take part in cultural activities.
- Creative activity and education in schools.

- The current places and other facilities which are important to culture in the Moorlands. This includes important historical buildings, architecture and monuments.

#### 4. Research

We will research best practice and incorporate ideas that have been successful elsewhere into the strategy.

#### 5. Publishing Data

We will publish the data we collect, in an easy-to-read format. Cultural groups and individuals can then use the data to find out more about cultural activity in the borough to assist with activity planning. They will also be able to use the data as evidence for funding bids.

#### 6. Writing A Draft Strategy and Action Plan

Using the information gathered from our data and talking with artists and communities, we will create an initial draft of priorities, aims and the outline of an action plan.

#### 7. Taking On Feedback

Having shared our initial draft, we will hold events, meetings and make online consultation forms available to allow feedback on the initial draft and to shape the final policy and action plan. More information will be published on the council's website and social media channels nearer to the time.

#### 8. Council Approval

The cultural strategy and action plan will be finalised based on Stage 7. They will then be submitted to the Communities and Climate Change Scrutiny Panel for feedback from elected representatives. The final strategy and action plan will be approved by Cabinet decision.