

North Yorkshire Council

Full Council

13 November 2024

North Yorkshire Cultural Strategy

Report of the Corporate Director – Community Development

1.0 PURPOSE OF REPORT

- 1.1 To approve adoption of the North Yorkshire Cultural Strategy as recommended to the Council by the Executive at their meeting on 5 November 2024.

2.0 BACKGROUND

- 2.1 During Local Government Reorganisation, and as part of the Culture, Leisure, Archives and Libraries workstream, an Interim Cultural Delivery Plan was created to provide a framework for cultural work and to ensure access to funding opportunities, and momentum on key projects was not lost through the reorganisation process.
- 2.2 Following LGR, a single cultural service was created, and it was recognised that a new North Yorkshire Cultural Strategy would be required as soon as possible to underpin cultural work by the Council and its partners, across the County.
- 2.3 The inaugural North Yorkshire Cultural Symposium was held in November 2023, inviting members of the cultural sector in the region to meet the Executive Members for Culture and Open to Business, along with speakers from key national funding bodies: Arts Council England, National Lottery Heritage Fund, and Historic England. The symposium was attended by over 100 representatives across our communities and sector.
- 2.4 An overall vision for cultural development in North Yorkshire was discussed, along with the current position of the sector and funding landscape. Attendees participated in initial workshops mapping the cultural offer in the region and discussed initial ideas of what they hoped for the future. It was agreed to run the Symposium as an annual event.
- 2.5 The new Culture and Archive Team worked with Arts Council England on a plan for cultural strategy development and secured funding from the Arts Council to support the work.
- 2.6 The Head of Culture & Archives has led on the development, and incorporated working with City of York to ensure a joined-up approach and development of shared priorities aligned with the Mayoral Combined Authority.
- 2.7 On 5 November 2024 the Executive considered the report (Appendix A) and North Yorkshire Cultural Strategy. The Minutes of the meeting of the Executive on 5 November 2024 will be available prior to the meeting of Council here - [Agenda for Executive on Tuesday, 5th November, 2024, 11.00 am | North Yorkshire Council](#)

2.8 Since submitting the North Yorkshire Cultural Strategy to Executive on 5 November, some small updates have been made. Specifically, we have amended the diagram on p4 in respect of Children and Young People to include reference to “Being Young in North Yorkshire”. One of the case studies (Imaginosity) has also been removed, pending further evaluation data in relation to the impacts for Children and Young People. The updated document is at Appendix B.

3.0 FINANCIAL IMPLICATIONS

3.1 These are covered in the report that went to the Executive on 5 November 2024 at Section 9.

4.0 LEGAL IMPLICATIONS

4.1 These are covered in the report that went to the Executive on 5 November 2024 at Section 10.

5.0 EQUALITIES IMPLICATIONS

5.1 These are covered in the report that went to the Executive on 5 November 2024 at Section 11.

6.0 CLIMATE CHANGE IMPLICATIONS

6.1 These are covered in the report that went to the Executive on 5 November 2024 at Section 12.

7.0 RECOMMENDATIONS

7.1 That the Council adopt the North Yorkshire Cultural Strategy, including the shared objectives relating to collaborative working with City of York and the Mayoral Combined Authority.

Nic Harne
Corporate Director Community Development
5 November 2024

Appendix A – Report to Executive 5 November 2024
Appendix B – North Yorkshire Cultural Strategy

North Yorkshire Council**Executive****5 November 2024****North Yorkshire Cultural Strategy****Report of the Corporate Director, Community Development****1.0 PURPOSE OF REPORT**

- 1.1 To approve the adoption of the North Yorkshire Cultural Strategy, developed by the Culture & Archives Service in collaboration with community and sector partners.

2.0 SUMMARY

- 2.1 This report outlines the development of a new North Yorkshire Cultural Strategy, developed in collaboration with community and sector partners, informed by extensive consultation. The strategy will give focus and foundation to cultural development work in the region by the Council and its partners and will support the leverage of external funding.

3.0 BACKGROUND

- 3.1 During Local Government Reorganisation, and as part of the Culture, Leisure, Archives and Libraries workstream, an Interim Cultural Delivery Plan was created to provide a framework for cultural work and to ensure access to funding opportunities, and momentum on key projects was not lost through the reorganisation process.
- 3.2 Following LGR, a single cultural service was created, and it was recognised that a new North Yorkshire Cultural Strategy would be required as soon as possible to underpin cultural work by the Council and its partners, across the County.
- 3.3 The inaugural North Yorkshire Cultural Symposium was held in November 2023, inviting members of the cultural sector in the region to meet the Executive Members for Culture and Open to Business, along with speakers from key national funding bodies: Arts Council England, National Lottery Heritage Fund, and Historic England. The symposium was attended by over 100 representatives across our communities and sector.
- 3.4 An overall vision for cultural development in North Yorkshire was discussed, along with the current position of the sector and funding landscape. Attendees participated in initial workshops mapping the cultural offer in the region and discussed initial ideas of what they hoped for the future. It was agreed to run the Symposium as an annual event.
- 3.5 The new Culture and Archive Team worked with Arts Council England on a plan for cultural strategy development and secured funding from the Arts Council to support the work.
- 3.6 The Head of Culture & Archives has led on the development, and incorporated working with City of York to ensure a joined-up approach and development of shared priorities aligned with the Mayoral Combined Authority.

