

Winchester District Cultural Strategy – A snapshot

Inclusion and Diversity

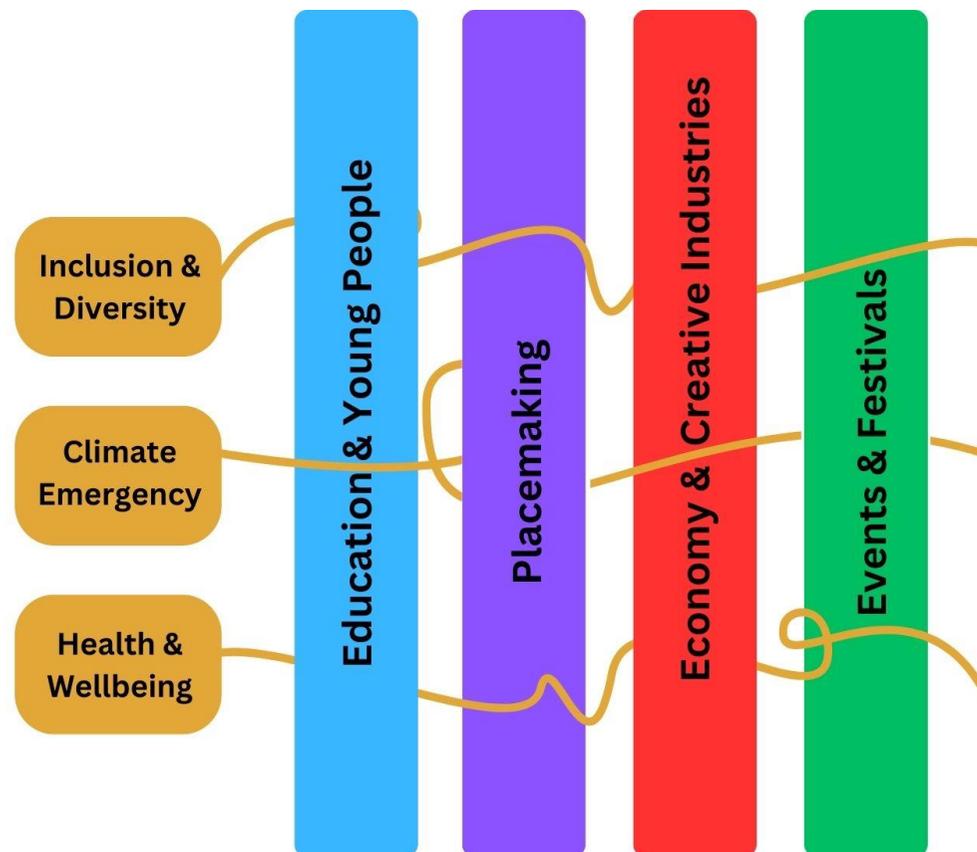
We must actively pursue opportunities to engage people from all backgrounds to consume, engage, participate, lead, produce and have careers in cultural activity.

Climate Emergency

Climate change is one of the most urgent and pressing challenges we face today, as such, all initiatives we create should have an awareness of the environment and actively encourage sustainable action.

Health and Wellbeing

We recognise that culture (in all its forms) is fundamental to health and wellbeing and seek to champion and explore that role throughout the strategy.



Education & Young People

- Reduce barriers for young people to engage
- Empower and embed young people
- Explore networks and increase ambition
- Explore pathways to creative careers
- Explore the role of schools / colleges and parents

Placemaking

- Capitalise on cultural and heritage offer as placemaking
- Explore 'pop-up' activity and 'meanwhile' uses
- Increased offer for teenagers
- Space for emerging / entrepreneurial / risk-taking activity
- Transport as a barrier

Economy & Creative Industries

- Support for the creative industries
- Access to affordable spaces
- Entry routes into creative careers
- Offer networking, training and mentoring opportunities
- Directory of creative business and individuals
- Affordability as a barrier

Events & Festivals

- Increase opportunities for sharing resources
- Additional signposting
- Nurture connections and collaborations
- More unified promotion
- Explore joint fundraising
- Diversify events and festivals offer

If you would like to find out more please contact Emalene, Culture and Creative Sector Development Officer – ehickman@winchester.gov.uk