

Draft Cultural Strategy

We are currently reviewing and updating our Cultural Strategy to shape arts and culture in the district.

The strategy builds on the council's Corporate Plan - Returning Pride to Our District 18 which aims to create a Greener, Fairer, Stronger district. A key priority is to improve public participation in cultural activities.

It sets out strategic aims to help the council, organisations, businesses and residents use culture to:

- better understand the current cultural offer and assets in the district.
- support longer-term investment in culture.
- increase cultural participation.
- join up opportunities for culture delivery across the district.

Early engagement work has informed us stakeholders feel:

- more could be done to celebrate our unique cultural heritage and contemporary offer
- there is greater potential to work together and create a more joined-up offer
- there should be greater emphasis on young voices in the development of our cultural offerings, festivals and events
- there is disparity between the city and the coastal towns with regards to current provision
- it is important to ensure our activities are inclusive
- there is a need to attract funding to support cultural infrastructure and activities

This consultation aims to gather feedback on our draft Cultural Strategy, which outlines the key themes and ambitions.

We want to know whether you agree with these themes and ambitions and if there are additional areas you think should be considered.

We would also like to know if you think these ambitions should be prioritised and if so, what is the most important to you.

Finally, we would like to know more about your current experience of culture in the district including what you currently enjoy and what might be improved.

Your input will be invaluable in helping to shape the strategy.

We are seeking your views on the following:

- core themes
- ambitions
- your current cultural experience

The feedback from this consultation will directly influence the final adopted Cultural Strategy.

Please see Privacy Notice for this consultation to find out how we store, process and share your personal information.

Questions that must be answered are marked with a red asterisk (*)

1. **Are you responding as...? *** Please tick one box only

- ☐ A resident of the Canterbury district
- ☐ A representative of a cultural organisation or creative industry group (please provide the name and state how many people you represent):
- ☐ A voluntary or community sector group (please provide the name and how many people you represent):
- ☐ A local business (please provide the name and how many people you represent):
- ☐ A city, county, parish or town councillor (please provide your name and how many people you represent):
- ☐ An MP
- ☐ A visitor to the area
- ☐ An education establishment
- ☐ Other (please specify):

Section 1: Themes

The draft Cultural Strategy sets out a number of themes. These have been developed to help shape and support a vibrant, inclusive and sustainable cultural life across the district.

2. To what extent do you agree or disagree with the following proposed core aims? * Please tick one box for each activity

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Together We will strengthen collaboration across the creative, cultural and heritage sectors opening doors, removing barriers, and building clear pathways for participation and growth.	☐	☐	☐	☐	☐
Belong Culture will foster belonging by creating inclusive experiences for all. We will welcome residents and visitors alike through opportunities that reflect our diverse communities, celebrate our heritage, and showcase our landscapes	☐	☐	☐	☐	☐
Value We will champion the role of culture in improving wellbeing, strengthening communities, and boosting the local economy. By valuing creativity, we empower individuals and organisations to thrive.	☐	☐	☐	☐	☐

2a. Do you have any other comments or suggestions on the proposed themes of the draft Cultural Strategy? If you disagree to any of the aims, please tell us why. Please write in below

Section 2: Ambitions

The draft Cultural Strategy sets out a number of ambitions. These have been developed to help shape and support a vibrant, inclusive and sustainable cultural life across the district.

3. **To what extent do you agree or disagree with the following proposed ambitions?** You don't need to answer every question. Just share how you feel about the specific actions that matters most to you under each ambition. We'd love to hear your thoughts on as many as you can.