4.0 ASSESSMENT AND FINDINGS

4.1 The key elements of the completed strategy are that:

- It recognises the collaborative nature of the cultural sector, and applies this sensibility to strategic development to ensure it is embedded in the sector and can deliver real results;
- It defines the term culture, as decided by consultees, to establish clarity within delivery and ensure all parties are clear what we are trying to achieve and for what purpose;
- It highlights key links with other county-wide strategic areas to ensure effective implementation with maximum impact;
- It is succinct and therefore easy to integrate with existing plans of work across North Yorkshire's cultural sector;
- It is deliberately un-dated to keep us focused and constantly evolving to the needs of our communities and sector, to be more agile in response to opportunities, and flexible to changes in national context and priorities.

4.2 Strategic Priorities identified through consultation and strategic development are:

- To use culture and creativity to create places where people want, and are able to live, work, visit, learn and engage.
- To ensure that places, spaces and activities are inclusive and accessible.
- To enable a thriving cultural workforce including employees, volunteers and freelancers, where grassroots creativity is nurtured and supported to grow.
- To maximise the value and ensure sustainability of the region's cultural assets and promote the cultural identity, wealth and distinctiveness of the region.
- To ensure cultural engagement contributes to improved health and wellbeing across North Yorkshire.
- To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.
- To identify, support and promote places, spaces, people and activities that can contribute to the vision.

5.0 CONSULTATION UNDERTAKEN AND RESPONSES

5.1 The Strategy has been developed collaboratively following comprehensive engagement with local residents, partners and the cultural sector. Engagement activity took place throughout July, August and the early part of September this year, via:

- Open face to face sessions in each constituency area (x7)
- Online consultation workshops (x 2)
- Public survey – digital and paper copy (Circa 550 returned)
- Face to face accessible sessions (x 20)
- Face to face targeted sessions (x 5)

The team engaged with:

- Community members
- Cultural sector representatives & organisations
- Individual artists, culture & heritage practitioners
- Arts Award & Young Archaeologist groups

- FEAST programme participants
- Groups with specific access requirements
- Other NYC services, e.g. Libraries, Tourism/Ec Dev, Health, Localities
- Work experience students

5.2 Prior to engaging in consultation, the team also undertook background information-gathering and asset mapping to inform the strategy, which included:

- Key recommendations from relevant reports and reviews, e.g. Celebrating Our Distinctive Heritage, Audience Agency Covid Review, High Street Heritage Action Zone Evaluation, Great Place Lakes & Dales Legacy.
- Key national funder strategies, including Arts Council England Let's Create, NLHF Heritage 2033, and Historic England Future Strategy.

5.3 A special session of the Housing and Leisure Overview and Scrutiny Committee considered the draft Strategy on 16th October 2024. Overall, there was strong support for the Strategy and the priorities identified. Key comments and areas highlighted by Members included:

- A desire to gather further research into the regional North Yorkshire creative industries employment and economic impact statistics. It was clarified that discussions have already begun with the Combined Authority around collating this baseline data.
- A discussion about the importance of the screen industries and of maximising investment from this, within North Yorkshire. This was accepted, and reference was made to potential partnerships and opportunities being explored in this area.
- A discussion about shared priorities with City of York, and the need to ensure a strong focus on the needs of North Yorkshire residents. It was clarified that these shared priorities are points of connection between the two authorities, and linked to the wider economic plan, in order to maximise impact and enable opportunities for shared investment where this is appropriate.
- Clarification was provided about where and how people wanting to access support can go, and how Members can support and signpost. It was confirmed that the Creative Hub referenced in the strategy will be an open access digital resource and Members will be briefed when it goes live.
- A discussion about how we ensure that the benefits of culture to economy, regeneration, built environment and other service areas is recognised and embedded across the authority. It was recognised this work is ongoing, with joint working between Culture and Archives and Economic Development on regeneration opportunities and tourism, with Planning on Section 106 relating to public art and heritage. In addition conversations have begun with Health colleagues and this work will continue.

6.0 CONTRIBUTION TO COUNCIL PRIORITIES

6.1 Culture contributes to the following Place & Environment objectives & related priorities:

- A clean, environmentally sustainable and attractive place to live, work and visit.
 - To protect and, where possible, enhance the local environment and ensure our air, streets, beaches and open spaces are kept clean and attractive.
- A well connected and planned place with good transport links and digital connectivity.
 - To ensure that developments meet the needs of all, consider health and social inequality and the specific requirements of younger, older and disabled people. Housing developments should also have easy access to employment and economic opportunities, as well as culture, leisure and outside space.

- Communities are supported and work together to improve their local area.
 - To establish and maintain strong and resilient partnerships across North Yorkshire.
 - To support a vibrant, thriving and resilient voluntary and community sector in North Yorkshire.
 - To develop and work alongside a network of community anchor organisations to support communities to become more resilient to respond to local challenges and opportunities.

