

CULTURAL STRATEGY DIFFERENT CULTURES SAME HORIZONS

A STRATEGY FOR TRANSFORMING BURY'S
CULTURAL AND CREATIVE SECTOR

Bury
Council

TABLE OF CONTENTS

03 INTRODUCTION

FOREWORD & INTRODUCTION
TO THE STRATEGY

06 BACKGROUND

WHERE WE ARE NOW
WHERE WE WANT TO BE

09 VISION

OUR VISION FOR BURY'S
CULTURE SECTOR

10 PILLARS

OUR PRIORITIES FOR
DRIVING CHANGE

11 LET'S DO IT

HOW WE ARE GOING TO MAKE
THINGS HAPPEN TOGETHER

Bury
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INTRODUCTION

Cllr. Charlotte Morris
Cabinet Member for Culture and The Economy

Bury
Council

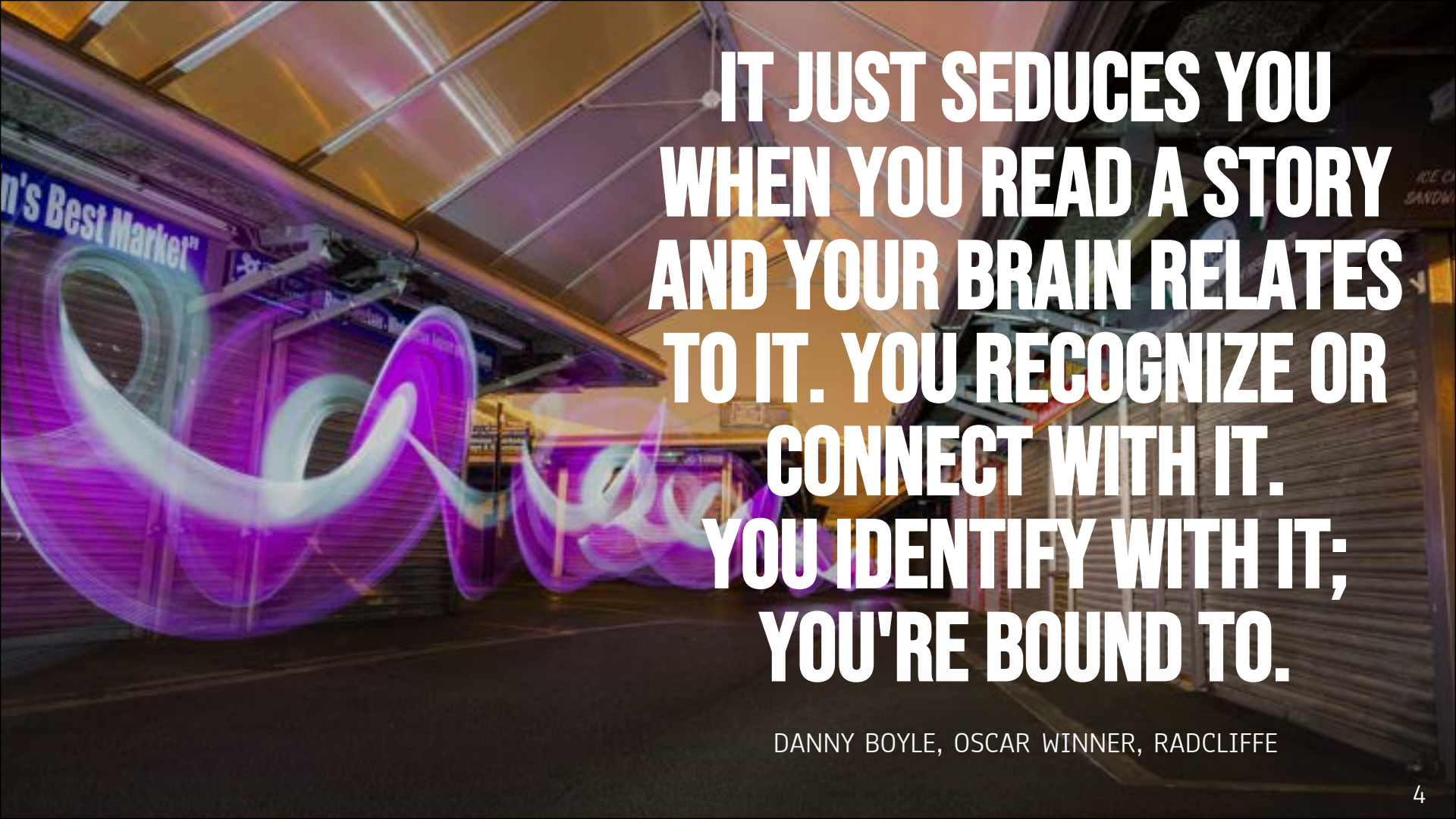


Bury is a borough rich with culture. We are home to world class artists, producers, writers, musicians, archivists, performers and educators. Ours is a borough that blessed with a wealth of community, history and heritage, and natural and creative assets. As such, we were celebrated as the Greater Manchester Town of Culture between 2019-21.

The Cultural and creative sectors contribute directly to the Bury 2030 vision to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation. The title of the Borough Strategy – LET'S do it! – is drawn directly from the work of Victoria Wood, who was born in Prestwich and raised in Bury. It reminds us of the direct link between the borough's cultural identity and the health, wellbeing and economic success of our communities, as well as the potential of every single resident to achieve their dreams.

This strategy provides a framework to secure and maximise the outcomes of investment in culture. It is a sister document to the forthcoming Economic Development Strategy and complements our Inclusion Strategy, which describes how we will celebrate all our diverse communities of place and identity.

In Bury, we are proud of our shared history as six towns but celebrate our diverse heritage. Each place in our borough has its own story to tell, both of its past but also of its future. I hope you share this vision for our success and will join me in telling our stories through culture and creativity in the future.



**IT JUST SEDUCES YOU
WHEN YOU READ A STORY
AND YOUR BRAIN RELATES
TO IT. YOU RECOGNIZE OR
CONNECT WITH IT.
YOU IDENTIFY WITH IT;
YOU'RE BOUND TO.**

DANNY BOYLE, OSCAR WINNER, RADCLIFFE

BACKGROUND

Bury is rich with culture, heritage and cemented by stories. It is the birthplace of BAFTA, Booker and Oscar winners. It is a borough that remains home to world-class artists, producers, writers, musicians, and performers. A place full of diverse, rich tales.

Our communities are organised and active in delivering grassroots creative programmes, whilst our professional artists are excelling in pushing the boundaries of quality, accessibility and form.

