

PIONEERING CREATIVITY

A CREATIVE AND
CULTURAL STRATEGY FOR
ROCHDALE BOROUGH

FEBRUARY 2020

Revised December 2021



ROCHDALE
BOROUGH COUNCIL

“

**LOGIC GETS YOU FROM
A TO B. IMAGINATION
GETS YOU EVERYWHERE**

”

Albert Einstein

Rochdale's rich history of ideas, innovation and cooperation is already an inspiration to the world. The people around here have made history. They've fought for free speech, protested against slavery, written beautiful poetry, performed incredible music, starred on stage and screen, battled the hardest adversity, created new ways to work together, and welcomed the world. We brush the fringes of Manchester but bask in our own beautiful countryside. It's perfect for raising a family, a wonderful first home and a place to retire.

**ROCHDALE INVENTED WORKING TOGETHER;
WE ARE COOPERATION.**

(Extract from Touchstones Rochdale Manifesto)

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“GETTING INVOLVED IN CREATIVE ACTIVITIES IN COMMUNITIES REDUCES LONELINESS, SUPPORTS PHYSICAL AND MENTAL HEALTH WELLBEING, SUSTAINS OLDER PEOPLE AND HELPS TO BUILD AND STRENGTHEN SOCIAL TIES.”

Arts Council England,
Let's Create.



Rochdale Feel Good Festival.
Photo: Alan Hamer

FOREWORD



CULTURE, CREATIVITY AND HERITAGE CAN BUILD A STRONG SENSE OF PLACE, BOTH FOR OUR COMMUNITIES AND BEYOND. WHEN DEPLOYED STRATEGICALLY AND WITH PURPOSE IT CAN REDEFINE PERCEPTIONS, PROMOTE CIVIC PRIDE, HELP REVITALISE NEIGHBOURHOODS, ATTRACT NEW RESIDENTS, ENCOURAGE NEW BUSINESS AND KICK START CULTURAL TOURISM.

“As cabinet member and portfolio holder for Communities and Cooperation, I am passionate about our borough’s cooperative heritage. You don’t have to look very hard to see how those cooperative values, established in 1844 and focused on equity, education and independence continue to shape and inspire our Borough and its people today.

A key area within my portfolio is culture and creativity. So I am particularly pleased that our Creative Strategy draws inspiration from this heritage, placing cooperation at the very heart of our plans.

Whether it’s creating a new performance, developing an exhibition or the relationship between performer and audience, creativity is a cooperative experience. It brings people together, encourages us to understand one another and enables us to share experiences with each other.

What can be more cooperative than that?

This strategy sets out our ambition for Rochdale Borough as a culturally ambitious place where our diverse community can enjoy equal access to art and culture. It also shares our vision of being an innovative place where creativity equips us to tackle inequity, give voice to our community and respond to social challenges together.

Of course, we cannot do this alone. This strategy is an invitation, a start of something rather than an answer. It’s my hope that it will be further shaped and developed as time goes by with our partners, artists and most of all, with our communities.

So in its own way, this is the beginning of more cooperation!”

Councillor Susan Smith,

Cabinet Member for Communities and Cooperation

“WITH PLACES EVERYWHERE VYING FOR VISITORS, PROVIDING A CULTURAL ATTRACTION CAN PROVIDE A POINT OF DIFFERENTIATION, BRINGING IN PEOPLE WHO WOULD NOT OTHERWISE HAVE VISITED. IT CAN ALSO CREATE A BUZZ THAT CAN ENERGISE RESIDENTS AND ENGAGE THE LOCAL COMMUNITY.”

Gareth Roberts, What can culture the arts do for a place? (July 2018, Institute of Place Management)

CREATIVE AND CULTURAL INDUSTRIES ARE A RAPIDLY GROWING SECTOR CAPABLE OF DELIVERING STRONG ECONOMIC IMPACTS. ROCHDALE HAS SIGNIFICANT POTENTIAL TO DEVELOP ITS VISITOR, EVENING AND NIGHT TIME ECONOMY OFFER AND ITS POSITION WITHIN THE GREATER MANCHESTER CREATIVE CLUSTER PROVIDES SIGNIFICANT EMPLOYMENT OPPORTUNITIES FOR RESIDENTS WITH THE RIGHT SKILLS, KNOWLEDGE AND EXPERTISE.

“Our corporate plan, ‘Prosperous People and Places’ sets out an ambitious vision for our people and place’. To deliver our ten borough outcomes, we know that we need to adopt a pioneering approach. In other words, we need to be creative.

So, we are thinking creatively about jobs. The Creative and Cultural Industries are one of the fastest growing sectors in the UK and Greater Manchester is at the heart of that growth.

It already accounts for around 78,000 full time jobs in the city region and in our borough we want to see this grow.

We are thinking creatively about skills. As the world of work shifts towards the knowledge economy, employers increasingly look for people with ‘creative’ skills like critical thinking and problem solving. A strong creative education offer will nurture new talent in our borough and provide our residents with sought after skills.

And we are thinking creatively about our place. The decision of where to live, work and play can be heavily influenced by lifestyle. Access to creative opportunities such as arts, culture, heritage and events, can attract more people to join us in the borough and play their part in our shared success.”

Steve Rumbelow,

Chief Executive,
Rochdale Borough Council

“

BRITISH CREATIVITY IS WORLD-RENOINED ACROSS A PLETHORA OF DISCIPLINES ... WHAT MAKES BRITISH CREATIVE INDUSTRIES UNIQUE IS THE DIVERSITY OF THE PEOPLE THAT MAKE IT. AND INDEED, IT'S THRILLING TO SEE THAT TOWNS LIKE MILTON KEYNES, BIRMINGHAM, LUTON AND MANCHESTER ARE DRIVING GROWTH, ENTREPRENEURSHIP AND INNOVATION ACROSS THE UK. THESE CREATIVE POWERHOUSES ARE CREATING NEW JOBS WEEKLY AND HELP PAVE THE WAY TO REACH ONE MILLION NEW CREATIVE JOBS BY 2030.

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Nicola Mendelsohn,

Industry Chair of Creative
Industry Council

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TAKING PART IN ARTS AND CREATIVE ACTIVITIES BRINGS COMMUNITIES TOGETHER AND ENABLES PEOPLE FROM DIFFERENT BACKGROUNDS AND AGES TO SHARE EXPERIENCES, EXPLORE DIFFERENT IDEAS AND LEARN ACROSS CULTURES. IT HELPS DEVELOPS BROAD SOCIAL NETWORKS WHICH REDUCE ISOLATION, INCREASE SOCIAL CAPITAL AND INCREASE LONGER TERM WELLBEING AND RESILIENCE. EVIDENCE SUGGESTS THAT CREATIVE PARTICIPATION POSITIVELY IMPACTS A RANGE OF HEALTH OUTCOMES FOR INDIVIDUALS AT ALL LIFE STAGES AND PROVIDES A STRONG RETURN ON INVESTMENT FOR COMMISSIONERS.

“I have long been convinced that engagement with culture can have significant and long term positive impacts on people’s health and wellbeing.

Whether it’s singing in a choir, joining a dance class or taking time to enjoy an experience at a gallery or museum.

Human beings are social, we need to feel connected and to belong and for me, that’s what culture does.

Of course don’t just take my word for it, there are literally thousands of professional studies, reports and papers that detail the positive effects, both for emotional and physical wellbeing.

We have set ourselves ambitious health and wellbeing outcomes for our community. It’s clear to me that culture and creativity are an essential tool that will help us to achieve them. So it doesn’t matter whether we enjoy culture and creativity to be more active, more mindful or more social.

