
A NEW CULTURE OF CULTURE

Selby District Cultural Development Framework 2021 - 2026 Summary

TIME TO REFLECT





1.

The Covid 19 pandemic had a major impact on the lives, wellbeing, finances and future of everyone. It caused people to reflect, to work in new ways, to value the small things in life, to challenge inequality and to try to look forward to life in the future.

Culture has a key role to play in helping people heal, to re-establish connections, to earn a living, to learn, to enjoy themselves, to amplify under-represented voices and to provide some optimism for the future. Within the district of Selby, culture can play a part in everyone's lives, help change perceptions of the area and be part of the regeneration of the district whether that is economically, creating a sense of place or improving people's lives.

THE R[✿]OLE FOR CULTURE





2.

There is an opportunity for the district of Selby to grow its cultural infrastructure - the physical spaces, the organisations, the funding, and the individual skills - from the ground up.

People are now keener than ever to connect with their local area, experience a sense of community and take pride in where they live. This could be about staging more events and activities in the District so people don't have to travel outside. It could be about using the arts to celebrate the wealth of stories and heritage the District has to offer, increasing a sense of local pride and community. It could be about bringing people together to share their experiences and express them creatively, for example through writing, painting or photography.

The connections made through culture can bring people together, tackling isolation, loneliness, inequality or issues related to mental health. Equally it can be about physically transforming the area, whether through public art, lighting buildings or artists working in public spaces, changing perceptions of an area through how it looks and increasing visitor spending to grow the visitor economy.

WHAT DO
WE MEAN BY
CULTURE?



3.

We all experience culture in some way, every day.
This could include:

Visiting:

Museums

Libraries

Theatres

Cinemas

Galleries

Carnivals

Festivals

Performances

Concerts

Gigs

Craft Fairs

Taking Part:

Choirs

Book Groups

Local History Groups

Learning to Paint

Writing Poetry

Making Films

Creating Digital Artwork

Sewing a Quilt

Reading Books

Recording a Podcast

Listening to Music

In 2018 the Department for Culture Media and Sport showed that the cultural sector contributed £32.3 billion to the UK economy, with 676,000 jobs in the sector, an increase of 24% since 2011

WHY AND HOW THE FRAMEWORK WAS DEVELOPED



4.

Selby District Council believes that:

Culture is part of the glue that brings communities together.

Culture can revitalise places and the communities within them, changing perceptions of the area both for those living there and those outside.

The district's cultural, creative and visitor sectors should be a driving force for the local economy.

Selby District Council commissioned Beam, an arts organisation based in Yorkshire, to develop this framework. Beam spoke directly to individuals and organisations throughout the district to understand their needs and priorities. The team then carried out wider public consultation to find out more about what the communities of the district of Selby feel about culture and what they'd like to see in the future.



THE CHALLENGES

The image shows a close-up of a modern building's exterior. A white, textured wall is visible in the foreground. A large, dark-framed window is set into the wall. To the right of the window, a bright yellow vertical slat fence runs vertically. The sky is a clear blue in the upper right corner.



5.

Whilst a relatively affluent and buoyant area, there are clear social and economic issues relating to an ageing population: declining high streets; the impact of Covid-19; changes in local government; significant pockets of deprivation; access to digital technology; audiences going elsewhere for cultural activity; social isolation; community cohesion; health & wellbeing; and a lack of funding secured through the National Lottery.

The district has a lack of cultural facilities, such as museums, theatres, galleries or large arts organisations. Where there are such organisations (or individuals) there is not a significant track record in the district of applying, receiving or being able to secure funding from Arts Council England (ACE) or the National Lottery Heritage Fund (NLHF).

THE ✿ OPPORTUNITIES





6.

The district may not have a cultural infrastructure as well developed as other areas, but it has achieved great things, including Selby Town Hall, Riley-Smith Hall, Sherburn Craft and Food Festival and Selby 950. Linked to this the Cultural Drivers group, representing art forms, organisations and individuals from across the district, was established to provide an overview, a critical friend role and a coordinated voice to help further develop culture in the district.

The District Council must prioritise working in partnership, supporting and developing others to play a role.

STRATEGIC CONTEXT





7.

This cultural framework cannot operate in isolation, so it has been developed in the context of Selby District Council, Arts Council England, National Lottery Heritage Fund and Historic England priorities.

There are significant changes to the structure of local government in North Yorkshire from 2023, when the eight existing authorities will be abolished and a new Unitary authority created for the entire county. This framework will be important in ensuring that the cultural priorities identified within the district are understood by the new Local Authority, and that the key role culture plays in our identity, distinctiveness, heritage, opportunities and community is recognised.

A VISION FOR CULTURE IN THE DISTRICT OF SELBY

TO CREATE A NEW CULTURE OF
CULTURE - TO ENSURE CULTURAL
ACTIVITY IS AN INTEGRAL
PART OF LIFE IN THE DISTRICT

8.