Our artistic organisations are creating and delivering exhibitions, festivals and events internationally, and our performers filling stadiums. However, much of this work is taking place outside of Bury.

This strategy aims to directly address the root causes by supporting everyone making culture to cement their work in the borough, whilst attracting new talent to join us driving best practice and bringing all the benefits of the creative economy to every community in Bury. There is a gap in skills, leadership and investment.






Throughout the research for this strategy the communities we spoke to repeatedly highlighted a set of common barriers to success:

- Grassroots organisations don't have the right skills to secure funding nor the financial experience to sustain steady cashflow,
- Professional creatives do not know where to go to drive creative ideas in the borough,
- Culture lacks a seat at the table defining the new place-based vision,
- There is a lack of alignment in fundraising and no shared measures of success preventing financial investment at scale,
- There is a lack of affordable, adaptable space for creative work,
- There is a lack of shared audience data,
- Local authority culture employees need agency to make big ambitions reality.

To maximise the opportunities around the creative economy, creative wellbeing, skills development and social cohesion it is clear Bury urgently needs to renew its cultural leadership, the capacity to fundraise and win investment for a coordinated strategic vision. Community organisations need skills support both winning and managing project funds whilst established organisations need a coherent approach to partner with the council effectively.

With local government funding under ever growing pressures the solution needs to shift from Bury's cultural leadership being one at the top of a hierarchy to one driving our communal currency of culture. Moving to the centre of a community-driven network, this new approach needs to enable others to develop their own skills and networks to multiply council investments. By supporting communities to develop skills, space and strength Bury can embed culture at the heart of our towns by activating community agency in telling their own narratives, all the while embracing Bury's longstanding shared identity as a borough of storytellers .



**MUSIC ENRICHES PEOPLE'S
LIVES IN THE SAME
WAY PAINTINGS
AND LITERATURE DO.
EVERYBODY DESERVES THAT.**

VICTORIA WOOD, BAFTA WINNER, BURY



STRATEGIC VISION

OUR VISION IS TO ENABLE EVERY COMMUNITY IN BURY TO TELL THEIR STORY AND FOR THESE STORIES TO BE SHARED ACROSS OUR BOROUGH AND BEYOND











Building on the catalyst of Town of Culture and the success of securing Levelling Up funds we want transform Bury into a leader in lifelong creative practice setting the standard for creative entrepreneurship and an exemplar of co-designed community programmes.