Or indeed for all of the above, it’s a rich, colourful and enjoyable part of life. It’s the fun that should be accessible to all of us and in turn we can feel more connected, resilient and happy”.

Kuiama Thompson,
Director of Public Health and Wellbeing, Public Health Service

“AFTER ENGAGING WITH THE ARTS 79% OF PEOPLE IN DEPRIVED COMMUNITIES IN LONDON ATE MORE HEALTHILY, 77% ENGAGED IN MORE PHYSICAL ACTIVITY AND 83% ENJOYED GREATER WELLBEING”

All Party Parliamentary Group on Arts, Health and Wellbeing

PEOPLE. PLACE. PROSPERITY.

PEOPLE

Frequent engagement with art and culture is associated with a higher level of subjective wellbeing

- People who had attended a cultural place or event in the previous 12 months were almost 60 per cent more likely to report good health compared to those who had not
- Studies have shown that specially-designed art activities can have a positive impact on health conditions like dementia, depression and Parkinson's disease
- Engagement in structured art and culture improves the cognitive abilities of children and young people
- Art activities enable people in social care to pursue creative interests, reducing loneliness and alleviating depression and anxiety among people in these environments
- A social return on investment of between £4 and £11 has been calculated for every £1 invested in arts on prescription
- Visual and performing arts in health care environments help to reduce sickness, anxiety and stress
- After engaging with the arts 79% of people in deprived communities in London ate more healthy, 77% engaged in more physical activity and 83% enjoyed greater wellbeing
- An arts on prescription pilot has shown a 37% drop in GP consultation rates and a 27% reduction in hospital admissions, representing a saving of £216 per patient
- Music therapy reduces agitation and need for medication in 67% of people with dementia
- Arts therapies have been found to alleviate anxiety, depression and stress while increasing resilience and wellbeing
- Arts engagement helps health and care staff to improve their own health and wellbeing and that of their patients



PEOPLE. PLACE. PROSPERITY.

PLACE

Participation in the arts can contribute to community cohesion, reduce social exclusion and isolation, and make communities feel safer and stronger

- Seventy-six per cent of older people say art and culture is important in making them feel happy; 57 per cent say art and culture is important in helping them meet other people; and 60 per cent say it is important in encouraging them to get out and about
- High school students who engage in the arts at school are twice as likely to volunteer than those who don't engage in the arts
- High school students who engage in the arts are also 20 per cent more likely to vote as young adults
- Culture and sport volunteers are more likely to be involved and influential in their local communities
- Investment in arts and culture after dark can regenerate a local area, boost growth and create a vibrant hub

PROSPERITY

Art and culture contributes £10.6 billion to the UK economy - the UK has a creative economy worth £27bn and culture brings £850m to UK, through tourism, each year

- A cultural education produces well-rounded adults, who contribute as empathetic citizens and creative workers
- There is evidence that doing art activities and studying creative subjects at school helps children and young people improve in other areas too:
- Students that take part in drama and library activities improve their achievement in literacy
- Students that take part in structured music activities improve their achievement in maths, languages and literacy
- Schools that integrate art across the curriculum in the US achieve consistently higher reading and mathematics scores compared to similar schools that do not

- Students from low-income families who take part in art activities at school are three times more likely to get a degree than children from low-income families who do not
- At risk teenagers or young adults with a history of intensive arts experiences show achievement levels closer to, and in some cases exceeding, the levels shown in the general population studied



Sources:

Arts Council England Case for Arts and Culture
All Parliamentary Group on Arts, Health and Wellbeing Inquiry Report,
Creative Health: The Arts for Health and Wellbeing, July 2017

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FOR MOST YOUNG PEOPLE, ACCESS TO HIGH QUALITY CREATIVE AND CULTURAL OPPORTUNITIES IS TOO DEPENDENT ON THEIR SOCIAL BACKGROUND AND THEIR POSTCODE...WE WILL MAKE THE CASE FOR A STRONGER FOCUS ON TEACHING FOR CREATIVITY AND CRITICAL THINKING ACROSS THE CURRICULUM.

”

Arts Council England,
Let's Create.

Little Gift, M6Theatre.

Photo credit: Lewis Wileman

INTRODUCTION

OUR VISION

By 2030 Rochdale will be a creatively ambitious borough where our diverse community enjoy equal access to experience, create, work and learn through great art and culture.

Rochdale Borough boasts a rich heritage and growing cultural assets which offer a real opportunity to build community pride and external profile. Its role at the beating heart of the industrial revolution has left behind great architecture, unique museum and art collections and a way of working that went on to inspire the world.

However, like many post-industrial northern towns, Rochdale has faced its fair share of economic and social challenge. Rochdale Borough today is one of the most economically and socially deprived parts of the country. Residents have some of the lowest engagement in arts and culture in the UK and the benefits of close proximity to the world class cultural offer of Manchester have yet to be realised.

The potential to harness culture and creativity in areas such as health, place-making and the economy (of which Creative and Cultural Industries now account for 5% of UK GVA) has been gaining recognition in recent years.

Once again, the birthplace of the cooperative movement is looking at those values to inspire a new partnership focussed approach to culture-led transformation that will see the borough:

- Create and champion an ambitious cultural narrative for the borough, drawn from its distinctive heritage and people and looking forward to its place within the city region and beyond
- Capitalise on culture as an opportunity to improve the health and wellbeing of residents across the Borough
- Ensure culture and creativity is inclusive, relevant and accessible to everyone regardless of age, background or ability
- Support the creative participation, exploration and talents of children and young people through a dynamic Local Cultural Education Partnership
- Deliver a positive economic impact through resilient and skilled culture and creative industries, venues, organisations, leaders, artists and creatives
- Reimagine and re-purpose its town centres, grow cultural tourism and leisure and increase the visitor economy

BACKGROUND AND CONTEXT

Rochdale Borough is located in the North West region, North East of Manchester and within the Greater Manchester Combined Authority area. It encompasses 62 square miles, has a population of 214,200 and four distinct townships: Rochdale; Middleton; Heywood and the Pennines.

The devolution of powers from central government to Greater Manchester has given the local authority and its partner's opportunity to take a strategic view to reform and redesign how it delivers major service areas such as public health and social care. A pioneering approach has been adopted across many services in the Borough and the Council has identified the need for a strategy to capitalise on the potential of culture and creativity.

The previous cultural strategy 'A Wider View' was published in 2003 and covered the period to 2008. It predates many of the subsequent developments including the creation of the Boroughwide Cultural Trust, to which the council transferred the operation of cultural assets including the Museum, Art Gallery and entertainment venues.

In 2015 the Trust established the Rochdale Boroughwide Cultural Network, bringing together leaders from the creative sector including artists, creative organisations, funders and stakeholders. The network is chaired by the Portfolio Holder with responsibility for culture

Supported by Arts Council England Lottery Funds, the Trust commissioned 'Revealing Rochdale', a sector mapping, community consultation and research project in 2017. The recommendations, which were informed by stakeholders, creatives and communities, give 'voice' to the residents of the Borough, highlight key challenges, opportunities and actions which underpin this strategy.

Rochdale Borough Council has a number of key strategies which inform this document including its 'Place Plan' and 'Corporate Plan'. More widely in GM Culture Strategy 'Grown in Greater Manchester, Known Around The World' and Arts Council 10 year strategy 'Lets Create', have particular significance.

The potential to harness culture and creativity in areas such as health, place-making and the economy is growing in recognition and importance, evidenced by the Creative Industry Sector Deal, Cultural Investment Fund, Cultural Recovery Fund and inclusion within the UK Government 'Leveling Up' priorities.

