



# L

## Culture Strategy 2017-2030

# E

# D

# E

# S

## 5 Aims

Change perceptions and attitudes towards culture and the arts, moving the focus from what they cost to what they create.

Become open to the cultures of the world, internationally connected, and play an active role in shaping global policy and leadership,

Ensure that culture is celebrated, runs through our DNA and is inextricably linked to who we are and what we do.

Embrace and celebrate the differences in our communities, inviting artists and thinkers from all corners of the world to sit alongside our communities, and find new connections with Leeds.

Value and respect artists and creativity considering both vital to the growth and prosperity of Leeds and ensuring that they are promoted as part of our diverse economy.

# 6

## Values

### Bravery

Having the confidence and boldness to deliver on our ambitions and see our visions become reality. Bravery combines both ambition and confidence that could see the city take the risks that will realise its full potential.

### Respect

Respect is about not only accepting and acknowledging difference but actively welcoming and championing it. We must become comfortable with our differences and learn to champion and celebrate them, learning to unite rather than unify our communities, acknowledging our indigenous customs and traditions whilst leaving space for new traditions to influence our way of life.

### Curiosity

Curiosity is not always accepting the boundaries around us or following a well-trodden path. Curiosity is a willingness to experiment and explore new cultures, new ways of working, and new technologies without the fear of failure, becoming outward facing, interested in others and in discovering and creating the new.

### Resilience

Our culture is created by resourceful, creative and passionate people who make things happen any way they can. The city will aid in the development of this resilience; supporting artists in their early development so that they can stand alone, and in return the sector must do more than make great art, it must be embedded within the city, leading the change from within and finding new models to support its future.

### Generosity

Generosity is in the opening of networks, the sharing of spaces, the space created for conversation and the time made for those around us. More than a personal attitude or a monetary transaction, this value must appear in the design of our city. Generosity is not assuming that we know better than others and empowering those who are disenfranchised, even when we find the outcomes challenging.

### Honesty

Honesty is about having difficult conversations, building trust and integrity. Without honesty and trust, resilience could become a buzzword for cuts as opposed to collectively developing a sustainable future for culture.

# 7

## Objectives

For the city to value and prioritise cultural activity, utilising it as a means of improving the quality of life experienced by every person and every community in Leeds.

For culture to help build respect, cohesion and coexistence between communities and individuals.

For Leeds to be nationally and internationally recognised as a liveable city, and a thriving, internationally connected cultural hub open to collaboration.

For Leeds to be at the forefront of cultural innovation, making the most of new technologies.

For people, whatever their background, to be continually supported to be creative through school, informal learning, training and employment, ensuring that culture can be created and experienced by anyone.

For the culture sector to grow and increase its contribution to Leeds' economy, by placing culture at the heart of the city's narrative.

For established cultural organisations to be resilient, and to create an environment where new cultural organisations can flourish.

# 5

## Areas of focus

A City of Creators – building capacity and supporting individuals at all stages of their development to create the city's cultural life.

A Place of Many Destinations – celebrating the diverse and distinctive identities that create our communities and supporting place-making across the whole city, not just the city centre.

A Connected City with a 'Yes' Mentality – building connections, changing attitudes, opening up venues and assets, and rethinking spaces and policies to empower communities and artists.

An International Capital of Culture – playing an active role at regional, national and international level, leading policy, debate and decisions, building a strong, respected and productive international profile.

A Fast-Paced City of Cultural Innovation – harnessing new technologies as they emerge to unlock the potential of cultural innovation.

# 1

## Definition of culture

Culture is what we do and who we are, encompassing a broad range of **actions and activities** which have the capacity to **transform, challenge, reassure and inspire**, giving a place and its people a unique and **distinctive identity**



## Co-producing a Culture Strategy: The story so far