A strategic meeting of Stories, Skills, Strength, Space and Support, this strategy aims to give everyone the opportunity to experience and define our unique borough, a borough synonymous with some of the best-loved storytellers of the late 20th Century. Now we want to ensure it is home to the creative voices of the future - driven by our residents but connected to the world.

By providing a set of 5 adaptable, agile Strategic Pillars it aligns investment opportunities, defines critical tasks and maximises the benefits of culture across our communities. It does this by moving the business of culture in Bury from a hierarchy to a dynamic network that empowers everyone in the borough to plan, resource and tell their stories. By enabling self-actualisation of community voices Bury's communities will be supported to engage with culture not just as audience or participant but as author and creator - owning the tools for self-determination and the networks for sustainable support.

These priorities have been shaped specifically to align with Arts Council's strategy "Let's Create", Heritage Lottery's "Strategic Funding Framework 2021-2024", and Bury's 2030 Strategy "Let's Do it" alongside national policy. It is expressed in plain language and actionable concepts embedding equality in access to creative opportunities and cultural expression across a borough that has nurtured some of the UK's finest storytellers and creative professionals.

— STRATEGIC PILLARS —

 STORIES 	 SKILLS 	 STRENGTH 	 SPACE 	 SUPPORT 
<p>BURY IS A COMMUNITY BUILT ON A UNIQUE HERITAGE THAT VALUES DIVERSE STORIES</p> <p>EVERYONE IN BURY HAS THE RIGHT TO OWN THEIR NARRATIVE AND CELEBRATE THEIR HERITAGE</p> <p>THE COUNCIL WILL CREATE PATHWAYS TO GIVE EVERY COMMUNITY A CREATIVE VOICE</p>	<p>RENEWED CULTURAL LEADERSHIP WILL EMPOWER NEW VOICES AND DEVELOP DIVERSE NEW PROGRAMMES</p> <p>COUNCIL INVESTMENT WILL DEVELOP SKILLS IN SUSTAINABLE CULTURAL COMMUNITIES</p> <p>COMMUNITIES WILL BE TRAINED TO MULTIPLY THE COUNCIL'S CULTURAL INVESTMENTS</p>	<p>CULTURE THAT SUPPORTS THE PHYSICAL, MENTAL, EMOTIONAL AND SOCIAL HEALTH OF THE BOROUGH WILL BE PRIORITISED</p> <p>FAIR WORKING PRACTICES IN CULTURE & HERITAGE WILL UNDERPIN EVERY OPPORTUNITY, PROGRAMME AND EVENT</p> <p>ALIGNING WITH THE GREATER MANCHESTER STRATEGY, BURY WILL DRIVE CREATIVE HEALTH BY EMPOWERING STORIES</p>	<p>ALIGNING CURATED PROGRAMMES WITH GRASSROOTS ACTIVITY BURY'S VENUES WILL CREATE SPACE FOR EVERY COMMUNITY</p> <p>THROUGH AN AUDIT OF BUILT ASSETS, WE WILL NURTURE CREATIVE SPACES ACROSS THE BOROUGH FOR UPSKILLED COMMUNITIES TO OWN</p> <p>LIBRARIES HERITAGE, & CULTURE VENUES WILL OPEN THEIR DOORS TO COMMUNITIES TO MAKE BURY A CENTRE OF SHARED STORIES</p>	<p>A RENEWED EVENTS CALENDAR WILL SUPPORT COMMUNITIES TO DEVELOP THEIR AUDIENCES AND SKILLS</p> <p>THE COUNCIL WILL FACILITATE NETWORKING BEYOND THE SECTOR AND INCLUDE CULTURAL & HERITAGE EXPERTISE IN DECISION MAKING</p> <p>ALL CULTURAL WORKERS, BOTH WITHIN THE COUNCIL AND INDEPENDENT, WILL BE SUPPORTED TO BRING BEST PRACTICE TO BURY</p>