UK Cities of Culture, London Borough of Culture and GM Town of Culture show culture can help shape place-making. With the announcement in 2021 of Rochdale Borough as an Arts Council England 'Priority Place', now more than ever, is the time to invest and reap the many social, environmental and economic rewards.

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INVESTMENT IN CULTURAL ACTIVITIES AND THE ARTS ORGANISATIONS, MUSEUMS AND LIBRARIES HELPS IMPROVE LIVES, REGENERATE NEIGHBOURHOODS, SUPPORT LOCAL ECONOMIES, ATTRACT VISITORS AND BRING PEOPLE TOGETHER.

”

Arts Council England,
Let's Create.

*Rochdale Feel Good Festival.
Photo credit: Alan Hamer*

THE CURRENT PICTURE

Revealing Rochdale found that communities, stakeholders, venues, artists, cultural practitioners, schools, educationalists and health partners all want to work together to develop a high quality cultural offer which grows investment and leverages opportunities within Greater Manchester to deliver intrinsic, social and economic value for Rochdale .

However levels of activity are relatively low with Rochdale placed in the lowest 5% of arts engagement in the country. This doesn't mean no activity takes place, there are opportunities to access visual and performing arts, creative writing and music and artists living and working in the Borough. However, the sector generally lacks the resources and resilience to grow a consistent and joined-up offer that achieves greater visibility and reach. Many people simply don't have the opportunity to experience or benefit from creative activities and many artists feel there is much to do to nurture a thriving creative sector.

Revealing Rochdale evaluates the current picture and makes recommendations for 5 key areas.

LEADERSHIP AND STRATEGY

Levels of inward investment into the Borough's creative projects, activities and artists have been stubbornly low for many years.

Investing in the development of leadership which brings together the creative and cultural sector will enable a joined up response to opportunities, give increased confidence to funders and potential investors and enable a much needed 'step change' in creative ambition and delivery.

ASSET BASED APPROACH

Health and social care reform present a major opportunity for the creative and cultural sector to work with other partners to deliver positive social value for Rochdale communities. Like many post-industrial northern towns, Rochdale has health challenges around long term conditions, self-care and life expectancy. Evidence suggests that new and different thinking with creative and culture led approaches could have a significant role to play in improving the health and wellbeing of residents.



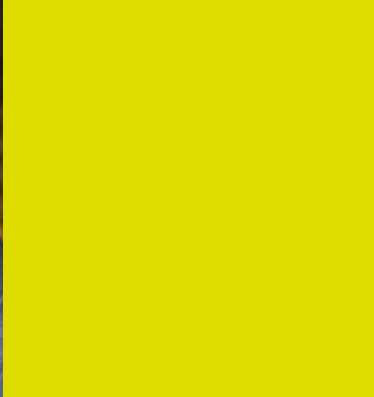
PEOPLE EVERYWHERE TELL US HOW MUCH THEY VALUE OPPORTUNITIES TO DEVELOP AND EXPRESS THEIR CREATIVITY, BOTH ON THEIR OWN AND WITH OTHERS.



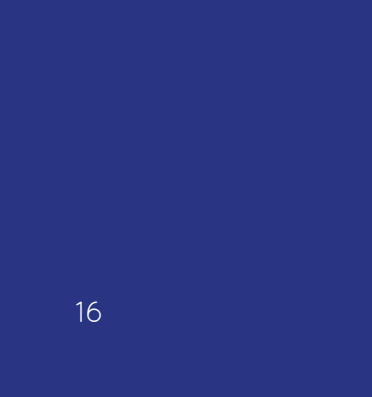
Arts Council England,
Let's Create.



“
IF WE KNOW WHERE
PEOPLE HAVE COME
FROM, THEN WE KNOW
WHERE WE’RE GOING.
”
Amir Ahmed



**LOCAL PEOPLE
CONSULTED**





A creative and cultural strategy for Rochdale Borough



**“
THINK ITS SELF
EXPRESSION. WITHOUT
ART I DON'T THINK I'D BE
ABLE TO SHOW WHO I AM.
ART IS JUST A
CREATIVE EXPRESSION
OF YOUR LIFE.”**

Daphne Ibadin



LOCAL PEOPLE CONSULTED THROUGH REVEALING ROCCHDALE



THE CIVIC OFFER

The community in Rochdale Borough is very diverse. Over 100 languages are regularly spoken and 21% of residents identify as being from communities experiencing racial inequalities. Successfully reaching and reflecting the Borough's diverse communities is a key opportunity for Rochdale to remove barriers to many in taking part.

The opportunity exists to build on pockets of great activity through a more strategic approach which reflects the whole community in creative audiences, artists or creative leaders. Everyone, regardless of race, gender, sexuality or disability must have the opportunity to experience culture and creative activity that interests and is reflective of them.

PLACE-MAKING

The last decade has seen significant transformation across the borough with investment in new sports, leisure and culture facilities. Rochdale town centre is currently amidst an impressive regeneration programme including a new shopping centre and significant heritage-led regeneration.

Projects such as Dippy on Tour have shown that culture can build on this work by attracting visitors and improving perceptions of our town centres.

Our impressive built heritage is a key opportunity to develop a new positive narrative for the Borough and capitalising on culture in its widest sense, including a re-imagined and ambitious events programme could add considerable weight to this work. A strong and credible cultural identity for the Borough could be transformative in the way it underpins and re-enforces the positive investments elsewhere in place-making and the economy.

CHILDREN AND YOUNG PEOPLE

Rochdale has a relatively young population (1 in 5 are aged under 16), yet perhaps the biggest gap in provision was identified for this age group. Both the government and Arts Council England have committed to ensuring that all young people have the right to experience a creative education in and out of school, enabling access to the rapidly growing creative career opportunities as well as the transferable skills identified by employers as key to the future of work.

However there remains disparity in the accessibility of creative opportunities across Rochdale. When consulted, young people who regularly engaged in creative and cultural activities strongly articulated the benefits for them. However many others had very limited experience, were unable to articulate what creative and cultural activities might be, what they might like to try or the careers opportunities they may present. A 'Cultural Education Partnership' is key to bring together schools and arts organisations to develop a strategic approach to creative education.



A creative and cultural strategy for Rochdale Borough



“
THERE’S NOT MUCH
LOCALLY THAT WOULD
SATISFY THAT NEED TO
BE ENGAGED OR WOULD
ATTRACT ME. BUT I’D
LIKE THERE TO BE.”

Sean Simpson



OUR VISION, VALUES AND PRIORITIES

OUR VISION FOR 2030

By 2030 Rochdale will be a creatively ambitious borough where our diverse community enjoy equal access to experience, create, work and learn through great art and culture.

