

What Works – Cultural Strategy Content Checklist

Based on a review of Cultural Strategies and consultation with Local Authority and Arts Council England officers the following aspects have been identified as contributing to an effective cultural strategy. All of them should be tailored to suit the needs of the place and organisation(s) that the strategy is for. Many of these elements are linked and some may only need to be referenced very briefly within the written strategy content.

Strongly Recommended

Recommended

Future vision and goals

An overarching vision, ambition or big idea that the strategy will deliver	<input checked="" type="checkbox"/>
The goals/priorities/objectives of the strategy	<input checked="" type="checkbox"/>
How the strategy and the goals/priorities/objectives link to the wider strategic context and area goals (economic, health, education, social etc)	<input checked="" type="checkbox"/>
The underpinning principles or values for the strategy and the achievement of the vision	<input type="checkbox"/>

About the strategy itself

What the purpose of the strategy is and what it aims to do	<input checked="" type="checkbox"/>
The timescale that the strategy covers e.g. 5-year strategy	<input checked="" type="checkbox"/>
Who the strategy is for e.g. cultural organisations/partnership(s); creative industries/artists; local authority; business sector/ economic/ health/ education/ community organisations and partnerships; the public, and any specific sectors or audiences within that	<input checked="" type="checkbox"/>
The definition of culture /what is and isn't included in the strategy scope e.g. arts, and its various disciplines; festivals and events; museums; libraries; heritage; parks and open spaces; tourism/visitor attractions etc.	<input type="checkbox"/>
Summary of how the strategy vision and priorities have been developed i.e. who has contributed, the consultation and discussion process/any research commissioned or that has been used to inform the strategy	<input checked="" type="checkbox"/>

The context for cultural provision and advocacy for culture

General place/community description and identification of the relevant area and local context	<input checked="" type="checkbox"/>
Known planned capital investment/projects that present opportunities for culture e.g. housing or town centre developments, area regeneration projects, major travel infrastructure upgrades	<input type="checkbox"/>

The current cultural infrastructure . Identification, mapping and assessment of cultural assets; cultural capacity/knowledge/expertise; cultural programme (activities and events)	
Wider stakeholders contributing to culture infrastructure . Identification, mapping and assessment of cultural champions and providers in other sectors such as education, community or health	
Current levels/types of cultural engagement . Identification and assessment of current levels of participation/audience reach, and any trends, as well as the demographics/diversity of audiences	
Known planned cultural capital investment/projects	
Past cultural delivery and achievements , which could be linked to delivery of a previous strategy	
Evidence on the value of culture and contribution of culture /the cultural strategy to key strategies and wider area priorities e.g. Corporate Plan, Economic Strategy, Health Strategy, Learning and Skills Agenda	

Delivery and ownership of the strategy

An action plan with specific short, medium, long term actions identified to deliver the vision and goals	
Recognition of delivery through multiple agencies/partners and how that will work	
The strategy leadership/champions and responsibility for its delivery	
Specific identified delivery responsibilities for key goals, priorities and/or actions across organisations	
Outline communications plan and key touchpoints identified e.g. how ongoing communication of the strategy and its successes will be managed and future events run to bring stakeholders together	

Resources and investment

The type of resources/ investment necessary to deliver the strategy	
Investment in culture in the area to date	
A resource/funding plan confirming who will invest what and where new resource may come from	

Outcomes and success measures

The outcomes/ key milestones to be delivered	
The success measures/key performance indicators that will be used to identify if the strategy delivers the vision and goals	
Quantified targets with a timescale	

Review

How, by whom and when the Strategy and action plan will be reviewed and updated	
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Whilst all of the tangible aspects of a strategy outlined above are important, an inspiring and effective cultural strategy is more than that. Alongside its component parts consider the following:

Strategy Creativity and the Arts Council's Goals

Is the strategy creatively written and presented – will it engage and speak to the cultural organisations it is for and is it easy to follow and to read?	
Does the strategy give you a sense of the current and proposed ' cultural identity ' of the people, organisations and place it represents?	
Does the strategy have creative vibrancy ? Does it excite and inspire you and make you feel that you want to ' be a part ' of it?	
Does it have key engagement and ' spark points ' which enable everyone to see how and when they can contribute to the strategy delivery?	
Does the strategy embrace and reflect diversity ?	
Does the strategy reflect the old and the new, traditional and contemporary culture and art forms and assets?	
Is the strategy culturally ambitious, but achievable ?	
<p>Are the Arts Council's goals reflected?</p> <ul style="list-style-type: none"> • Is excellence in culture encouraged and celebrated? • Is it inclusive and creating opportunities for everyone to experience and be involved in culture? • Does it identify how the diversity and skills of the cultural workforce and leaders will be supported or developed? • Is it clear how children and young people will influence and benefit from cultural opportunities? • Will it help build resilience among cultural organisations? • Does it encourage environmental sustainability? 	
Are the Arts Council's South East Development Priorities reflected ?	