6.2 Culture contributes to the following Economy objectives and related priorities:

- Economically sustainable growth that enables people and places to prosper.
 - To support and deliver major infrastructure and regeneration projects across the county to create vibrant places, such as the £30m Transforming Cities Fund Station Gateway Projects in Harrogate, Selby and Skipton to regenerate the areas around the train station and improve links into the towns. The Revitalising Towns project will see over £4.25m invested in the three town centres of Selby, Tadcaster and Sherburn in Elmet.
 - To encourage and support an increase in good quality jobs, high value employment, wages and skills retention.
 - To ensure the Local Skills Improvement Plan (LSIP) is delivered, developing a Local Skills Action Plan to address pressing skills gaps for businesses in priority sectors.
 - To ensure that skills meet the needs of both existing and emerging industries including cyber, agriculture and bioeconomy, creative sector and low carbon sectors.
 - To attract and retain young people and working age adults to live and work in North Yorkshire.
 - To ensure that the places where people live, now and in the future, create new opportunities, promote well-being and reduce inequalities so that people have better lives, in stronger communities and achieve their potential.
- Culture, heritage, arts and sustainable tourism all play their part in the economic growth of the county.
 - To promote and improve North Yorkshire's tourism infrastructure, sporting and cultural offer, to provide high quality, year-round attractions and venues to increase visitor spend.
 - To promote accessible and environmentally sustainable tourism.
 - To provide more opportunities for more people to participate in inclusive, relevant cultural activity.
 - To increase opportunities to use engagement with culture, arts and heritage to improve health and wellbeing.
 - To promote the importance of culture in place shaping and celebrating our distinctive culture and heritage. To maximise the impacts and benefits of Selby's Priority Place status and sharing the learning and approach more widely.
 - To support a strong, connected and collaborative cultural sector.
 - To increase the digital connectivity of our council cultural assets.
- New and existing businesses can thrive and grow.
 - To support and attract new and existing businesses including in the cyber, bioeconomy and low carbon sectors.
 - To utilise improving digital infrastructure to support businesses.

- North Yorkshire has a high profile, is influential nationally and receives its fair share of resources.
 - To realise the potential of devolution.
 - To maximise access to external funding.

6.3 Culture contributes to the following Health & Wellbeing objectives and related priorities:

- People are supported to have a good quality of life and enjoy active and healthy lifestyles.
 - To encourage people to make informed choices about their health and encourage active and healthy lifestyles.
 - To improve mental health and wellbeing, in particular for those with severe and enduring mental illness.
- Reduced variations in health through tackling the root causes of inequality.
 - To reduce health and social inequalities through healthy place-shaping and targeted work with groups, communities and neighbourhoods.
- People can access good public social care across our different communities.
 - To work with community organisations to prevent, reduce and delay the need for long-term care.
 - To work closely with local NHS partners to continue to prevent hospital admission, get people home from hospital and to support people to live in their own homes for as long as possible.
- People have control and choice in relation to their independence and social care support.
 - To support people to live independently in their home of choice by preventing, reducing and delaying the need for longer-term social care services.
 - To support people to access preventative services, technology and supported housing, which helps them to live more independently.

6.4 Culture contributes to People objectives and related priorities:

- People can achieve their full potential through lifelong learning and education.
 - To work in partnership with school leaders to champion educational excellence so all children attend inclusive provision that is good or outstanding, have high aspirations and are supported to achieve their full potential.
 - To strengthen our work with partners and communities to improve outcomes through our Childhood Futures programme.
 - To ensure that there are clear pathways for all people after education through the promotion of apprenticeships, training, work placements and further education including adult education.
- People are better supported, by strengthening families or other appropriate networks.
 - To tackle loneliness and isolation.
 - To work with communities and partners in the voluntary sector to develop enriching activities and support for children, young people and families.
- In times of hardship, support is provided to those that need it most.
 - To establish an integrated refugee and resettlement service that welcomes and supports people to settle in North Yorkshire.

6.5 Culture contributes to Organisation:

- Good quality, value for money services that are customer focused and accessible to all.
 - To provide good customer service and understand the needs of our customers.
 - To have a commitment to equality, diversity and inclusion.
 - To ensure services provide value for money.

- A well-led and managed, financially sustainable and forward-thinking council
 - To deliver a successful transformation programme now and in the years to come, maximising the benefits of bringing eight councils into one to improve services for residents.
 - To operate on a commercial basis where it is appropriate to do so and invest in council owned assets to drive revenue generation opportunities to fund Corporate Plans.
 - To use data to inform decision making by councillors and officers.
 - To ensure technology, organisational development and the corporate estate supports innovative, enterprising and inclusive working.

- A carbon-neutral council.
 - To ensure that the council's property and assets support our climate change objectives through improved energy efficiency of our properties including heating, ventilation, water use, electricity use, for power and lighting.
 - To ensure that wherever possible council waste is reduced, reused and recycled, and to reduce our use of single use plastics.
 - To embed climate change into every service and into policy and decision making so that taking climate responsible actions becomes 'business as usual'.

- One council, where colleagues work together to achieve our ambitions and support each other.
 - To build on our diverse and inclusive culture, where colleagues are supported, valued and everyone can reach their full potential.
 - We listen to each other, providing open engagement, sharing ideas and acting on what we say.
 - We are an employer of choice, with our ways of working and attractive career pathways providing learning opportunities for everyone.

7.0 ALTERNATIVE OPTIONS CONSIDERED

- 7.1 Alternative options considered were to have no cultural strategy. Having no strategic focus would significantly reduce the efficiency of realising ambitions for our communities and sector, making it harder to identify partnerships and apply for external funding. No strategic framework would increase risks around duplication and lack of focus. Lack of strategic focus would also significantly reduce our ability to link to the Mayoral Combined Authority and maximise the benefits from devolution.

8.0 IMPACT ON OTHER SERVICES/ORGANISATIONS

- 8.1 This strategy has been developed in collaboration with other services, sector partners and communities, and will provide opportunities to improve outcomes for all by working together to maximise positive impacts across cultural and council priorities.

9.0 FINANCIAL IMPLICATIONS

- 9.1 No direct financial implications arising from the adoption of this Strategy, although individual activity and actions may have financial implications. Any such actions will have funding identified as part of the action planning process. Support for delivery will be from the Culture & Archives team, with core costs currently included within departmental service budgets.