OUR PIONEERING APPROACH

- To aim high, be brave and artistically ambitious
- To explore new ideas, re-invent and be radical when needed
- To work cooperatively with partners and our communities
- To harness creativity to tackle wider social challenges
- To empower communities ensuring access for all

OUR PRIORITIES

Priority 1: People

- Outcome 1.1:
People of all ages and backgrounds are healthier, more resilient and successfully managing their wellbeing
- Outcome 1.2:
People from all backgrounds are able to enjoy benefits arising from experiencing, shaping, making and sharing cultural experiences that interest and excite them.
- Outcome 1.3
Young people in the Borough are supported to watch, take part, progress through and create cultural experiences individually and with their families

Priority 2: Place

- Outcome 2.1:
The Borough is recognised as a diverse, vibrant and exciting place to live and visit
- Outcome 2.2:
Cultural programming is artistically ambitious, embedded and reflective of our communities
- Outcome 2.3:
The Borough has the creative spaces it needs for culture and creativity to thrive

Priority 3: Prosperity

- Outcome 3.1:
Cultural and creative industries in the Borough are ambitious and resilient
- Outcome 3.2:
Leadership, talent and networks in the Borough are skilled, diverse and cross sector
- Outcome 3.3:
Culture and creativity are a catalyst for the evening and visitor economy

“ I THINK [CULTURE] MAKES THE WORLD GO ROUND, IT MAKES YOUR SOUL BETTER TO GO AND WATCH ARTS AND SHOWS AND DRAMA PERFORMANCES. ”

Adam Torevell
Revealing Rochdale Consultee



Rochdale Feel Good Festival.
Photo: Alan Hamer



“

**CULTURE AND THE EXPERIENCES IT OFFERS CAN
HAVE A DEEP AND LASTING EFFECT ON PLACES AND
PEOPLE WHO LIVE IN THEM**

”

Arts Council England,
Let's Create.

Touchstones Rochdale Dance Project.
Photo credit: Len Grant

OUR PIONEERING VALUES

Our 'Pioneering Values' will be a way of working, a commitment to engaging artists and creatives in what we do and how we do things. It will challenge us to think differently and disrupt conventions, engaging and co-designing with real people in the process.

Rochdale's position, at the heart of the Industrial Revolution, trading internationally across countries and continents forged in Rochdale a mixing pot of international influence, cultures and ideas. Its' 62 square miles have produced some of the greatest and most influential radicals, thinkers and social reformers. Perhaps most famous are the 28 Rochdale Pioneers who in 1844 established the Rochdale Equitable Pioneers Society which went on to inspire a Cooperative movement that has spread throughout the world.

The sense of going against the grain, not accepting the norm and striving for social change has continued into more recent history. In the 80's for example, Rochdale Art Gallery, in defiance of the inequality of the male dominated world of Fine Art began collecting and exhibiting work by Women Artists.

This commitment continues today through the acquisitions and exhibition policy which presents and collects work by international women artists, attracting national and international interest.

The annual Literature and Ideas Festival too has expanded the traditional model of literary festivals to include a dynamic 'ideas' inspired programme. Through lectures, debates, talks and most recently a 'Generation Z' programme working with young people as authors, bloggers and creators, the Borough continues to embrace the opportunity to express, share and debate ideas creatively.

Work recently completed by Howard Riifkin sets out a compelling vision of how the 'Ideas' programme could develop in the coming years building stronger connections through collaborative programming and production with Touchstones' 'Contemporary Fwd' Visual Arts Programme.

With this as our backdrop it's not surprising that 'Cooperation, Arts and Ideas' emerged from our consultation as a key creative concept.

The sense of working collaboratively, being brave and 'radical when needed' both in how we re-imagine and re-invent cultural and creative models but also how we apply creativity to challenges in other sectors and services.

True to our roots our efforts must always be guided by a commitment to delivering social benefit, empowering communities and ensuring access for all.

OUR PIONEERING VALUES:

- Aim high, be brave and artistically ambitious
- Explore new ideas, re-invent and be radical when needed
- Work cooperatively with partners and our communities
- Harness creativity to tackle wider social challenges
- Empower communities ensuring access for all

PRIORITY 1: PEOPLE

Taking part in arts and creative activities brings communities together and enables people from different backgrounds and ages to share experiences, explore different ideas and learn across cultures. It helps develop broad social networks which reduce isolation, increase social capital and increase longer term resilience. Evidence suggests that creative participation positively impacts a range of health outcomes for individuals at all life stages and provides a strong return on investment for commissioners.

Rochdale Borough offers opportunities for a fantastic quality of life. Its location offers easy access to both beautiful countryside and vibrant city centre Manchester.

Our four townships are distinct, close knit communities where many people still look out for and care for one another. However, for too many of our residents, poor health leads to a significantly reduced quality of life and we want to change that.

Greater Manchester is a leader in the field of Arts, Health and Wellbeing.

In Rochdale there is a track record of delivery but a lack of evidence of impact capable of giving commissioners increased confidence in the mainstream commissioning of creative programmes.

A joined up approach between the health and creative sector is needed to work together from the outset to develop new and innovative interventions that support early prevention and have the capability to be delivered at scale in order to meet the health and wellbeing needs of Rochdale's population.

The benefits of taking part in creative and cultural activities should be available to all of our community, regardless of their age, background, location or prior experience. A new, culturally democratic approach is required which will invite our residents to engage in culture and creativity on their terms and in the places they feel comfortable in their local communities. It's important that we continue to inspire people through ambitious programming in our venues, on the streets and in community places but we will also encourage residents from

diverse backgrounds to get involved in helping to shape, make and share the cultural and creative experiences that they enjoy and are reflective of them and their communities.

In Rochdale, we believe that all children and young people must have the opportunity to experience and take part in inspirational creative opportunities inside and outside of school.

A cultural education has been shown to help produce well rounded adults, who contribute as empathic citizens. There's also lots of evidence that it helps with other subjects too, for example taking part in drama or library activities can improve literacy and participating in structured music can improve maths and language performance.

Taking part in creative activities can have a particularly transformative impact on young people from disadvantaged circumstance and research shows that those with the opportunity to take part are three times more likely to get a degree than those who do not.



THE INCLUSION OF CULTURE, HERITAGE AND CREATIVITY IN ALL GREATER MANCHESTER POLICY AREAS WILL DEMONSTRATE HOW GENUINE COLLABORATION AND PARTNERSHIP WORKING CAN IMPROVE OUTCOMES FOR ALL



GMCA, GM Culture Strategy 2019



Group visiting Touchstones Rochdale

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**WE NEED A PROFESSIONAL CULTURAL
SECTOR THAT GENERATES NEW IDEAS,
WORKS EASILY AND EFFECTIVELY WITH
OTHERS, AND IS ADEPT AT DEVELOPING
DIVERSE TALENT FROM EVERY
COMMUNITY.**

”

Arts Council England,
Let's Create.

PRIORITY 1: PEOPLE

Access to a broad creative and cultural education enables children to discover, learn about and progress into the creative industries, one of the fastest growing industries in the UK. In Greater Manchester this is particularly important given that the creative industries sector in the city region is one of the fastest growing clusters in the UK.

It is our aim to ensure that all children and young people in the Borough have the creative knowledge, skills and opportunity to develop their talent and benefit from the wealth of creative employment opportunities on their doorstep.

OUTCOMES

People of all ages and backgrounds are healthier, more resilient and successfully managing their wellbeing

People from all backgrounds are able to enjoy benefits arising from experiencing, shaping, making and sharing cultural experiences that interest and excite them

Young people in the Borough are supported to watch, take part, progress through and create cultural experiences individually and with their families

OBJECTIVES

Explore and evidence health and wellbeing impact

Develop new collaborative delivery models with the health sector

Champion cultural democracy, inclusion and access

Increase engagement and audiences

Increase creative opportunities for, by and with children, young people and their families

Champion the importance for children and young people to benefit from a high quality creative education



THE ARTS FUEL CHILDREN'S CURIOSITY AND CRITICAL CAPACITY. THEY ARE EVERY CHILD'S BIRTHRIGHT. IT IS VITAL THAT CHILDREN ENGAGE WITH THE ARTS EARLY IN THEIR LIVES. THE ARTS CONTRIBUTE TO THE DEVELOPMENT AND WELLBEING OF CHILDREN AND YOUNG PEOPLE. THEY INSPIRE FUTURE AUDIENCES AND THE NEXT GENERATION OF ARTISTS AND ARTS LEADERS.



