

Fife's Cultural Strategy

2014 – 2017

1 Engage with Fife's Communities

Key Actions

- Align cultural planning to key national and local priorities
- Recognise the value of creativity as a catalyst for local community engagement & capacity building
- Increase accessibility to local cultural activity & creative learning

EVALUATION

An external evaluation of this strategy will be conducted over the next 3 years which will gather data from all Cultural Consortium members. This will provide clear evidence of the social, health & wellbeing and economic value and impacts of culture to Fife.

2 Health & Wellbeing – Enhancing Lives

Key Actions:

- Raise awareness of the impact of cultural activity on health & wellbeing
- Develop collaborative opportunities which support individuals and families to improve their own health & wellbeing
- Provide creative & cultural opportunities that encourage communities to strengthen their connections

FIFE'S CULTURAL CONSORTIUM

FIFE'S CULTURAL CONSORTIUM exists to ensure a strategic approach to cultural planning in Fife, which is inclusive of the needs of all in our communities. It is managed by Fife Cultural Trust and is a collective of individuals, groups and organisations from across Fife's cultural spectrum who are engaged in providing creative and cultural opportunities which support:

- Our diverse communities
- Cultural enterprise
- Cultural tourism
- Our cultural economy

INTRODUCTION

Fife is a creative place with vibrant cultural networks. It is confident in its identity and profits from a rich cultural infrastructure that reflects the integral weave between cultural planning and the development of our creative economy, tourism and health & wellbeing.

The past 3 years have seen significant change politically, socially, culturally & economically and this strategy recognises and responds to these changes, setting out the future vision for Cultural Planning in Fife.

3 Strengthen and develop Fife's Creative Economy

Key Actions:

- Strengthen and develop Fife's Creative & Cultural Economy
- Develop initiatives which nurture creativity, innovation & enterprise
- Develop and raise the profile of Cultural Tourism in Fife and monitor its contribution to Fife's economic growth targets

For further information

or if you would like to be a member of the Cultural Consortium and take advantage of the benefits on offer please email

cultural.partnerships@onfife.com
or call **01592 583255**.

KEY THEMES

There are 3 key themes, underpinned by the need to:

- Develop baselines against which cultural progress can be evidenced
- Record and monitor the health & wellbeing and social and economic impact of cultural activity in Fife
- Improve communication mechanisms
- Market and promote the strategy
- Increase local knowledge and confidence of the value of Fife's cultural offer
- Recognise and support cultural engagement across Fife's diverse communities

STRATEGIC CONTEXT

The strategy remains aligned to Fife's Community Plan and the Health & Wellbeing Plan and is newly aligned with the Fife Economic Strategy, Fife's Creative & Cultural Industries Strategy and the refreshed Fife Tourism Strategy.



OUR VISION

That culture in Fife is renowned, valued, diverse and embedded in its people, communities and landscape.