

# Public Document Pack



## **COMMUNITY OVERVIEW AND SCRUTINY PANEL SUPPLEMENT AGENDA**

**Date:** Monday, 7 July 2025

**Time:** 6.00 pm

**Venue:** Council Chamber, Moorlands House, Leek

Please find below an additional presentation which was unavailable when the agenda was published.

### **PART 1**

10. Development of the Arts, Culture & Heritage Strategy.

**MARK TRILLO**  
**EXECUTIVE DIRECTOR & MONITORING OFFICER**

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# STAFFORDSHIRE MOORLANDS CULTURE STRATEGY UPDATE

# CREATIVE FORUMS

## CONSULTATION WITH CREATIVE COMMUNITY





# Calling all creatives, heritage champions, cultural organisations and community leaders!

Join one of our upcoming **Creative Forums:**

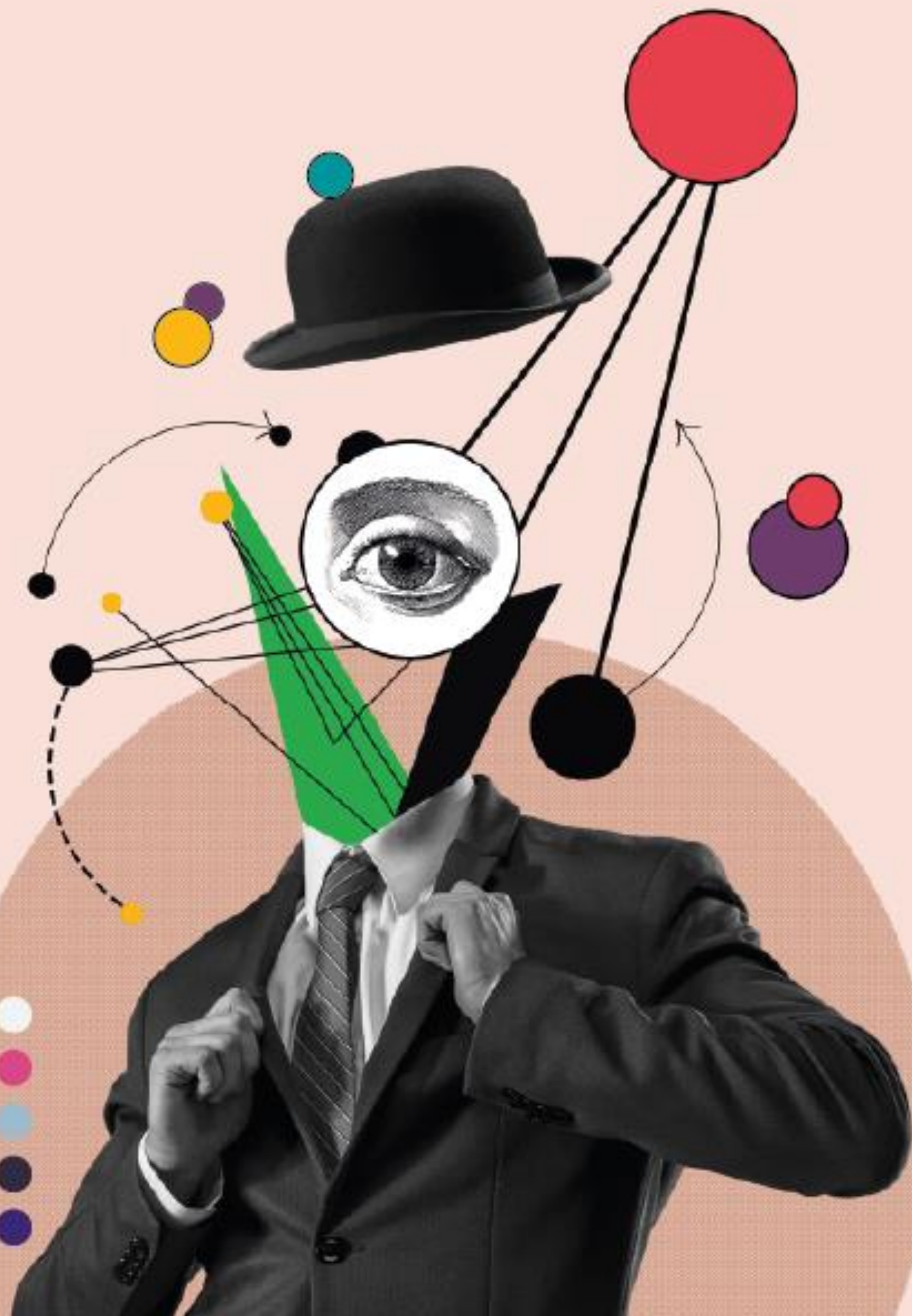
**Biddulph Town Hall • 7 May, 11am - 1pm**