- 9.2 NYC currently allocates cultural grants of £251k per annum reflecting a number of legacy arrangements from the former district Councils. The grants programme has been reviewed and it is proposed that cultural grants awarded from 24/25 will be aligned with priorities identified within the Cultural Strategy, with appropriate performance indicators, to support delivery of the new Strategy across the County and to ensure value for investment for our communities.
- 9.3 External grant funding will also be sought to support delivery of the strategic priorities.

10.0 LEGAL IMPLICATIONS

- 10.1 There are no legal implications arising from this strategy.

11.0 EQUALITIES IMPLICATIONS

- 11.1 An equalities impact screening has been completed and a full impact assessment is not required. The Cultural Strategy promotes accessibility, inclusion and diversity and is underpinned by the belief that cultural experiences and opportunity is for everyone (see Appendix B).
- 11.2 The Cultural Strategy will be available in a range of different formats to ensure accessibility. These will include:
- Print
 - Large print
 - Easy read
 - Digital
 - Image captioned
 - Video version
 - Recorded version.

12.0 CLIMATE CHANGE IMPLICATIONS

- 12.1 A climate change screening has been completed. This proposal does not warrant a full CCIA to be undertaken at this stage (see Appendix C).
- 12.2 Climate change impact assessments will be carried out for each funded project related to the strategy.

13.0 PERFORMANCE IMPLICATIONS

- 13.1 The Cultural Strategy will directly inform North Yorkshire Council's Culture & Archives Service Plan, and provide structure and direction to the team, and partners. The Strategy will support delivery of wider Council priorities as outlined above. Performance against the strategy will be reported regularly as part of the Council's performance monitoring arrangements.

14.0 POLICY IMPLICATIONS

- 14.1 The Cultural Strategy will form part of the Council's policy framework and will be reviewed annually.

15.0 RISK MANAGEMENT IMPLICATIONS

- 15.1 This proposal reduces service risk. It provides for a more efficient way of operating and links to wider community and cultural sector priorities.

16.0 HUMAN RESOURCES IMPLICATIONS

- 16.1 No direct implications. Staffing resource to support delivery of the Strategy will be provided through the Culture and Archives staffing team.

17.0 CONCLUSIONS

- 17.1 The Cultural Strategy is a comprehensive plan, which has been developed collaboratively following wide engagement. The Strategy will provide focus to the work of the Council across a range of objectives and priorities, ensuring equitable access to the benefits of culture, arts and heritage and as a major contributor to wider health, economic and place-making objectives.

18.0 REASONS FOR RECOMMENDATIONS

- 18.1 To provide a structured approach to cultural service delivery and wider cultural development in North Yorkshire, to maximise the value and benefit of cultural participation.

19.0 RECOMMENDATION(S)

- 19.1 That Executive recommend to Council that the North Yorkshire Cultural Strategy is adopted, including the shared objectives relating to collaborative working with City of York and the Mayoral Combined Authority.

BACKGROUND DOCUMENTS:

Appendix A : North Yorkshire Cultural Strategy
Appendix B : Equalities Impact Assessment
Appendix C : Climate Impact Assessment

Nic Harne, Corporate Director (Community Development)
County Hall, Northallerton
14.10.24

Report Author – Danielle Daglan, Head of Culture and Archives
Report presenter – Danielle Daglan

Note: Members are invited to contact the author in advance of the meeting with any detailed queries or questions.



North Yorkshire Cultural Strategy

Final Version

21.10.24

Design note – front cover to have an 'issued date' so people know what version they are reading (due to the overall strategy being un-dated)

What is Culture?

Our communities, partners and sector told us that culture is:

Everything that makes life worth living

Creativity / creative expression

Ever-changing and dynamic

Our frame of reference

Our window on the world

Stories and expression

Community

Happiness

Sense of belonging

Accessible

For everyone

Transformational

Rest and respite

Growth, opportunity, work livelihood

Fun!

Dynamic, noisy and exciting!

We can experience culture through:

Music, dance, comedy, art, film, theatre, heritage, books, gardening, and many more things.

We often experience culture in our fantastic museums, galleries and art centres, but it also lives at festivals, agricultural shows, in community centres, in parks and open spaces, by the seaside, in our homes, and lots more places besides.

Our Vision

To create a distinctive region where accessible and inclusive culture and heritage is at the heart of improving people's lives.

Our Aims

We have global ambition, with a local focus.

- We will champion cultural entitlement, to ensure that everyone, irrespective of age, location or personal circumstance, should have the opportunity to create, participate, experience and be inspired by a wide range of creative and cultural activities and spaces.
- We will be ambitious, ensuring that creativity thrives in every part of our County and that North Yorkshire is recognised as a leader in rural culture and creative health.

The cultural sector has a strong history of collaboration. Innovation often comes from sharing ideas, working in partnership, and seeing benefit in working together rather than in competition. This strategy has been developed in consultation with cultural organisations, groups and individuals across North Yorkshire and in this spirit of cultural collaboration, is owned by us all.

Our strategy is deliberately un-dated. We will come together at an annual symposium to reflect on what has been achieved in the preceding year, and to decide together on changes and developments for the coming year. This will keep us focused and better able to be responsive to the needs of our communities and sector, to be more agile in response to opportunities, and flexible to changes in national context and priorities.