Arts Council England, Achieving Great Art for Everyone, 2011

PRIORITY 2: PLACE

Culture, creativity and heritage can build a strong sense of place, both for our communities and beyond. When deployed strategically and with purpose it can redefine perceptions, promote civic pride, help revitalise neighbourhoods, attract new residents, encourage new business and kick start cultural tourism.

Rochdale Borough boasts a rich heritage and growing cultural assets which offer a real opportunity to build community pride and external profile.

Visitors from across the globe already visit Rochdale to learn about cooperation and will soon enjoy new opportunities through the heritage-led regeneration of Rochdale town centre with the Grade 1 listed Town Hall (the Cathedral to Commerce) at its heart.

Beyond Rochdale town centre the theme of strong heritage continues with many assets and clusters in the townships. Capitalising on these through a strategic approach which embeds creatives, nurtures the cultural sector and transforms

our cultural events programme could offer significant new rewards, investment and increased impact both in terms of our residents and our place in Greater Manchester, nationally and internationally. There are clusters of artists and creatives, particularly in and around the Pennine villages and the close proximity to Manchester make it convenient for collaborations with major cultural institutions and potentially an attractive and affordable location for artists and creative enterprise to locate.

There is a fledgling network for culture and many voluntary arts groups together provide a range of opportunities for local residents and visitors to enjoy cultural experiences.

A joined up approach to the development and promotion of a new narrative for Rochdale, focusing on its existing heritage assets and future cultural ambitions could significantly multiply the impact of existing and planned investments, attracting new interest and financial resource to the Borough.

To establish a strong creative identity, capable of delivering the benefits described will require ambitious and well-structured programming. It should be grounded in and celebrate the place but equally it must be innovative, outward looking and ambitious. In this way we can engage, inspire and reflect our community.

Rochdale already has many cultural assets including venues, creative organisations and independent artists and a programme of events, festivals and exhibitions delivered by both the council, partners such as Link4Life and the community. However they can lack resource, scale and expertise and our consultation clearly demonstrated that they are often 'below the radar' of many of our residents.

There is a need to refocus from delivery to strategic co-ordination and leadership in order to increase ambition, audiences, diversity and profile to reach more people and delivering greater community benefit.

“

MUSEUMS PLAY AN ESSENTIAL ROLE IN HELPING US UNDERSTAND AND SHAPE CULTURE, THEY CONNECT US TO THE PAST AND ENCOURAGE US TO THINK ABOUT THE FUTURE

”

Arts Council England,
Let's Create.



Rochdale Pioneers Museum.
Photo credit: Andy Hirst

“

IT'S LIKE AN ESCAPE FOR ME, I CAN HAVE ALL STRESSES AND STUFF...BUT WHEN I START ACTING I GET RID OF ALL THAT.

”

Matthew Clegg
Revealing Rochdale Consultee

*Skylight Circus Arts.
Photo: Giles Bennett*

PRIORITY 2: PLACE

The current economic climate and pressures on council resources necessitate a need to balance the financial resilience of our culture and events offer with growth.

A move from direct delivery to strategic commissioning has the potential to access to more sector expertise and partnerships, provide opportunities to streamline and integrate programming and production and secure new financial support.. Working in this way, provides 'incubation' investment to grow a stronger creative industries sector in the Borough which, could lead to economic growth, creative jobs and employment. (see priority 3).

Having the appropriate creative spaces to meet, make, experience, participate and exhibit or perform are all vital. Rochdale must not be a place where culture and creative experiences are only 'received' but where high quality work is created cooperatively, shared and explored. Our regeneration programmes provide opportunities to incorporate new creative and community spaces and work with artists to create high quality public art initiatives with our communities.

Wherever possible we must be looking for opportunities to maximise our investments creatively, involving artists in design, engagement, creation and decision making. This should include working with creatives to 'design in' incubation hubs and studios for creative enterprise or repurposing vacant premises for creative use.

Central to our place narrative is the opportunity to build on our reputation as a dynamic place of creative ideas through creation of a 'Centre for Creative Ideas'. Focussing on Visual Arts, Literature, Spoken Word, Performance, Digital and Film it could build on the Borough's rich history of innovation, disruption and radical ideas.

Working with Link4Life to build on the successful 'Contemporary Fwd' programme, with the Literature and Ideas Festival (as recommended in the recent review by Howard Rifkin) and with the Rochdale digital festival it is possible to reimagine Touchstones as a year round hub for creation, commissioning and delivery that firmly places the creative exploration of ideas and innovation at the heart of the boroughs artistic and social approach transformation.

A full assessment and capital asset plan is needed to look at opportunities to develop, co-locate or adapt spaces and secure funding. This work would support the recently completed 'Built Facilities Strategy' (looking at sports and physical activity spaces) and be embedded within the work currently being undertaken by the Rochdale Strategic Estates Group.

OUTCOMES

The Borough is recognised as a diverse, vibrant and exciting place to live and visit

Creative programming is artistically ambitious, embedded and reflective of our communities

The Borough has the creative spaces and places for culture and creativity to thrive

OBJECTIVES

Develop and promote the Borough's unique creative identity

Develop a strategic approach to creative commissioning, production and programming.

Deliver a capital asset plan to support culture and creativity

PRIORITY 3: PROSPERITY

Creative and cultural industries are a rapidly growing sector capable of delivering strong economic impacts. Rochdale has significant potential to develop its visitor, evening and night time economy offer and its position within the Greater Manchester creative cluster provides significant employment opportunities for residents with the right skills, knowledge and expertise.

Culture and heritage plays a strong role in developing the visitor, evening and night time economy. Historic England valued the heritage tourism expenditure alone at £18.4m in 2016 and given the strong focus on heritage regeneration across Rochdale, it suggests an important opportunity to realise economic impact through a sustained and co-ordinated approach to developing and growing cultural tourism across the Borough.

DCMS estimates that the creative industries generate £101.5bn annually and new research from Nesta and the creative industries council (Feb 2018) demonstrates that the creative industries across the UK are growing employment twice as fast as other sectors, suggesting that one million new creative jobs will have been

created between 2013 and 2030. Manchester is identified as having generated one of the highest numbers of creative industry jobs.

The Greater Manchester Independent Prosperity Review highlights Digital, Creative and Media as one of four priority growth sectors, with the Digital and Creative Industries in Greater Manchester worth £4.4bn GVA p/a and supporting 78,500 full time jobs

The government white paper 'Industrial Strategy - Building a Britain fit for the future' sets out a £33m 'sector deal' for creative industries, within the Greater Manchester city region, consultation has already begun on a local industrial strategy which identifies the city region as "a natural breeding ground for creative and cultural industries".

Rochdale Borough has a unique opportunity to attract creative business, equip residents with creative skills for employment and to support new creative entrepreneurship to establish through focused leadership, collaborative investment and quality delivery where needed.

We believe that creative leadership does not sit exclusively within the cultural sector.

We want to engage leaders from other sectors for example health, regeneration and business and community to fully realise our vision for culture driving positive impact for people, place and prosperity. It is our ambition to create a Cultural Board of strategic partners, within which the council would be equal alongside other stakeholders, businesses and community members.

Through this we would provide the 'direction of travel' underpinned by this strategy and wider research. We want to support a creative 'cooperative' of arts and heritage organisations, artists and creatives to work together to deliver our vision, stronger and more resilient through shared resource and collaboration.