**Foxlowe Arts Centre, Leek • 12 May, 3 - 5pm**

**Cheadle Library • 15 May, 3 - 5pm**

**Online • 15 May, 6 - 7.30pm**

**Book now!**



**Your voice matters.**



# METHODOLOGY

## PRE-TASK

Please find two images, one for each of the following topics:

Please think about what culture and creativity mean to you and the communities you work with.

**IMAGE 1:** What would a thriving and vibrant place for culture and creativity be like? Specifically one that is ideal to you! How would you describe it? How would it make you feel?

**IMAGE 2:** What is unique about the culture and creativity in your life locally in the Staffordshire Moorlands? What is especially exciting or full of potential about the culture or creativity that is local to where you live and work.

**Please find one image to represent this local creative culture.**

## 1.5 HRS IDEATION

Started with Individual Intros - using everyone's pre-task images for them to introduce themselves. Devlin listened and collected what is important and unique about culture and creativity in Staff Moorlands, to understand how those personal motivations fit together in the group image. The image then made can be an illustration of the group's thoughts, it can be a vision board or a reminder of the conversation and values that came up. Devlin then asked the group to tell the story of the image at the end. To describe it to someone who wasn't there for the conversation.





# METHODOLOGY

## 30 MINS WORKSHOP

### 4 KEY QUESTIONS TO RESPOND TO IN GROUPS

#### 1. Imagining the Future

In 5 years' time, what would make the Staffordshire Moorlands a thriving, vibrant place for culture and creativity?

- What would people be doing, seeing, or feeling?
- Who would be involved?
- What would success look like?

#### 2. Shared Priorities & Aims

Choose 1-2 questions to explore:

- What do we need more of to grow creativity and culture here?
- What values should guide cultural development?
- What role should creativity play in our towns, villages and communities?

#### 3. Challenges & Barriers

What are the biggest challenges stopping creative and cultural activity from flourishing here?

- What's hard about sustaining creative work in the Moorlands?

# COMMON THEMES

## ACROSS THE FORUMS







## IMAGINING THE FUTURE: What a Vibrant Creative Staffordshire Moorlands Looks Like

- **Inclusion & Accessibility**

Consistently cited: spaces and programmes that welcome *everyone* — all ages, backgrounds, abilities, and income levels.

- **A Coordinated Cultural Ecosystem**

Strong call for joined-up working across the district (not siloed towns), shared venues, networks, and programming.

- **Vibrant & Visible Culture**

Year-round events, creative use of town spaces (markets, streets, mills), integrated into daily life. Creativity becomes a visible part of the landscape.

- **Opportunities for Artists & Residents**

Career paths for creatives, taster sessions for public, youth theatre, art trails, access to funding.

- **Connection to Place**

Celebration of heritage, nature (horticulture), and community pride. Place-based cultural identity.



## SHARED PRIORITIES: What they want to build together

- **Cohesive Leadership & Infrastructure**

Repeated calls for a **central coordinating body**, shared policies, forums, and marketing.