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- There will be opportunities for all whether as audiences, practitioners or active participants
 - The district of Selby will be recognised as innovators in the use of culture as part of transforming the area socially, economically and physically
 - The cultural infrastructure established will be sustainable, resilient and will be guided by the communities of the district, celebrating the authenticity and spirit of the area
-

5

PRIORITIES FOR CULTURE

1: CREATING A NEW CULTURAL INFRASTRUCTURE

- Support the development of artists, arts organisations, venues and networks across the district
- Provide facilities for activities to take place in
- Build the confidence and capacity of the cultural sector
- Create a new approach to culture in the district

2: PEOPLE AT THE HEART OF CULTURE

- Use culture as a way of engaging local people
- Develop the skills, quality of life and health & wellbeing of local people
- Connect people with others and increase participation
- Actively involve people in shaping, developing and delivering activities

9.

3: TRANSFORMING SELBY DISTRICT

- Use culture and creativity to support the regeneration of the district (physically, culturally and digitally)
- Ensure culture is an integral part of the transformation of the district with the role of culture and creativity recognised and demonstrated

4: CELEBRATE SELBY DISTRICT

- Celebrate the district of Selby, its wealth of stories, achievements, people and heritage
- Use culture to strengthen local pride, change perceptions of the area and build for the future

5: SUPPORTING DELIVERY

- Invest in supporting the delivery of change and growth in culture in the district

PHASES OF A NEW CULTURE OF CULTURE





10.

There is an opportunity to create a new approach to culture in the district of Selby, one that is sustainable, resilient, innovative and perhaps most importantly places the communities of the district and their voices at the heart of culture. There are three clear phases to achieving this:

1. **Demonstrate the case for culture.**
2. **Create the environment for culture to become established.**
3. **Create the environment for culture to grow and flourish.**

**HOW WILL IT
BE FUNDED
AND DELIVERED?**



11.

Selby District Council has committed £600,000 to cultural activity over the first three years of this framework (2021 – 2024) - a significant investment in the current climate. The Council's commitment to investing this funding is key to being able to unlock investment from other sources, with the aim to create a sustainable cultural infrastructure in the future that does not rely on single sources of funding.

There is no 'one size fits all' for delivering culture, therefore the most appropriate approach for each element within the framework will be considered and developed. This will be based on cost effectiveness, efficiency, those best placed to deliver and perhaps most important of all what will deliver the best results with the most impact. The Council will take a strategic overview to progress and monitor the delivery of the priorities of the framework. In some cases this will involve direct delivery by officers and teams within the Council as they are best placed to take this role.

**HOW WILL
CULTURE HAVE
TRANSFORMED
THE DISTRICT
IN 5 YEARS?**



12.

How will we know if this cultural framework has been successful?

THERE WILL BE A NEW CULTURAL INFRASTRUCTURE - There will be more artists, creative practitioners, arts & heritage organisations, venues and networks. There will be increased confidence amongst those in the sector, both to operate as businesses and to speak up for culture. The sector will be more self-sufficient and the district will be recognised for the success of a cultural sector that is creative, resilient, sustainable and capable of achievements beyond what people might expect of the district.

PEOPLE WILL BE AT THE HEART OF CULTURE - Culture will be an everyday part of people's lives and culture will have played its part in improving the lives of people - economically, socially, mentally and physically - and contributed to the recovery from the impact of Covid 19. The people of the district will speak up for culture and be their own cultural champions. People will see culture as a way of expressing themselves and increasing their pride in the area they are from. Cultural activity will grow from the wishes and needs of local people, reflecting the local area rather than being 'parachuted' in from elsewhere.



SELBY DISTRICT WILL BE TRANSFORMED THROUGH CULTURE

The villages and towns of the district will be bustling with people attending events and performances or visiting the cultural attractions. The public realm, the footpaths, the arrival points and regeneration sites will have public art and creative elements integrated into them, creating attractive and welcoming environments. The district will be recognised as a pioneer in culture as part of creating a new future for an area.

CELEBRATE SELBY DISTRICT - Local people will be even more proud of the area they live in with greater awareness of the district's stories, achievements, people and heritage. This pride will be shared with others across the region and beyond and the district will be recognised for the distinctive and unique area that it is.

SUPPORTING DELIVERY - Cultural activity will be integrated into the work of the Council and partners across the district - it will be mainstream rather than an add on. This will mean, whilst there needs to be some oversight to maintain progress with the framework, there will be a sustainable and more self sufficient approach to culture.

The result of this will not end after five years, it is the opportunity to have an impact 10 years, 15 years or generations ahead that makes it so exciting. If in five years and beyond it can be shown that there has been an impact on hundreds and possibly thousands of people, then that will be a significant achievement and something the district can be proud of, making a difference to the future of the district as a whole.

Artwork / projects depicted in the images used are as follows: Section 1 - Selby 950, Edgelands Arts; Section 2 - Fairey Swordfish Sculpture, Dan Jones; Section 3 - Bell ringer, Selby Abbey; Section 4 - Willow swan making for Selby 950, Dragon Willow / Leilah Vyner; Section 5 - Selby College; Section 6 - Pilgrim, Nayan Kulkarni; Section 7 - Selby Abbey; Section 10 - Selby Town Hall; Section 11 - Selby Treasures, Michaela Pearson & Simon Grennan; Section 12 - Field of Dreams Festival, Escrick Park Estate; and Aerial image, Selby Abbey.

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