Through our projects, activities and commissions we would seek every opportunity to develop artists, and ensure we are able to attract and retain a diverse and talented leadership and workforce for our creative sector and to develop volunteers and training pathways.

Dippy on Tour. Photo: Alan Hamer





Spark! - Rochdale Town Centre.
Photo credit: Zain Zia

PRIORITY 3: PROSPERITY

We are excited by the opportunity to establish a cross sector innovation programme which will bring together outstanding artists and practitioners through structured sessions to explore creative best practise and innovation in different social and creative contexts through what we are describing as a **'Creative Pioneers Programme'** of peer-led development opportunities that we aim to set up in the Borough.

Opportunities such as Dippy on Tour (a national tour of the natural History Museum's iconic Dinosaur arriving in February 2020), provides a platform for us to engage residents more widely in order to develop new volunteering programmes which could go on to support the development and delivery of creative events, activities and programmes going forward.

OUTCOMES

Cultural and Creative Industries in the Borough are ambitious and resilient

Cultural leadership and talent in the Borough is skilled, diverse and cross sector

Networks are thriving within and across sectors, locally, regionally and beyond

Culture and creativity are a catalyst for the evening and visitor economy

OBJECTIVES

Develop cooperative approaches to strategy, leadership and delivery

Create development opportunities for the creative workforce, participants and volunteers

Facilitate opportunities for creative cooperation, collaboration and connection across sectors

Work with local businesses and community groups to utilise and develop the culture and heritage assets of the Borough



THE UK'S WORLD-CLASS CREATIVE INDUSTRIES ARE ONE OF THE FASTEST GROWING, AT TWICE THE RATE OF THE ECONOMY AS A WHOLE. THEY MAKE UP OVER FIVE PER CENT OF THE UK ECONOMY AND EMPLOY MORE THAN TWO MILLION PEOPLE, CONTRIBUTING £87BN OF GVA.



Industrial Strategy, Building a Britain fit for the future, HM Government, 2018

MAKING IT HAPPEN

STRATEGIC OVERSIGHT

In order to take forward our strategy, we propose a strategic body consisting of key leaders from within the council and its partners will be tasked with the strategic oversight, direction setting and monitoring of the strategy and its delivery.

The Strategic Cultural Cooperative whether new or part of an existing or planned governance structure (such as that envisaged to lead the Creative People and Partnership consortium), should have the authority to make decisions on all aspects of the strategy and subsequent delivery.

Senior representatives from strategic partner organisations such as housing, education, culture and health would be invited to join alongside nominated creative sector leads/artists and community representatives. All of the new Strategic Cultural Cooperative members should have access to Creative development programmes once established.

The primary purpose of the Strategic Cultural Cooperative would not be to undertake delivery, this we would expect to be 'commissioned' to creative providers through the various grant programmes operated by the council and its' partners. Therefore, we will seek to have representatives from those commissioning and grant giving bodies within the cooperative to ensure a strong strategic fit to investment in the borough.

In order to deliver our ambitions, we will develop a detailed annual implementation plan which will be reviewed and monitored regularly by the Strategic Cultural Cooperative and detailed actions added for subsequent years.

ROCHDALE BOROUGH CULTURE NETWORK

Rochdale Borough Culture Network and its four 'anchor' organisations (Your Trust, M6 Theatre, Cartwheel Arts, Skylight Circus Arts) will be a key delivery mechanism for this strategy.

Where the Board will set and monitor strategic direction, the network will undertake direct delivery and development with communities, guided by the strategy and action plan.

It will also advise the Strategic Cultural Cooperative and feed up information from members to inform future commissioning and priorities.

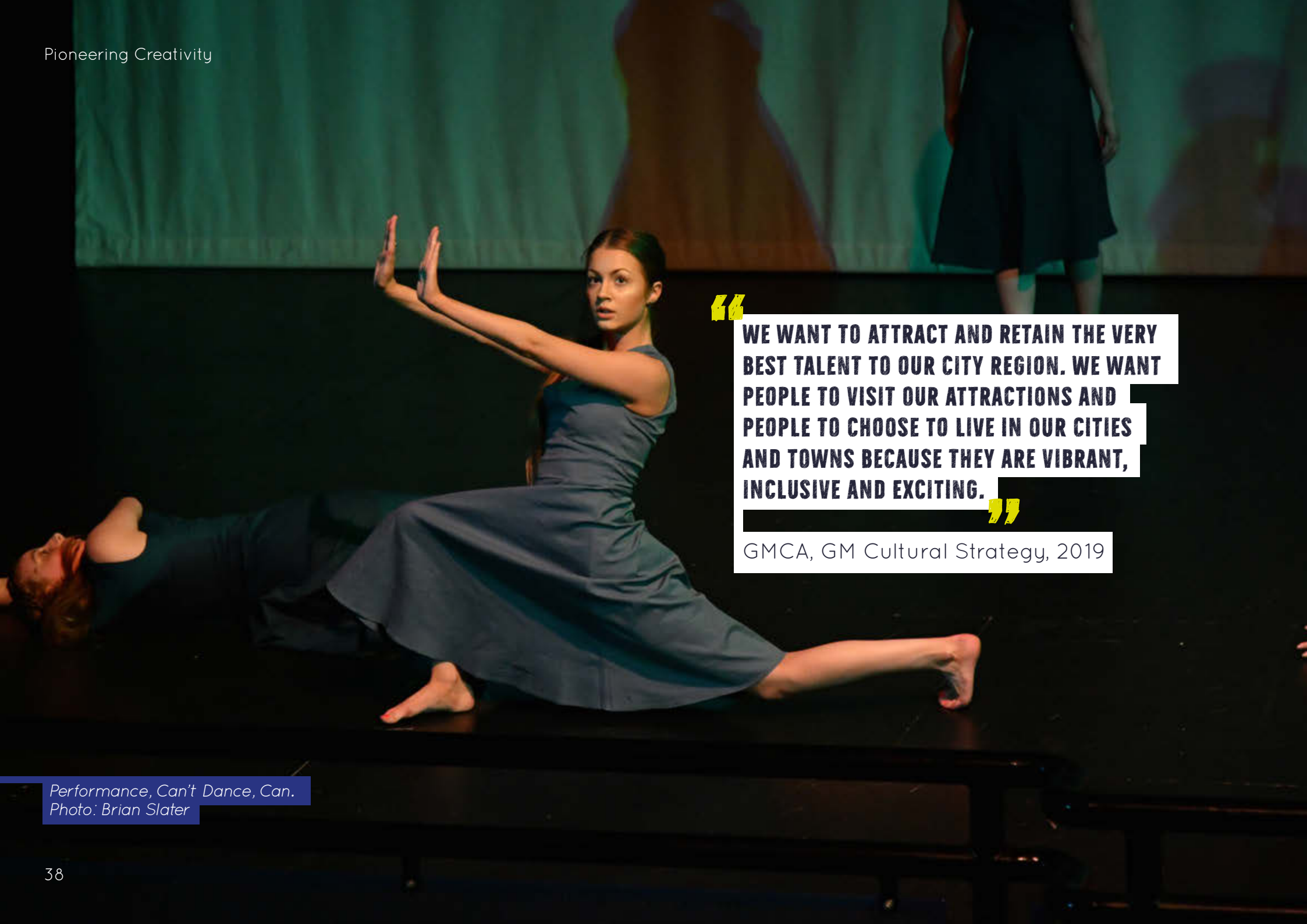
LOCAL CULTURAL EDUCATION PARTNERSHIP

The Local Cultural Education Partnership (LCEP) will oversee the specific focus around cultural education for children and young people. The LCEP will work with schools and creative partners to advocate for, connect and broker opportunities for young people to access creative education, for example Arts awards which offer real qualifications at level 1, 2 and 3. The LCEP will also advise the creative Board and feed up information from members to inform future commissioning and priorities.