Why Culture is Important

Cultural organisations and the creative industries significantly contribute to our region's local economy, both directly through their business activities, and indirectly through wider impact on the domestic and visitor economy. The sector is growing at a rate over three times that of the national average, employing 1.8 million people across the UK, and contributing £125bn to our economy.

Just as importantly, creative and cultural engagement is essential for the health of individuals and has powerful potential in both preventative healthcare and treatment of health conditions.

Culture also cements the wellbeing of communities – providing joy, growth, inspiration and a sense of belonging. North Yorkshire benefits from a wide ranging and diverse cultural offer - from world class museums, cutting-edge exhibitions, and innovative theatre to interactive and entertaining festivals, events and opportunities to engage in everyday creativity from village to city.

Culture In North Yorkshire

Culture in North Yorkshire contributes to, and forms an integral part of delivery for a number of other strategic outcomes. The diagram below demonstrates the North Yorkshire Council strategies that work in symbiosis with the Cultural Strategy.

Diagram for illustrative purposes – to be designed.

This is indicative of how and where the cultural strategy will dovetail and work in cohesion with other key strategies, although is not an exhaustive list.



Map of North Yorkshire: Key Cultural Assets

Note – for illustrative purposes, full designed map of new constituency boundaries to be included



NPOs are Arts Council National Portfolio Organisations; arts, culture and heritage organisations that get regular funding from Arts Council England to deliver on nationally important cultural priorities.

National Portfolio Organisations are leaders in their areas, with a collective responsibility to protect and develop our national arts and cultural ecology and will have a key role in supporting delivery of this strategy.

Design note – also need to include key museums, galleries and arts centre locations – we won't be able to label all, but can ensure they're mapped and labelled on the digital version. This map will demonstrate the wealth of assets we have in the region.

Strategic Priorities

To use culture and creativity to create places where people want, and are able to live, work, visit, learn and engage.

Resulting in:

- Increase in accessible space
- Increase in creative & cultural participation
- Increase in participant diversity
- Positive feedback from participants
- Increase in skills, knowledge, experience, enjoyment, creativity, inspiration
- Culture is at the heart of place-shaping and regeneration of market towns and hinterlands across the region

Embedding culture into city, town and village developments is a shared priority of North Yorkshire and City of York.

We will ensure that culture, arts, heritage and creative health are integral to place-making and reflecting the relationship our people have with their places.

Together, and with national bodies, we will work to maximise the value, and ensure the sustainability, of heritage and cultural assets. We commit to increasing our focus on accessibility and inclusion, creating spaces in which everyone feels welcome and can experience culture, heritage and creativity without barriers.

Our work will contribute to Combined Authority Priorities for **Vibrant & Sustainable Places**.

To ensure that places, spaces and activities are inclusive and accessible.

Resulting in:

- Increase in accessible spaces in which to create and participate
- Increase in participation and co-creation
- Increase in participant diversity
- Positive feedback from participants
- Increase in skills, knowledge, experience, enjoyment, creativity, inspiration

To enable a thriving cultural workforce including employees, volunteers and freelancers, where grassroots creativity is nurtured and supported to grow.

Resulting in:

- Increase in workforce/volunteers/creative businesses & contributing to government plans to get 2 million more people into work
- Positive feedback from participants
- Increase in skills, knowledge, experience, enjoyment, creativity, inspiration

Creative and cultural education, skills and sector development is a shared priority of North Yorkshire and City of York.

We recognise and embrace the fact that the creative sector is one of the fastest growing economies in the UK, making significant contributions to employment opportunities, export of goods & services, and to tourism.

1 in 4 UK jobs are in the creative industries, employing 2.3 million in 2021 and contributing £124bn to the economy in 2022. Filled jobs growth rate from 2011 to 2021 in the creative industries was almost five times faster than the UK total overall – so we know how important it is to support sector development in North Yorkshire.

This starts with access to creative subjects in education, and access to creative and cultural opportunities outside of school for all young people - and continues with routes to employment, support for creative businesses to access training, business development and investment. We will work together across our local authority services, with our creative education networks FORGE & CREATE, within the Combined Authority, and with our sector partners to progress, attract and retain creative talent and a thriving workforce in North Yorkshire.

Our work will contribute to Combined Authority Priorities for **Boosting Business & A Thriving Workforce**.

To maximise the value and ensure sustainability of the region's cultural assets and promote the cultural identity, wealth and distinctiveness of the region.

Resulting in:

- Increase in 'value' of cultural assets, by which we mean both non-financial indicators (places used for recreation, learning, engagement, and preservation of local identity), and financial (investment in, and maintenance of assets)
- Increased awareness of cultural offer amongst stakeholders

To ensure cultural engagement contributes to improved health and well being of communities

Resulting in:

- New or strengthened partnerships between cultural services & organisations, and health & social care services
- Increased social prescribing of cultural activity
- A bespoke approach to creative health that meets the needs of communities across North Yorkshire.

Transformation of the wellbeing and resilience of our residents and communities is a shared priority of North Yorkshire and City of York.

We will be revolutionary and ambitious in our approach, embracing Creative Health as a core component of both of our cultural strategies.

We will work in collaboration across local authority care teams, creative health organisations, and Integrated Care Systems to maximise the health, life opportunities and sense of belonging for everyone that calls North Yorkshire home.

Our work will contribute to Combined Authority Priorities for **Healthy & Thriving Communities**.

To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.

Resulting in:

- North Yorkshire is recognised as a leader in rural cultural delivery
- Culture & creativity is visible and recognised as an essential component in delivery of economic growth, improvements in health & wellbeing, and progression of education outcomes
- Increase in provision that contributes to other strategic outcomes integral to the success of our region and happiness of our communities
- Increase in collaboration/partnership working
- Increased awareness of cultural offer amongst stakeholders

To identify, support and promote places, spaces, people and activities that can contribute to the vision.