Engage children and young people

Empower the next generation through access to creative experiences and careers.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Connect young people to cultural opportunities and ensure they have a voice in shaping programmes. Particularly at key venues such as The Marlowe Theatre, The Beaney House of Art and Knowledge and The Kings Hall.	☐	☐	☐	☐	☐
Support access to employment and training in the creative industries by working with our local businesses and educational institutions.	☐	☐	☐	☐	☐
Retain graduates by helping them build creative careers locally, by offering advice, guidance and placements where possible.	☐	☐	☐	☐	☐

People, places, and destinations

Promote our district's identity by celebrating heritage, creativity and community pride

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Champion local assets, heritage sites, coastline, green spaces as cultural destinations via Visit Canterbury and other tourism networks.	☐	☐	☐	☐	☐
Support events that combine heritage with contemporary practice, through our events policy and process.	☐	☐	☐	☐	☐
Enable creative interventions in public spaces that reflect local identity, such as public art.	☐	☐	☐	☐	☐
Work with partners like Canterbury Cathedral to increase access to archives.	☐	☐	☐	☐	☐
Promote our literary legacy and cultural stories past and present through our story gardens and ambition to pursue UNESCO City of Literature status.	☐	☐	☐	☐	☐

Grow the creative economy

Position creativity as a driver of regeneration, innovation, and inclusive economic growth

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Develop digital and tech-enabled cultural programmes linked to universities, colleges and young people.	☐	☐	☐	☐	☐
Champion Herne Bay as a hub for regeneration through culture.	☐	☐	☐	☐	☐
Embed creative enterprise in town centre strategies and BID partnerships.	☐	☐	☐	☐	☐
Celebrate our maritime history by working with the Harbour Board to make Whitstable Harbour a national destination.	☐	☐	☐	☐	☐

Improve health and wellbeing

Unlock culture's power to boost wellbeing and reduce health inequalities.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Promote social prescribing and creative health initiatives through the local health alliance.	☐	☐	☐	☐	☐
Support healthy ageing through intergenerational activities and creative engagement through public programmes, particularly those at the Beaney.	☐	☐	☐	☐	☐
To provide local representation at the national Culture, Health and Wellbeing Alliance.	☐	☐	☐	☐	☐

Enable participation and promote inclusion

Ensure everyone has access to meaningful cultural opportunities

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Work with cultural organisations and community partners to reach those least likely to engage, particularly in lifelong learning.	☐	☐	☐	☐	☐
Champion accessible design in public spaces and cultural venues.	☐	☐	☐	☐	☐
Celebrate cultural diversity at events and community programmes.	☐	☐	☐	☐	☐

Promote environmentally aware practice

Encourage sustainable cultural practice aligned with climate action goals.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Collaborate with partners to reduce environmental impact across the sector, through joint training programmes.	☐	☐	☐	☐	☐

Encourage active travel and climate responsibility to cultural events and activities.	☐	☐	☐	☐	☐
Apply learnings from Canterbury Connected to enhance green infrastructure in coastal towns.	☐	☐	☐	☐	☐

Build an Evidence Base to Attract Investment

Use data and research to make the case for cultural investment and strategic growth

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Establish shared methods for evaluating cultural and social impact.	☐	☐	☐	☐	☐
Use local data to map gaps and inform targeted action.	☐	☐	☐	☐	☐
Develop an evidence base to support infrastructure funding through developer contributions (e.g. S106, CIL)	☐	☐	☐	☐	☐

Lead by example as a Cultural Council

Champion culture through leadership, stewardship, and collaboration

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Preserve and promote cultural assets through planning and museums development.	☐	☐	☐	☐	☐
Redevelop King’s Hall as a cultural anchor for Herne Bay.	☐	☐	☐	☐	☐
Support the expansion and development of the Marlowe Theatre to continue their growth and support creative production.	☐	☐	☐	☐	☐
Activate public spaces for cultural events and shared experiences.	☐	☐	☐	☐	☐
Embed cultural provision in the Local Plan and advocate for investment.	☐	☐	☐	☐	☐
Establish a districtwide cross sector Cultural Forum, creating a dedicated team to champion the strategy and drive its action plan forward.	☐	☐	☐	☐	☐

4. Do you have any other comments or suggestions on the proposed ambitions of the draft Cultural Strategy? If you disagree to any of the ambitions, please tell us why. Please write in below

5. Please rank in order the ambitions of importance to you, 1 most important and 8 least important by dragging and dropping your answers into the box on the right. *

