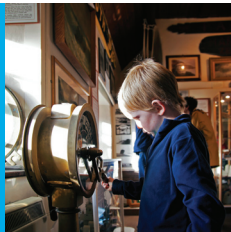


# Dorset Cultural Strategy 2016 – 2021 Summary



Our vision is that Dorset places culture at the heart of quality of life.

# Dorset Cultural Strategy 2016 – 2021

- Culture plays an important part in the quality of life we enjoy in Dorset.
- Culture makes a positive contribution to the Dorset economy, but probably has an even more significant effect on the health and wellbeing of residents – which adds a further contribution to economic progress.
- Culture attracts tourists who appreciate our history and heritage and join us for arts events and festivals in villages, towns and outside in our beautiful landscape.
- Culture and leisure are top areas of activity for community and voluntary groups in Dorset.

**If you need this information in a different format please call 01305 224525.**

## What do we mean by culture?

**Our culture defines who we are. Our creativity is how we express who we are...**

### Material Dimension

Culture is seen as having a material dimension encompassing the following types of activities - an illustrative, rather than exhaustive, listing. It includes:

- Dance, music, theatre and visual arts, craft and fashion
- Media, film, television, video and language
- Museums, artefacts, archives and design
- Libraries, literature, writing and publishing
- The built heritage, architecture, landscape and archaeology
- Sports events, facilities and development
- Parks, open spaces, wildlife habitats, water environment and countryside recreation
- Children's play, playgrounds and play activities
- Tourism, festival and attractions
- Informal leisure pursuits.

### Value Dimension

Culture also has a value dimension and is about:

- Relationships - between individuals and groups
- Shared memories, experience and identity
- Diverse cultural, faith and historic backgrounds
- Social standards, values and norms
- What we consider valuable to pass on to future generations.



# Culture Facts

Almost 60% of people are more likely to report good health if they have attended a cultural place or event in the past 12 months; and levels of wellbeing are generally reported to be higher among those with higher arts and culture engagement.

[Create, Arts Council England (ACE) November 2014]

Arts and cultural interventions can have a positive impact on specific health conditions such as dementia, Parkinsons and depression.

[Create, ACE November 2014]

Value of sport for savings to health is £145.1m per year.

[Sport England Local Sport Profile 2013]

Total direct economic value of sport to Dorset is £117.4m per year.

[Sport England Local Sport Profile 2013]

The Gross Value Added (GVA) of the UK's Creative Industries which draw on the talent of the arts sector was £71.8 billion in 2012 and accounted for 5.2% of the UK economy; and accounts for 1 in 18 of all UK jobs.

[Office for National Statistics (ONS); Department for Culture Media and Sport (DCMS)]

With GVA of £394.3 million in Creative Industries in the Dorset Local Enterprise Partnership (LEP) area, GVA per full time equivalent employee is above the all industry average in Dorset, but it is below the national average for Creative Industries.

[ONS; Dorset County Council (DCC)]

Children from low income families who take part in arts at school are three times more likely to get a degree. [Create, ACE November 2014]

Students who study arts subjects are more employable and more likely to stay in employment than graduates from other disciplines.

[Create, ACE November 2014]

## Who is the Cultural Strategy for?

- Primarily for the cultural sector and cultural providers as a strategic cultural framework to support their work.
- For community groups who need a strategic cultural framework to support their work.
- For strategic bodies such as Dorset Local Enterprise Partnership, Dorset Health and Wellbeing Board, Dorset Local Nature Partnership, Children's Trust, Community Safety, Local Authorities.
- For funding bodies seeking to verify or validate local need.

## What is the purpose of the Cultural Strategy?

The purpose is to be:

- The sector's articulation of its shared ambitions and strategic priorities for progress towards achieving the outcomes.
- The engine that drives collaboration around the shared ambitions and enabling a collective response to changing circumstances and contexts during the five year timespan of the strategy.
- An interface for cultural organisations with strategic bodies.

## We want to achieve by 2021:

### 1. A thriving, competitive economy that delivers good quality employment for people in Dorset.

- The creative economy grows and has an increased share of the LEP Dorset economy and the role of culture is recognised and valued as part of economic development within the county.
- Dorset has a national/international reputation as a cultural destination.
- Students of culture-related courses find culture-related work in Dorset; with sustainable provision of progression routes into the sector at all levels.
- To have achieved a sustainable model for the county's recorded and built heritage, encouraging the wider use of heritage assets.
- A thriving cultural sector, with sufficient capacity and a well skilled and diverse workforce representative of the whole community.
- A cultural volunteer training programme through which volunteers gain employment as a result of skills and experience gained.

## 2. A resilient infrastructure providing access to cultural and leisure opportunities

- Culture is understood, valued and supported by the public, private and third sector and communities actively engage.
- Collaborative frameworks and strategies are in place enabling a secure and resilient infrastructure for cultural provision.
- Cultural organisations have diverse and relevant income streams and business methods.
- Improved and sustainable access for everyone to participate in cultural activities within local communities.
- Promotion and raising awareness of opportunities for cultural activity both as audience, participant and volunteer.

## 3. Understanding, enjoying and safeguarding Dorset's environment with planning for the future

- Cultural needs and culture's potential to improve the public realm and historic environment is integrated into local planning guidance and policy.
- Public awareness of opportunities in Dorset's environment for cultural activity.
- Dorset is internationally recognised for excellence in using culture and creativity to engender understanding and stewardship of the environment.
- The collaborative actions of culture and environment organisations has resulted in climate change awareness and mitigation within local communities.

## 4. Opportunities for people to enjoy and achieve promoting health and wellbeing within safe and thriving communities

- The role of culture in enabling services to be more inclusive is embedded at the heart of day to day service delivery.
- Integration by cultural providers with other public sector priority plans such as DCC's Pathways to Independence and the Children's Trust Plan, so that the benefits of culture are felt in a range of contexts.
- Cultural organisations make use of reliable and accurate data about audiences/users/customers.
- A thriving cultural sector, with sufficient capacity and a well skilled and diverse workforce representative of the whole community.
- Achieve connection between public health programmes and increasing access to cultural well-being activities.
- Reduced health inequalities as a result of engagement in cultural well-being activities.

Achieving the full potential of the cultural contribution for Dorset and building on our unrivalled strengths, assets and opportunities will require shared ambition, passion and hard work. This framework of partnership will enable us to achieve our vision and ambition that Dorset places culture at the heart of quality of life.

**The full Dorset Cultural Strategy 2016-2021 is available at [www.theartsdevelopmentcompany.org.uk](http://www.theartsdevelopmentcompany.org.uk)**

### Front cover images:

Woodland Walk. Photo: Mark Simons, Dorset County Council.

Health and Wellbeing. Photo: SCL Flickr.

Antony Gormley commission at Kimmeridge in partnership with Landmark Trust.  
Photo: Roland Tarr.

Inside Out Dorset Festival 2012, Harmonic Fields by Lieux Publics. Photo: Roy Riley.

Untitled by Isla Chaney b-side Festival 2014 Portland. Photo: Brendan Buesnel.

Young visitor at Portland Museum. Photo: Amanda Harman.

Battle for the Winds, Maritime Mix: London 2012 Cultural Olympiad by the Sea. Photo: Kevin Clifford for Arts Council England.

Bournemouth Symphony Orchestra.

Pyramid Field, Nuri, c. 1821 from the Bankes archive, Dorset History Centre.

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