Resulting in:

- Increase in funding accessed
- Increased external investment
- Positive media coverage
- Increased awareness of cultural offer amongst stakeholders

Creation of a Creative Hub

This has been identified as a key action which will support and enable the delivery of the Strategic Priorities identified above. North Yorkshire Council will facilitate the delivery of the Hub which will be a digital platform, supplemented by physical events, and will be the main access point for the North Yorkshire Cultural Consortium. It will provide:

A shared repository of resources:

- Information, advice and guidance
- Good practice, policies, standards and procedures
- Data collected through mapping, audits and surveys

Access to:

- Skills, knowledge and experience
- Facilitated partnerships and collaborations
- Training and mentoring

Support:

- To enable access to funding and resources
- Co-ordinated promotion and marketing
- Advocacy and representation

Measures of Success

- Increase in collaboration and partnership working
- Increase in funding accessed
- Data collection of – case studies, policies, practice
- Positive feedback from participants
- Positive feedback from sector
- Positive feedback from partners
- Increased awareness of cultural offer amongst stakeholders
- Evidence – both quantitative and qualitative against strategic and aligned priorities – case studies, academic research, evaluation, testimonies

Success will be achieved through the North Yorkshire Culture & Archives Service working in partnership with individuals and organisations. Delivery will include events, activities and networks on a regional and themed basis. A regional cultural symposium will be held annually to celebrate and share best practice and disseminate information from key strategic partners including funding bodies, as well as to agree the evolving priorities and direction of the cultural strategy.

Delivery of the Strategy

This strategy has been developed in consultation with cultural organisations, groups and individuals across North Yorkshire, in this spirit of cultural collaboration, and is owned by us all.

The partnerships developed across sector and the actions delivered by a wide range of organisations are key to the successful delivery of this strategy.

The creation of North Yorkshire Council and the implementation of a single Cultural Service for the County, gives us a great opportunity to build on our current offer, bring partners together, and provide a collaborative way forward to achieve our ambitions to be leaders in provision of excellent quality cultural opportunities in a rural county.

North Yorkshire Council will set out its actions toward the strategic outcomes on an annual basis. For 25/26 these actions are set out in Appendix One.

It is envisaged cultural sector organisations and individuals in the region will use the strategy alongside their organisational and development plans, to identify collaborations, apply for funding, direct their work, and deliver on the priorities set out here.

Case studies

Below are a range of case studies selected by the Cultural Strategy Steering Group to demonstrate best practice in cultural delivery across a variety of themes/artforms and geographical areas, a snapshot of what we currently have and are doing well in North Yorkshire, linked to the strategic priorities outlined above.

Theatre Restoration & Development

Who?

Georgian Theatre Royal

What?

an ambitious capital works project funded by a generous £375,000 donation, that has provided more comfortable seating and improved views of the stage whilst maintaining the building's heritage and authenticity.

Where?

Richmond

Impacts:

- Theatre is able to thrive as a centre for artistic excellence;
- High quality shows are attracted to perform;
- Ability to deliver an award-winning Youth Theatre;
- Main project subsequently attracted additional donations and grants totalling £80,000, which enabled improvements to be made to the Theatre's heating and ventilation systems.

Aligned to strategic priorities:

- To maximise the value and ensure sustainability of the region's cultural assets and promote the cultural identity, wealth and distinctiveness of the region.
- To use culture and creativity to create places where people want, and are able to live, work, visit, learn and engage.
- To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.
- To identify, support and promote places, spaces, people and activities that can contribute to the vision.

Run, Dance, Play

Who?

young people of different ages and abilities working with Drew and Hannah from York Dance Space and musician John Hughes, project facilitated by ARCADE.

What?

They worked together to create a piece involving the activities young people enjoyed, choreographed into an outdoor performance with movement, dance, singing, skateboarding, football and more.

Where?

The Barn, Tadcaster

Impacts:

Joe* is ten years old and took part in the project alongside his younger siblings. Joe has additional needs.

Joe's Mum said:

"Joe would have been very nervous if he had to do a school play or assembly. When I went down on Sunday night and saw the performance, it just blew my mind. I was in tears for most of it. At that moment, for those few days, Joe didn't have to worry about all the things he can't do. He just enjoyed himself. It was amazing. And I could just see how much it meant to him..."

...Joe took part with his brother and sister who don't have additional needs - but it didn't matter who did or who didn't. That is very important to me... I think that's what's missing - more stuff for everyone."

"For a child like Joe, to give him an opportunity to be at the same level as everybody else, that's so powerful, it really is. It's also an opportunity for all the children, the neurotypical children, for them to understand inclusion, and that everyone has a place."

Aligned to strategic priorities:

- To use culture and creativity to create places where people want, and are able to live, work, visit, learn and engage.
- To ensure that places, spaces and activities are inclusive and accessible.
- To ensure cultural engagement is embedded as a health behaviour in the region.

*Name has been changed to maintain confidentiality.

Out of the Box

Who?

Make More Arts, North Yorkshire Council, Museums & Galleries, and Ryedale Schools

What?

'Out of the Box Learning', is a new website sharing engaging content from over 20 museums, galleries and heritage sites across North Yorkshire. The site responds to calls from communities and schools with ever-tightening budgets struggling to access museum collections across the county.

Where?