Engage children and young people	
People, places, and destinations	
Grow the creative economy	
Improve health and wellbeing	
Enable participation and promote inclusion	
Promote environmentally aware practice	
Build an Evidence Base to Attract Investment	
Lead by example as a Cultural Council	

Section 3: Cultural life across the district

6. How would you rate the level of cultural activity in the following locations? * Please tick one box for each place

	Excellent	Good	Neutral	Poor	Very poor
Canterbury	☐	☐	☐	☐	☐
Herne Bay	☐	☐	☐	☐	☐
Whitstable	☐	☐	☐	☐	☐
Rural spaces	☐	☐	☐	☐	☐
Outside of the district	☐	☐	☐	☐	☐

7. Which types of cultural activity do you currently engage in locally? Please tick all that apply

- ☐ Combined arts (festivals and carnivals)
- ☐ Dance
- ☐ Libraries
- ☐ Literature
- ☐ Music
- ☐ Museums and collections
- ☐ Theatre
- ☐ Visual arts
- ☐ Heritage
- ☐ Food and drink related activities & events
- ☐ Personal creativity e.g. writing, drawing, painting, playing an instrument as a hobby etc

8. Are there particular types of cultural activity you'd like to see more of in the district? Please write in below

9. **Do you have any comments or suggestions regarding cultural activity in these areas?** Please write in below

10. **Are there any local organisations that you feel are particularly important to your cultural experience in the district?** If so, please name them below:

Section 4: Final thoughts

11. **How could the council better support cultural life in the area?** Please write in below

12. **Is there anything else you would like to share that could help shape the final Cultural Strategy?** Please write in below

Corporate consultations

We have several corporate consultations coming up soon and we would like to hear from you.

13. Which of the following corporate consultations would you like to be informed about? *

Please tick those that apply

- ☐ Environment
- ☐ Housing
- ☐ Leisure and events
- ☐ Parking
- ☐ Regeneration
- ☐ Budgets and finance
- ☐ Governance
- ☐ Enforcement
- ☐ Licensing
- ☐ Planning Policy
- ☐ Transport
- ☐ None
- ☐ Other, please state:

If you'd like to be informed, and are happy for the council to contact you about corporate consultations, please tick the box to indicate your consent to us contacting you:

- ☐ I consent to being contacted by the council

How would you like to be contacted? *

- ☐ By email
- ☐ By post

Please provide your email address: *

Please provide your details:

Title *	
First name	
Surname *	
Address *	

Address

Town *

Postcode *

14. **How did you find out about this consultation?** * Please tick those that apply

- ☐ Email from the council
- ☐ Council Facebook post
- ☐ Council Twitter post
- ☐ Council LinkedIn post
- ☐ Council website
- ☐ Word of mouth
- ☐ Other, please state:

Contact information

Your postcode: *

Would you be willing to provide your contact details to participate in future events or cultural projects? * Please tick one box only

Your details will be stored securely and will not be used for any other purpose

☐ Yes

☐ No

If yes, please complete the below:

Your name:

Your address:

Your phone number:

Your email address:

Equality information

What age are you? Please tick one box only

- ☐ Under 18
- ☐ 18 to 25
- ☐ 26 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 74
- ☐ 75 to 84
- ☐ 85 and above
- ☐ Prefer not to say

What gender are you? Please tick one box only

- ☐ Male
- ☐ Female
- ☐ Prefer to self-describe (for example, non-binary, gender fluid etc)
- ☐ Prefer not to say

Do you consider yourself to be disabled? Please tick one box only

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

What is your ethnic background? (select the group that best describes you)

- ☐ White (English, Welsh, Scottish, Northern Irish or British)
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Any other White background (please specify):
- ☐ Mixed or multiple ethnic groups
- ☐ Asian / Asian British
- ☐ Black / African / Caribbean / Black British
- ☐ Other ethnic group (please specify):
- ☐ Prefer not to say

Do you work in or have a professional connection to the cultural or creative sector? Please tick one box only

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

If yes, please describe:

left characters remaining

Thank you for taking the time to respond to this consultation.