LET'S DO IT

THE FIRST THREE YEARS

ROADMAP

2023-26

A SUGGESTED PLAN OF ACTION TO LAUNCH THE STRATEGY AND PRIME COMMUNITIES FOR ACTIVATING NEW SPACES ACROSS BURY

TIMELINE 2023-24

RECRUIT

RECRUIT
LEADERSHIP
& FUNDING TEAM

DEVISE

CREATIVE &
COMMUNITY
MULTIPLIER
FUND

PROGRAMME

PROGRAMME
STRUCTURE
FOR COMMUNITY
TO FILL

LAUNCH

CO-CREATED
PROGRAMME
PUBLIC LAUNCH

AUDIT

BUILT ASSETS
AUDIT STARTED
TO INFORM
GROWTH PLAN

DATA

DATA
CAPTURED
FROM ALL
EVENTS

LAUNCH

LAUNCH NEW
STRATEGY

ENROL

CREATIVE
SKILLS
DEVELOPMENT
COHORT

TRAIN

COHORT PROJECT
DEVELOPMENT
FUNDRAISING
PROJECT MANAGEMENT
EVENT MANAGEMENT
LEADERSHIP
SUSTAINABILITY

FUNDRAISE

SELECTED
COHORT
SUPPORTED TO
MULTIPLY
INVESTMENT

PRODUCTION

SUCCESSFUL
PROJECTS
FUNDED TO
PRODUCTION
PHASE

DELIVERY

FUNDED
PROJECTS
DELIVER
THROUGHOUT YEAR

TIMELINE 2025

EVALUATE

EVALUATION OF IMPACTS & INVESTMENT

REVISE

CREATIVE & COMMUNITY MULTIPLIER FUND

PROGRAMME

YEAR 2 SIGN-OFF BUILDS ON SUCCESSES

PROMOTE

PROGRAMME BUILDING ON DATA FROM YEAR 1

ALIGN

PROGRAMMING SUCCESSES WITH LEVELLING UP AND C.A.T POTENTIAL

DATA

DATA CAPTURED FROM ALL EVENTS

REVIEW

PROGRAMME DEBRIEFS & REPORTING

ENROL

CREATIVE SKILLS DEVELOPMENT COHORT YEAR 2

TRAIN

PROJECT DEVELOPMENT FUNDRAISING PROJECT MANAGEMENT EVENT MANAGEMENT LEADERSHIP SUSTAINABILITY

FUNDRAISE

ALUMNI & SELECTED COHORT SUPPORTED TO MULTIPLY INVESTMENT FOR LEVELLING UP SPACES

PRODUCTION

SUCCESSFUL PROJECTS FUNDED TO PRODUCTION PHASE

DELIVERY

FUNDED PROJECTS DELIVER THROUGHOUT YEAR

TIMELINE 2026

EVALUATE

EVALUATION OF IMPACTS & INVESTMENT

FEASIBILITY

IN NEW SPACES WITH HIGH POTENTIAL PROJECTS/ COMMUNITIES

PROGRAMME

YEAR 3 SIGN-OFF SPECIFIC TO NEW SPACES

PROMOTE

PROGRAMME BUILDING ON DATA FROM YEAR 1&2

ALIGN

PROGRAMMING SUCCESSES WITH LEVELLING UP AND C.A.T POTENTIAL

DATA

DATA CAPTURED FROM ALL EVENTS

REVIEW

PROGRAMME DEBRIEFS & REPORTING

ENROL

CREATIVE SKILLS DEVELOPMENT COHORT YEAR 3

TRAIN

PROJECT DEVELOPMENT FUNDRAISING PROJECT MANAGEMENT EVENT MANAGEMENT LEADERSHIP SUSTAINABILITY

FUNDRAISE

ALUMNI & SELECTED COHORT SUPPORTED TO MULTIPLY INVESTMENT FOR LEVELLING UP & C.A.T.

PRODUCTION

SUCCESSFUL PROJECTS FUNDED TO PRODUCTION PHASE

DELIVERY

FUNDED PROJECTS DELIVER IN NEW LEVELLING UP SPACES

**YOU DON'T BUILD A LIBRARY
TO READ. A LIBRARY IS A
RESOURCE. IT GIVES YOU
ANSWERS TO SOME IDEA OF
WHO YOU ARE OR, MORE TO
THE POINT, WHO YOU
WOULD LIKE TO BE.**

HOWARD JACOBSON, BOOKER PRIZE WINNER, PRESTWICH

DIFFERENT CULTURES SAME HORIZONS

"It's something I am and something I want others to be. It's a reminder that it's possible to be happy."

Victoria Wood.



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