Rochdale Literature & Ideas Festival

EXPAND YOUR MIND





“

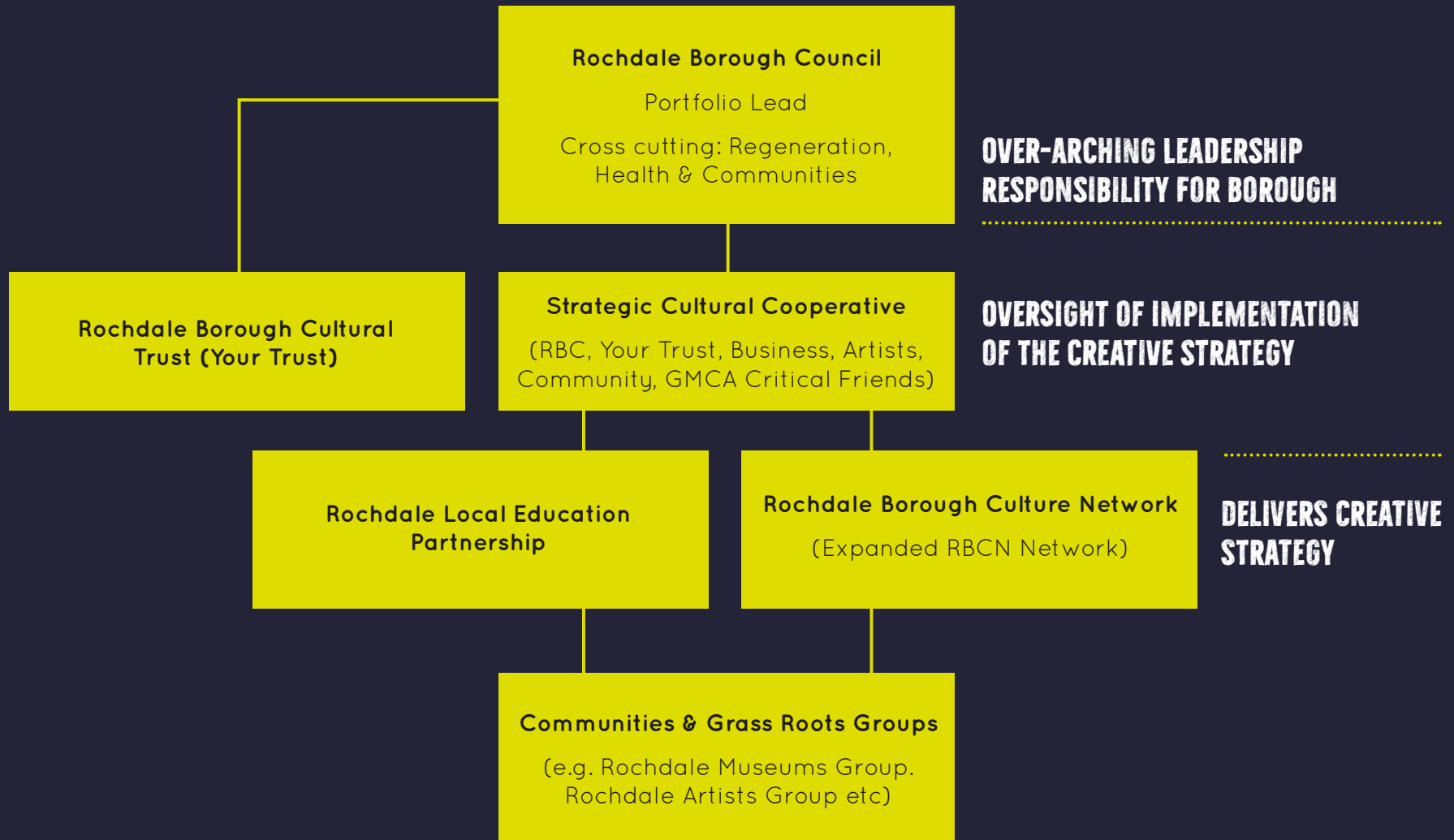
WE WANT TO ATTRACT AND RETAIN THE VERY BEST TALENT TO OUR CITY REGION. WE WANT PEOPLE TO VISIT OUR ATTRACTIONS AND PEOPLE TO CHOOSE TO LIVE IN OUR CITIES AND TOWNS BECAUSE THEY ARE VIBRANT, INCLUSIVE AND EXCITING.

”

GMCA, GM Cultural Strategy, 2019

Performance, Can't Dance, Can.
Photo: Brian Slater

DELIVERY MODEL



WORKING TOGETHER

Our ambitions are such that we would not be able to achieve them alone. Building on our long tradition of cooperation and collaboration, we will work with partners from across the borough and beyond to ensure we can achieve our goal. Our partnerships include (but are not limited to):

Action Together

Artists and Creative Practitioners

Arts and Culture Organisations
(GM/Regional/National)

Arts Council England

Cartwheel Arts

Faith Sector

Greater Manchester Archives
and Libraries Partnership

Greater Manchester Arts

Greater Manchester
Combined Authority

Greater Manchester
Museums Group

Hopwood Hall College

Local Businesses

Local People

M6 Theatre

Museum Development North West

National Lottery Heritage Fund

Rochdale Borough Council

Rochdale Borough Council
Libraries Service

Rochdale Borough Cultural Trust
(Your Trust)

Rochdale Borough Culture Network

Rochdale Borough Housing

Rochdale Business
Improvement District

Rochdale Children's Services

Rochdale Development Agency

Rochdale Libraries Service

Rochdale Music Service

Rochdale Public Health & HMR CCG

Rochdale Town Centre Management

Rochdale Voluntary Sector Alliance

Skylight Circus Arts

The Co-op Group

The Co-operative College

The Co-operative Heritage Trust



WHEN YOUNG PEOPLE ARE IMMERSSED IN A LEARNING ENVIRONMENT THAT BLENDS CONTEMPORARY ART, MEANINGFUL COLLABORATIVE WORK WITH PEERS, AND SUPPORTIVE INTERACTION WITH ARTISTS AND MUSEUM STAFF, THEY ARE INSPIRED TO SEE THE WORLD DIFFERENTLY...EVEN YEARS AFTER TEENS HAVE COMPLETED THEIR PROGRAMS, THESE EXPERIENCES CONTINUE TO PLAY A ROLE IN THEIR PERCEPTIONS OF THEMSELVES, THEIR CAPABILITIES, AND THEIR ENVIRONMENT.



Room to Rise: The Lasting Impact of Intensive Teen Programs in Art Museums, The Whitney Museum of American Art, New York 2015



*Gaia by Luke Jerram at
Number One Riverside.
Photo: Alan Hamer*



I LIKE THE FAMOUS QUOTE “MAKE ART YOUR COMPANY”. MY ARTWORKS ARE LIKE MY FRIENDS WHILE I CAN’T GO OUT AND SEE ANYBODY.

"

Participant, Cartwheel Arts



Get Creative Inside Kit, Cartwheel Arts.
Photo by mum, Iqra.

DELIVERING FOR ROCHDALE

ROCHDALE BOROUGH COUNCIL CORPORATE PLAN 2019 - 2022

Outcome: People get a good start

Indicator: All children are healthy and ready to succeed when they start school and all children and young adults achieve their potential.

Outcome: Place is age friendly

Indicator: The borough is a place where people age well, can live with dignity and have equitable access to services and opportunities.

