

Cultural strategy

2016 - 2026



Waverley
BOROUGH COUNCIL

www.waverley.gov.uk/culturalstrategy

“Arts and culture enrich our lives. They fire our imaginations, challenge, inspire, educate and entertain us. Everyone should be able to visit or experience a high-quality museum, library or live performance or participate in a cultural activity. These experiences open us to reflection, engender debate and critical thinking, and deepen our understanding of the world.”

Arts Council England



Foreword

Culture impacts on many aspects of life; from the very young to the oldest, while in work or at play. It is expressed through heritage, history, architecture and the arts. Playing a vital role in the identity of our villages and towns, culture contributes to our social networks and the wellbeing of our communities.

We have an ambitious vision and Waverley’s cultural strategy covers a 10 year period from 2016. The strategy seeks to make sure that culture plays a full role in making Waverley a better place to live and work. With limited funds available, the strategy provides a focus for how the council and our partners should work together to develop the diverse and vibrant culture.

The key objectives are to create opportunities, help enhance and shape the identity of towns and villages and to deliver the right conditions to help culture thrive in the borough.

A big thank you to the many cultural partners who have contributed to the strategy.

Councillor Jenny Else

Portfolio Holder for Health, Wellbeing and Culture.

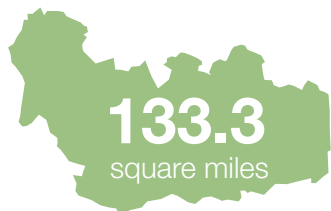
This is a live document
and the two year action plan
can be viewed by visiting
[www.waverley.gov.uk/
culturalstrategy](http://www.waverley.gov.uk/culturalstrategy)

Culture in Waverley

Here are just a handful of some of Waverley's cultural highlights;



live in Waverley, in its



of which



of the countryside is designated as an **Area of Outstanding Natural Beauty** (AONB)



61% are highly engaged in culture



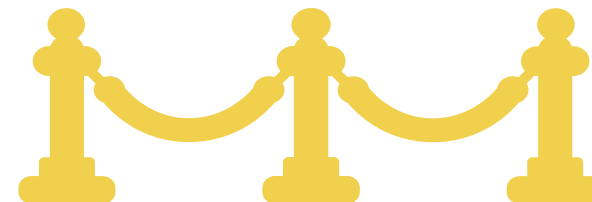
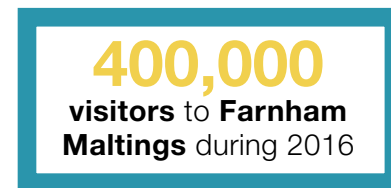
museums **celebrate the heritage** of Waverley



Home to the **first monastery** in Britain



Oscar Winners amongst the University of the Creative Arts in Farnham Alumni

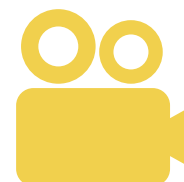


More than **2,000** students studied at **University of the Creative Arts** in Farnham in 2016

216 artists opened their studios on 2016 for Surrey Artists' Open Studios



£514,480 allocated to **cultural activity** by Waverley Borough Council in 2016/17



The strategy

The strategy identifies partners, gaps in provision and what steps we can take to support the cultural sector in Waverley to create, develop and grow.

The vision

Waverley will be known for its culture; which will celebrate its rich and diverse history, be grounded in the striking aesthetics of the borough and be community centred.

We have developed a set of priorities for our cultural strategy; these can be summed up as **people, places** and **partnership**.

Places

This is about acknowledging the role culture plays in a community, enhancing the attractiveness and vitality of towns, villages and the countryside.

We will be collaborating with partners to create public art, support emerging artists and allocating funding from development to deliver cultural activities and facilities.

People

This is about improving access to cultural opportunities, enabling all sections of the community to realise their potential.

We will be creating opportunities to educate, inspire and enrich people's lives, support work rooted in local communities, encourage engagement and improve the wellbeing of our communities.

Partnership

This is about working in close partnership with people, cultural organisations and businesses to create the links that will help our culture and communities to thrive.

We will be facilitating networking and collaboration between cultural sector organisations, artists and practitioners to create the right conditions to help culture thrive.



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