

BARNSLEY



BARNSELEY'S CULTURAL STRATEGY DEVELOPMENT

Briefing

Area Council

August 2023

Culture and the arts in Barnsley: Our Strengths

- **Very strong Council museum/events offer**
- **Range of wider strengths e.g. music (Barnsley Youth Choir), performing arts (Barnsley Civic), interactive arts (Invisible Flock)**
- **National funders focusing on Barnsley**
- **Arts Council England Priority Place**
- **Also some gaps: Studio space, performance space, freelancers for example**
- **Limited understanding of grassroots activity**
- **Currently no strategic framework**



Challenges Faced By Our Communities

- **Low levels of engagement & participation in community life in certain areas**
- **Some isolated and disenfranchised communities feeling 'left behind' by economic growth and the pandemic**
- **Significant wellbeing and mental health inequalities and lower life expectancy exacerbated by the impacts of COVID**
- **Barriers to accessing employment which need understanding and alleviating**
- **Challenges particularly acute in Principal Towns**
- **Significant deprivation challenges and a worsening gap in incomes and livelihoods, further emphasised by Cost of Living Crisis**



What does this mean for culture in Barnsley?

- **Play a crucial role in delivering Barnsley 2030**
- **Focus on enriching our communities from within**
- **Democratic, co-created, Community-led**
- **It must help reduce inequality and improve life-chances**
- **Genuinely Borough wide**
- **Innovative engagement approaches**
- **Asset-based model**



Barnsley's Cultural Strategy

- **Culture for Everyone**
- **Must be rooted in the needs and expectations of local people**
- **Make every effort to represent all the Borough and be truly diverse**
- **Build on existing successful Area structures**
- **Working with teams across BMBC**
- **Additional engagement with key community groups**
- **Process as important as final product**
- **Focusing on wider challenges...health & wellbeing, tackling poverty, skills & employability, social & cultural capital**



Timetable for Barnsley's Cultural Strategy Development

Phase	August - Oct 23	Oct – November 23	Nov – Feb 24	Feb - March 23
Phase 1 : Research and development <ul style="list-style-type: none"> ➤ Project Governance ➤ Creative Engagement workshops with Area Councils and Ward Alliances ➤ Stakeholder Engagement ➤ Sector mapping ➤ Sector Engagement 				
Phase 2: Review and next steps <ul style="list-style-type: none"> ➤ Review by Project Board ➤ Gaps identified for further engagement ➤ Report produced 				
Phase 3 – Further Engagement with communities and stakeholders <ul style="list-style-type: none"> ➤ Further Stakeholder Engagement ➤ Creative Community Engagement 				
Phase 4 – Strategy Development <ul style="list-style-type: none"> ➤ Priorities identified ➤ Strategic directions identified ➤ Workshop stakeholders and Cllrs ➤ Strategy online and published 				

Barnsley's Cultural Strategy progress

- **Cultural Strategy development paper agreed by Cabinet late spring;**
- **Phase 1 starting now: Engage key stakeholders, Barnsley 2030 Boards etc;**
- **Creative engagement across Borough**
- **Sector mapping almost complete;**
- **Setting up Steering group;**
- **KEY - Briefings with Area Councils and then engagement with Ward Alliances;**



Area Councils and Ward Alliances

- **Provide initial briefings to all Area Councils to ensure they are aware;**
- **Set up in depth sessions, one for each Area, inviting members, and all ward alliances representatives;**
- **The sessions will be half day each and be facilitated by a creative organisation;**
- **One additional session to cover who cannot attend their original session**



Purpose of Ward Alliance Events

To gain an understanding of

- What cultural activity is taking place in the locality;
- Who is participating:
- What is important to members of Ward Alliances:
- What role can culture and creativity play in improving the locality?

This information will then be used to shape future development of the cultural strategy.



**Any Questions or
comments**