Ryedale & digital/cross-region

Impacts:

- Increasing object-based engagement;
- Providing access to cultural capital and object-handling in the community;
- Over 100 objects representing histories, heritage, people and places across North Yorkshire – with more to add;
- Learning resources assist with oracy and spoken language development.

Aligned to strategic priorities:

- To maximise the value and ensure sustainability of the region's cultural assets and promote the cultural identity, wealth and distinctiveness of the region.
- To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.
- To identify, support and promote places, spaces, people and activities that can contribute to the vision.

Young Curators

Who?

Year 12 students & The Mercer Gallery

What?

A fully funded work experience placement with the gallery team and a specialist curator or artist, provided through the Harrogate Decorative and Fine Art Group and The Art Society.

Students take on the role of consultants, devising strategies to engage young audiences. Outcomes have included the creation of a zine; short animations for our social media channels; interpretive captions for exhibits and pop-up exhibitions.

North Yorkshire Council's Resourcing Solutions team incorporate a careers session to the placement to convert learning into relevant data for CVs and job or university applications.

Where?

The Mercer Gallery, Harrogate

Impacts:

- Partnership with local and national arts charities has fostered opportunities for young people to prepare for future careers;
- 30 young people have gained hard-to access experience of gallery and museum work;
- Closer relationships between the gallery and local secondary schools and colleges;
- Collaboration, evaluation and feedback from target audience has shaped the gallery's future programming and planning.

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Great Place Lakes and Dales

Who?

16-34 year olds, numerous arts/culture/heritage organisations, North Yorkshire Council

What?

an aspirational and ambitious partnership between Craven and South Lakeland Councils and Yorkshire Dales and Lake District National Parks, to use the arts, heritage, and culture to support and increase the number of 16-34 yr olds living and working in the area.

Programme initiatives have included a national Creative Connections conference; Hinterlands international rural film festival; Aerial arts festival; creative takeovers of unusual spaces for R&D; free creative careers residential for 18-25 yr olds; free workshops exploring how businesses, cultural organisations and young creatives can work better together; creative collectives; seed funding scheme; micro commissions; peer to peer networks; co-working space; RIBA competition; public art campaign; digital engagement platforms and networks development.

Where?

Craven

Impacts:

- Creation of opportunities for co-design and production;
- Creating the conditions for, and promoting creativity and the arts in rural communities;
- Development of new talent;
- Amplification of young voices;
- Legacy projects such as The Artery peer to peer programme supporting young performing arts students; Fresh Perspective young person's collective securing funding and commissions; and Watch This Space connecting artists with unusual spaces to programme cultural activity.

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- To maximise the value and ensure sustainability of the region's cultural assets and promote the cultural identity, wealth and distinctiveness of the region.
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£1 Ticket Scheme

Who?

Young people from under-served communities, and Stephen Joseph Theatre

What?

A £1 theatre ticket scheme, designed to support people from underserved communities to be able to go and see shows. The theatre distributes 1,000 of these tickets each year, across all of its own productions and through a range of local partners, including Beyond Housing, Westway Open Arms, Carers Plus Yorkshire, Scarborough Survivors, Age UK and MIND Scarborough. In just the first year of the scheme, 880 of these tickets were taken up.

Where?

Stephen Joseph Theatre, Scarborough

Impacts:

The initiative makes a huge difference to local people, with testimonials like the below commonplace.

“Many of the children in our community have never attended a theatre; seeing the reaction after the trip is heart-warming. The Eastfield area has been badly affected by the cost of living crisis and this scheme definitely raises the spirits and removes stress for the families who would not be able to afford full price tickets as well as enjoying such a wonderful experience”

“The positivity of being present with a live performance brings huge value to the individuals attending and by having the accessible performances it gives positive involvement for those who are being supported/cared-for to be included and not excluded which happens so much in their lives”

Aligned to strategic priorities:

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- To ensure cultural engagement is embedded as a health behaviour in the region.
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Plugged In

Who?

Young people 11-25 years old, and AMP

What?

A youth-led short-course & workshop offer for young people to learn new skills, and a producer's work placement programme to design and produce a festival or event series.

Where?

Region-wide

Impacts:

F, 21 years, has ADHD, dyslexia and dyspraxia with caring responsibilities, and part of AMP's Plugged In Producers team.

They applied for a role, and became Press/Music Journalism coordinator. They grew in confidence over the programme and really enjoyed working with their industry mentor. This culminated in a creation of their own podcast series and making a pitch to newspaper.

"My biggest takeaway is that I should believe in myself more because sometimes I stop myself doing things in apprehension that I'm not going to be good enough or because of my learning difficulties that people will think I'm useless, but by doing this I know I can achieve good things."

"I plan to set up my own blog and podcast where I interview artists, write reviews of albums and live shows by artists in the Yorkshire area"

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- To enable a thriving cultural workforce including employees, volunteers and freelancers, where grassroots creativity is nurtured and supported to grow.
- To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.

Crime Writing Festival

Who?

Harrogate International Festivals with crime writers, fans of crime writing, and cultural visitors – local and beyond.

What?

Theakston Old Peculiar Crime Writing Festival, part of the Harrogate International Festivals portfolio of Festivals, this unique literature event celebrated it's 20th year in 2023.

Taking place over 4 days/3nights this internationally renowned celebration of crime fiction features special guests, panel discussion and welcomes audiences from around the world. Known as the 'AGM of crime fiction' this festival is recognised as one of the friendliest, with audiences and authors mingling across the site, currently the Old Swan Hotel, the home of the original Agatha Christie whodunnit!