- **Spaces for Creativity**

Physical spaces are critical: community venues, performance areas, heritage buildings repurposed.

- **School & Youth Engagement**

Education is a recurring theme – formal (school curriculums) and informal (youth programmes, mentoring).

- **Valuing All Forms of Art**

Equal respect for “art for art’s sake” and commercial arts; space for risk and innovation.

- **Community Spirit & Belonging**

Pride in place, intergenerational connection, building a shared identity around creativity.

## **CHALLENGES AND BARRIERS: What's holding creativity back:**

- **Funding & Economic Access**

Lack of funding for delivery, and lack of disposable income limiting participation.

- **Burnout & Capacity**

Volunteers and organisers are exhausted or overextended. Lack of time and logistical support.

- **Fragmentation & Communication**

“Joined-up thinking” missing; awareness gaps; parochialism between towns.

- **Cultural Perceptions & Apathy**

Arts not always valued, particularly by institutions (e.g. schools), or seen as “not for me.”

- **Physical & Digital Access**

Need for accessible buildings, improved transport, and digital skills (for both creators and audiences).



## **Opportunities for Progress**

- Repurpose mills, heritage buildings, and other spaces as affordable cultural hubs
- Develop a coordinated network to connect creatives, groups, and resources
- Invest in skills, training, and small-scale funding to empower grassroots leadership
- Celebrate and promote local talent — from schools to professional artists
- Make creativity visible across the Moorlands — in town centres, streets, and public spaces
- Use culture to build community pride, inclusion, and wellbeing

## **The Way Forward**

- Focus on realistic, community-led improvements — avoid top-down approaches
- Support through advocacy, promotion, and coordination
- Keep accessibility, young people, and inclusivity at the heart of all activity
- Work together across towns to create a joined-up cultural identity
- Build momentum gradually — long-term change, not overnight solutions



# PUBLIC SURVEY

## CONSULTATION WITH COMMUNITIES



**Shape the future of  
culture in the  
High Peak**

**Complete our survey to  
enter a prize draw.**

**Have your say on what matters to you**

**We're developing a new culture strategy for the High Peak –  
and your voice is essential.**

**This is your chance to help shape a vibrant creative future for everyone in the borough.**

**Complete our short online survey and be entered into a  
prize draw to win £50 voucher for KIN:DER workshops**

Prize draw terms apply.

If you have any information you'd like to share for the strategy or any questions, please  
email: [culturestrategy@thehamiltonproject.co.uk](mailto:culturestrategy@thehamiltonproject.co.uk)

Win a  
**£50**  
voucher  
for KIN:DER  
workshops



## NEXT STEPS

Collate Creative Forum feedback:

- Summary report - feedback to advisory group and attendees
- Key themes/points/actions for strategy

Public Consultation

- Extend survey
- Collate survey info
- Postcard responses in community locations
- Group sessions with Young People

Interviews:

- Funders, other orgs who haven't been consulted with so far, stakeholders where a more in-depth conversation would be beneficial
- Staffordshire County Council - group meeting with art, museums, libraries and DACES
- Council SMDC teams such as Regeneration, Communities and Climate Change and Assets

## Desk Research:

- Case studies - LAG, Foxlowe, Biddulph Fest and Cheadle library/Arts Fest
  - Other strategies - health and wellbeing, growth etc.
  - Major projects/developments - Culture Corridor, Nicholson
  - Other cultural strategies, good examples, what are our neighbours doing?
  - Potential funder priorities (Arts Council, NLHF).
  - Understand key demographic data, local challenges, culture data explorer data, audience research data, other local relevant reports, partner reports.
  - Mapping cultural infrastructure
- 
- Agree format and headers/sections of strategy:
  - Propose a structure
  - Agree with Advisory group

## Timescales:

- DRAFT strategy end of Sep
- FINAL strategy Dec

<https://www.cultureisourplan.co.uk/vision-and-targets>  
<https://www.thefirewithin.org.uk/>



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