



# Cultural Framework Development

Arts & Creative Industries Commission

# What is the Cultural Framework

- Ambition to establish Brighton & Hove as a “**leading cultural city**”
- Links to range of agendas (health, education, employment, economic growth etc)
- Unites efforts through a partnership with public, private and voluntary sector
- Forms the basis of a case for investment in projects/programmes
- Articulates shared priorities and underpins action planning

# Why is it needed?

- Lots of arts and cultural activity, but not always strategically focussed or co-ordinated, so sub-optimal
- Position culture as a prominent force for delivering the city vision
- Galvanise efforts within the sector and with partners
- Create clearer narrative – internally and externally
- Provide a touchstone for funding applications, partnership conversations, investment decisions

# Partnership

- Needs to be
  - widely owned, or will not achieve ambitions
  - informed by those living and working here, or will not be effective or relevant
  - delivered in partnership
  - understood and supported by investment partners
  - positioned within the wider strategic vision of B&H and clearly linked to evidence of need and impact

# The process

- Six working groups, chaired by sector leaders, to throw up initial thoughts
  - CYP, H&W, Resilience & Leadership, Natural & Built Environment, Creative Industries, International & Reputation
- An event to explore key themes in more detail
- Research and evidence gathering
- Public events to provoke discussion and inspire; creating a platform for future international learning partnerships – a “think and do tank”
- A draft framework for consultation by early 2018
- A final framework to form the basis of action planning

# Who is involved?

- Wide range of partners, and their extended stakeholder groups
  - Cultural and creative sector
  - B&H Connected – ACIC
  - BHCC
  - Universities
  - Public bodies (eg Arts Council, Heritage Lottery Fund)
  - Public health
  - Chamber of Commerce
  - Third sector

# Early ideas bubbling up

- A clear focus on developing young people's skills for employment – including transferable skills
- Establishing our reputation as a “centre of excellence” for culture and wellbeing, including tackling social isolation
- Development programmes to diversify and distribute leadership, and position cultural leaders as “city leaders”
- Building on Our Future City as a sustainable model for collaboration in the sector and the basis for a “network of networks”
- Becoming a “pay it forward” city for culture
- Basing our work more clearly on evidence – targeting effectively and helping to establish a single framework of indicators/measures/impact across priorities
- Linking the cultural programme more clearly to the needs of the visitor economy
- Being more generous with our skills, reputation and assets – a regional leader
- Being more internationally engaged, with exportable products and skills, and supporting the inward investment agenda
- Authenticity, effectiveness, leadership, outward-facing, networked, collaborative and inclusive

# How to connect....

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