Where?

Harrogate

Impacts:

- Significant economic impact into the Harrogate town centre;
- Continued delivery of a major literature festival for the UK founded and delivered in the north of England;
- Access for those with limited means to literature and festivals through bursaries, library networks and partnerships;
- 39% returning bookers & 40% new attendees;
- Literacy development work with schools and other networks through Kids, Spies & Private Eyes;
- Bus Libraries created on the 36 bus to create new readers and introduce people to the joy of reading;
- Online access through HIFPlayer with 7894 podcast plays across 9 countries;
- Longstanding title support sponsorship between arts and business within North Yorkshire.

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- To identify, support and promote places, spaces, people and activities that can contribute to the vision.

We Are Here

Who?

Local community groups and art & performance studio idontloveyouanymore. Project facilitated by Mediale.

What?

Co-designed development of an exhibition of high-resolution animated environments based on imaginative versions of Selby Abbey's future.

Workshops took place over a month and participants explored the themes of the installation, recording their imagined futures for Selby and the Abbey via drawings, stories and models, which also included interactive gamic elements.

The final pieces interwove dreams and fantasy with possible and impossible futures for Selby and human life itself.

The exhibition launched the Now Then! Programme for Selby, Sherburn & Tadcaster.

Where?

Selby Abbey, Selby

Impacts:

- Creation of opportunities for co-design and production;
- Skills development;
- Increased sense of belonging;
- Setting the direction of Now Then! Part of Selby's creative change programme established in response to Selby's designation as an Arts Council Priority Place.

Aligned to strategic priorities:

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- To ensure cultural engagement is embedded as a health behaviour in the region.
- To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.

“The arts are **not the cherry on the cake** — they are the **cake**” **Melvin Bragg**

Culture and creativity enriches and provides fulfilment in people’s lives, contributes to good health and wellbeing, and is of benefit to our economy.

By investing our time and resources in Culture we’re investing in the future – providing a rounded and healthy life for our communities and giving them opportunities, supporting the growth of our creative industries, and attracting visitors to our region.

As well as the huge contribution culture makes to a range of outcomes that are important to us across health, economy, regeneration and education, to quote one of the consultation workshop participants, culture is also ‘everything that makes life worth living’ and it is clear through development of this strategy that access to culture is of paramount importance to us all.

Thanks to...

We would like to thank each and every organisation, group and individual that has participated in consultations for development of this strategy. Your energy, enthusiasm and clarity on what is important to our communities and cultural sector has been infectious and is core to this plan of action.

The North Yorkshire Council Culture & Archives Team were also supported by members of the North Yorkshire Cultural Consortium in the collation of consultation feedback and shaping of this strategy, so many thanks to our steering group:

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 Lisa Hart, Henshaw’s Art & Craft Centre
 Megan Evans, Deershed Festival
 Piers Edsall, Malton Sculpture Trail
 Rach Drew, ARCADE
 Sandra Wiggins, Harrogate Theatre
 Sarah McWatt, AMP
 Tom Higham, Mediale

If you would like to join the North Yorkshire Cultural Consortium network, please email culture@northyorks.gov.uk

Appendix one

North Yorkshire Council – Key actions to support Strategy delivery 2025/26

- To facilitate the delivery of the Cultural Hub.

To use culture and creativity to create places where people want, and are able to live, work, visit, learn and engage.

- Joint working across the Cultural, Economic Development, Regeneration and Planning Teams to identify opportunities for embedding culture & creativity, e.g. through local area/town planning, discharge of Section 106 commitments, and development/delivery of art in the public realm guidance, including environmental impacts & sustainability.

To ensure that places, spaces and activities are inclusive and accessible.

- Map creative and cultural organisations and activity across North Yorkshire, to identify ‘cold spots’ for intervention through partnerships with local cultural organisations.
- Facilitate access to best-practice, training, and ‘how to’ guides for organisations to develop their offer.

To enable a thriving cultural workforce including employees, volunteers and freelancers, where grassroots creativity is nurtured and supported to grow.

- Work with the Mayoral Combined Authority to secure funding and commission research into creative & cultural sector data specific to North Yorkshire.
- Develop a wide-ranging workforce development plan with the above, and with City of York Council, incorporating apprenticeships, internships, work experience and placements, to support the next generation of creative sector workers.

To maximise the value and ensure sustainability of the region’s cultural assets and promote the cultural identity, wealth and distinctiveness of the region.

- Support sector partners to attract funding and investment to develop cultural spaces.
- Seek funding to support care and development of NYC cultural assets, for benefit of communities and users.

To ensure cultural engagement contributes to improved health and well being of communities

- Work in partnership with sector specialists and with Public Health and Localities teams, to fund and develop a new way of working between culture and health, for the improved health of our region.

To ensure cultural activity positively contributes to the delivery of strategic priorities including economic, health and social well-being, skills and education, environment, public transport and quality of life.

- Map, in detail, where and how culture and creativity can contribute to wider outcomes across NYC strategic objectives, and identify/connect with key contacts to ensure a comprehensive and joined-up approach.
- Work with North Yorkshire and York's creative education groups FORGE and REACH

To identify, support and promote places, spaces, people and activities that can contribute to the vision.

- Commission Audience Agency research into North Yorkshire's cultural offer, and share data and audience segmentation information with sector partners.
- Undertake other baseline research to enable sector to measure impacts.
- Work with sector partners, and Tourism, on audience development plans for the region, and ensuring connections to Visit North Yorkshire.