Outcome: People fulfil their potential:

Indicator: All residents have the opportunities they need to enable them to help themselves, their loved ones and their communities to achieve their full potential.

Outcome: People are protected:

Indicator: All residents are protected from harm, through support in times of need and by safeguarding and protecting those who are vulnerable.

Outcome: Place is inclusive:

Indicator: The borough is safe, resilient, and clean and has good quality places where people choose to live, work and invest.

Outcome: Place provides opportunities:

Indicator: The borough has thriving growing businesses and new enterprises and creates the conditions for high skill levels and high quality jobs.

Outcome: People are resilient:

Indicator: All residents have good mental wellbeing, are resilient, enjoy life, and are able to cope with life's challenges.

Outcome: Place is welcoming

Indicator: The borough is friendly, inclusive and cooperative.

Outcome: Place supports sustainable growth

Indicator: The borough has sound finances and is able to provide services to meet residents' needs now and in the future.

Outcome: People are healthy:

Indicator: All residents feel healthy and remain in a good state of health for as long as possible.

**VISION: MAKE OUR BOROUGH A GREAT PLACE
TO GROW UP, GET ON AND LIVE WELL**

DELIVERING FOR ROCHDALE

CREATIVE
STRATEGY

VISION: BY 2030 ROCHDALE WILL BE A CREATIVELY AMBITIOUS BOROUGH WHERE OUR DIVERSE COMMUNITY ENJOY EQUAL ACCESS TO EXPERIENCE, CREATE, WORK AND LEARN THROUGH GREAT ART AND CULTURE.

PRIORITIES

Creative Priority 1: People

Creative Priority 2: Place

Creative Priority 3: Prosperity

CREATIVE
STRATEGY
OUTCOMES

1.1:
People of all ages and backgrounds are healthier, more resilient and successfully managing their wellbeing

1.2:
People from all backgrounds are able to enjoy benefits arising from experiencing, shaping, making and sharing cultural experiences that interest and excite them

1.3:
Young people in the Borough are supported to watch, take part, progress through and create cultural experiences individually and with their families

2.1:
The Borough is recognised as a diverse, vibrant and exciting place to live and visit

2.2:
Cultural programming is artistically ambitious, embedded and reflective of our communities

2.3:
The Borough has the creative spaces it needs for culture and creativity to thrive

3.1:
Cultural and creative industries in the Borough are ambitious and resilient

3.2:
Leadership, talent and networks in the Borough are skilled, diverse and cross sector

3.3:
Culture and creativity are a catalyst for the evening and visitor economy



Performance, Touchstones Rochdale.
Photo: Richard Philbin

WIDER POLICY LINKS

ROCHDALE BOROUGH SPATIAL STRATEGY

SP1 - Rochdale borough's role in the city region

- a. Promote the borough as an attractive location in terms of jobs, housing, shopping, the environment, image, tourism and quality of life;

E1 - Establishing thriving town, district and local centres

E5 - Encouraging the visitor economy

C7 - Delivering education facilities

- Promote the provision of existing and new facilities, open space and leisure uses that create interest and activity, and opportunities taken for educational and learning use.

C8 - Improving community, sport, leisure and cultural facilities

RECLAIM ROCHDALE BOYS 2018 MANIFESTO

- Recognise our power: we want to make our own decision
- Rochdale boys have talent. Provide us with opportunities
- You think you know Rochdale? Come speak to us!

Teenagers need space to grow and places to go

RECLAIM ROCHDALE GIRLS 2018 MANIFESTO

- Rochdale girls demand dignity and power – hear our voice
- Make fun free for working class people
- Create and educate, don't discriminate
- Break the barriers, not our community

GM CULTURAL STRATEGY - CREATING THE CONDITIONS

1. Create the conditions for creativity to flourish

- 1.1 Make culture, heritage and creative education, inside and outside of the curriculum, accessible to all regardless of age or background.
- 1.2 Ensure our residents have the skills required to drive and contribute to the growth of the culture, heritage and creative industries and the wider economy.
- 1.3 Develop and support cultural businesses and attractions in our cities and towns, recognising the role culture and heritage play in the identity and economy of our communities, from our high streets to our historic landmarks.

WIDER POLICY LINKS

2. Enrich the lives of all our residents through engagement with the culture and heritage of Greater Manchester

- 2.1 Develop and promote social and community cohesion and create opportunities for people to reflect on, and forge their place in the world and use culture to develop and promote social and community cohesion and support our residents to realise their potential.
- 2.2 Champion culture's role in improving health and wellbeing, capitalising on opportunities offered by the devolution of health and social care.
- 2.3 Capitalise on Greater Manchester's status as the UK's first age-friendly city region, enabling and promoting later life creativity and talent.

3. Celebrate, protect and develop Greater Manchester's unique culture, heritage strengths, assets, and ecology

- 3.1 Celebrate the distinctive identity of our cities and towns, developing cultural programmes that reflect and respond to place.
- 3.2 Work with cultural organisations and artists to develop entrepreneurial activities that improve the sustainability and strength of the sector.
- 3.3 Work with Marketing Manchester and GM's Night Time Economy Adviser to cement and promote culture's position at the heart of Greater Manchester's visitor and night-time economy.

ARTS COUNCIL ENGLAND 10 YEAR STRATEGY: LET'S CREATE

Outcomes

- Outcome 1: Creative People: Everyone can develop and express creativity throughout their life

- Outcome 2: Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture
- Outcome 3: A Creative and Cultural Ecology: England's cultural sector is innovative, collaborative and international

Investment Principles

- Ambition and Quality: Cultural organisations are ambitious, and committed to improving the quality of their work.
- Inclusivity and Relevance: England's diversity is fully reflected in the organisations and individuals that we support and in the culture they produce.
- Dynamism: Cultural organisations are dynamic and able to respond to the challenges of the next decade.
- Environmental Responsibility: Cultural organisations lead the way in their approach to environmental responsibility.

WIDER POLICY LINKS

DEPARTMENT FOR CULTURE MEDIA AND SPORT - CULTURE WHITE PAPER

Everyone should enjoy the opportunities culture offers, no matter where they start in life

- 1.1 Culture should be an essential part of every child's education, both in and out of school
- 1.2 There should be better access to skills development and clearer pathways for talent, where it emerges
- 1.3 Publicly-funded culture should reflect the diversity of our country

The riches of our culture should benefit communities across the country

- 2.1 We will promote the role that culture has in building stronger and healthier communities and boosting economic growth

2.2 Greater local and national partnerships are necessary to develop the role of culture in place-making. We will require national institutions to back local vision

2.3 Our historic built environment is a unique asset and local communities will be supported to make the most of the buildings they cherish

2.4 Technology is expanding the ways in which we make and experience culture; the digital dimension is becoming a 'place' in itself

The power of culture can increase our international standing by promoting the UK through our cultural exports we will enhance our global reputation and soft power

3.2 The GREAT campaign will draw on culture to promote 'brand Britain' and will enhance our cultural offer to visitors by bringing us the best the world has to offer

3.3 We will work with partners globally to protect world heritage

Cultural investment, resilience and reform

- 4.1 The government will continue to invest in our growing cultural sectors
- 4.2 Government support to help cultural organisations develop more mixed funding models makes a demonstrable difference
- 4.3 We will support public bodies to meet the objectives set out in this white paper



One Little Word, M6 Theatre. Photo: Lewis Wileman

PIONEERING CREATIVITY

A CREATIVE AND
CULTURAL STRATEGY FOR
ROCHDALE BOROUGH



ROCHDALE
BOROUGH COUNCIL