

ANNEX 1: HEADLINES FOR DRAFT NEW CULTURE STRATEGY

OUR AMBITION FOR CULTURE IN THE CITY

Culture really matters – both socially and economically – and we know there is much that is good already in Peterborough, not least a thriving amateur arts scene with many choirs, an opera company, symphony orchestra, theatre groups, pantomimes, concerts at St. John’s Church, the Cathedral and the Voyager Academy. In addition, the City has benefitted from some excellent theatre productions by Eastern Angles and is in the early stages of an exciting residency by METAL. We also have a series of well-regarded and well-attended Arts and Heritage Festivals and events.

We want to build on all of this – and gather momentum within and across the City towards a new, clear and bold ambition:

For Peterborough to be renowned as a city that supports, values and celebrates culture and creativity.

A long-term goal, perhaps, should be that Peterborough is well-placed to compete in the future for the prestigious European City of Culture status: to bring local, regional, national and international interest in and acclaim for our great city.

To begin this journey, we will need to tell a strong story about **how** together we support, value and celebrate culture.

Building from where we are to where we want to be, we must challenge ourselves to think about and reflect on whether we are doing all we can to:

- Promote a varied and vibrant cultural offer in the day and into the evening, enhancing and animating our streets, parks and open spaces;
- Allow everyone to participate in cultural activity, making culture and learning accessible, enjoyable and valuable to all;
- Engage schools and other educational settings to showcase achievement and support participation;
- Celebrate the diversity of our population’s cultural backgrounds and heritage;
- Connect through culture our neighbourhoods with each other and with the City Centre, championing differences and promoting cohesion;
- Nurture and celebrate the creative talents of our people;
- Incubate, attract and value creative industries; and
- Raise the profile of the city with our residents and with visitors.

The essential next steps are:

- 1) to take initial soundings (on 11th September) from our Scrutiny Committee;
- 2) to establish a Steering Group for the future development of the Culture Strategy;
- 3) to stimulate debate with our stakeholders within Peterborough about:
 - our overarching ambition for culture in the city;
 - what is happening currently where good progress is being made; and
 - specific priorities for further activity to be galvanised;

- 4) to refine our thinking with a wide range of stakeholders involved and engaged and discuss further with the Scrutiny Committee and all other Councillors.

DRAFT FOR DISCUSSION