

CULTURE FUND

POOLE ARTS SERVICE

STRATEGIC OBJECTIVES

2017/18



Please tick the objectives (minimum of one, maximum of three) which your project best supports:

CREATIVE LIVES FOR ALL

- 1. Identify and develop collaborative opportunities for arts and creative organisations to deliver against Borough of Poole Council strategies, particularly with regard to young people, health and social care, and strong and active communities.
- 2. Support and develop collaborative initiatives to improve creative skills, and provide mentoring and professional development opportunities for all sections of the community, including elderly or disabled groups.
- 3. Support activities, events and audience development schemes aimed at reaching, engaging and celebrating all of Poole's diverse communities.
- 4. Work positively in partnership with providers to remove the barriers that currently may exclude access to cultural activity.
- 5. Improve information about where and how to access arts & culture, including through digital engagement.
- 6. Work with partners to support activities which will nurture the creativity of young people, enhancing existing cultural provision and improving skills and attainment, particularly by encouraging the take-up of Arts Award by young people in Poole.
- 7. Support and develop new opportunities for all pre-school children in Poole to encounter art and culture.
- 8. Encourage cultural volunteering, creative apprenticeships and internships for young people and diverse communities.

CREATING A SENSE OF PLACE

- 1. Work to support our partner National Portfolio Organisations to provide access to a wide range of high-quality cultural activity across Poole.
- 2. Develop and support existing and new events, activities and festivals to help us know and celebrate the character, spirit and cultural heritage of Poole.
- 3. Celebrate and support the safe use of Poole's natural environment for events through advice, guidance and coordinated working with partners.

- 4. Work with partners to maximise the role of culture in Poole's visitor offer and support collaborative projects which enhance awareness of Poole as a tourism destination.

A CREATIVE ECONOMY

- 1. In association with our core partners research new funding models for arts and culture that expand audience reach, identify new ways of generating revenue and help create new forms of cultural value.
- 2. Champion and advocate for Poole's creative and cultural sectors to regional and national influencers, such Dorset LEP and Arts Council England.
- 3. Encourage initiatives that support creative individuals to develop their work, skills and potential, as well as initiatives that create business opportunities for artists and companies to develop new markets or open up new possibilities for their work.
- 4. Identify and support development of suitable spaces, either unoccupied or within mixed use facilities for use by individual artists and small arts organisations for creative activities that benefit Poole's communities.
- 5. Ensure opportunities for networking within the creative and cultural sectors to improve partnership working and cultivate an environment of dialogue and innovation.
- 6. Share best practice and collaborative working opportunities for arts and cultural organisations, the voluntary sector, and individual artists on specific topics of shared interest (for example, models of philanthropy for small-scale arts organisations, marketing, audience development, enhancing digital skills and engagement).