

# Thurrock Vision for Culture

Why?

Our ambition is about place, but more importantly about people. Arts, culture and heritage are key to the development of vibrant places and communities. Whilst Thurrock is at the fulcrum of the Thames Estuary – an emerging centre for creative industry and a huge opportunity - cultural engagement levels are amongst the lowest nationally. The cultural vision aims to close this gap.

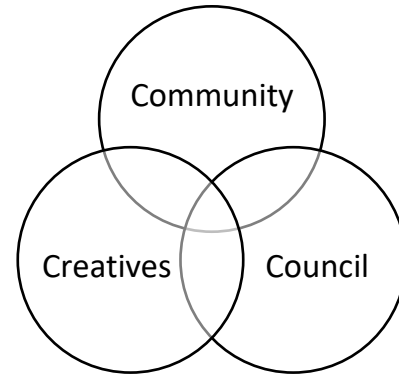
Links to wider agendas:

- Civic Pride
- Stronger communities
- Learning & ambition
- Health & Wellbeing
- Growth

Who?

Our last cultural strategy did not secure the buy in necessary to ensure collective delivery.

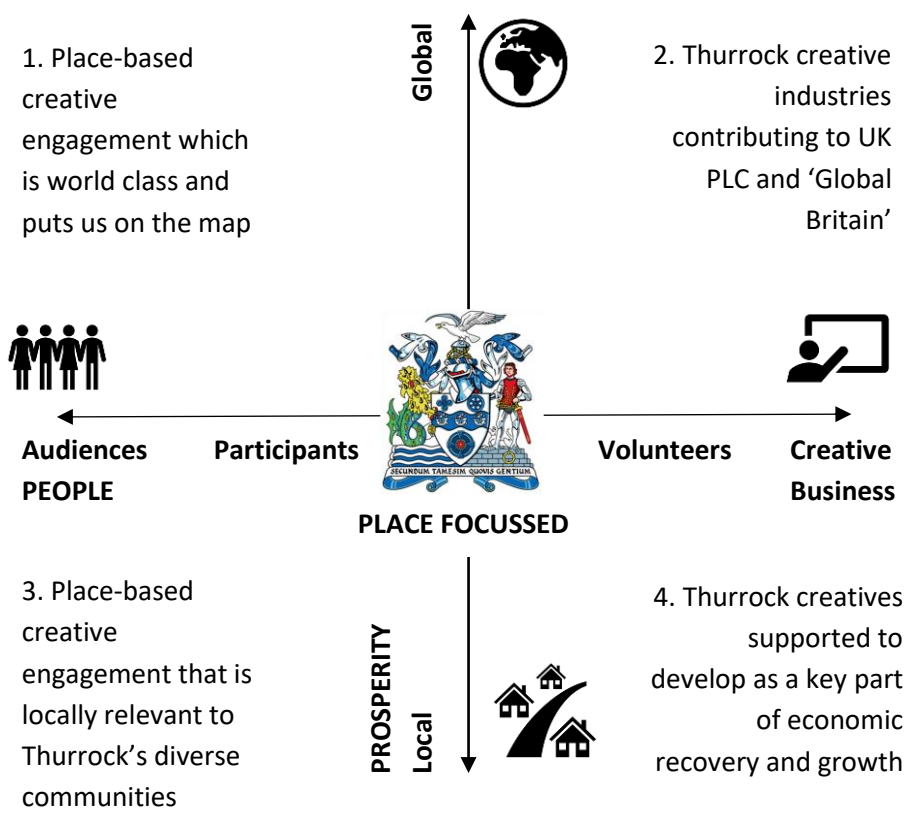
An arts, culture and heritage group comprised of creative and community leaders has worked with the Council to develop shared ambitions around community driven arts and culture. The next stage in the work is to broaden out the discussion to enable co-production of a new vision for cultural activity.



What?

We will co-produce our cultural vision together in a place-based way, focussing on people and prosperity to build on the community driven cultural ambitions and develop four distinct areas of focus together.

We will then work together as a collective to secure external funding for projects and initiatives that deliver the strategy.



When?

2020/21		2021/22			
Q3	Q4	Q1	Q2	Q3	Q4
Engage new stakeholders	Roundtable discussions	Roundtable discussions	Sign off vision and group oversees delivery programme		
Update ACE and NLHF	Collective planning for bids	Develop CPP (COVID permitting)		Partners lead respective fundraising activities	