

# Plan Overview

Key	
	Main Activity
	Ongoing Activity

Step	Aim	Output(s)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cultural Strategy Advisory Group	To develop a "Critical Friends" Group of key partners to give advice and assist where possible.	Core group of partners to inform the strategy. Clear framework of feedback and decision making.												
Comms	To inform and inspire the general public and those in the arts, culture and heritage sectors to engage with the development of the strategy. Key focus on using accessible language.	Engagement from the culture sector. Engagement from the general public. Clear sharing of progress and data. Accessible communication to engage all.												
Setting Parameters	To establish parameters with the Advisory Group and internally such as key definitions (e.g. what is culture?), the scope of the strategy and the timescale of developing the strategy etc.	Clear framework for developing the strategy. Clear timeline to ensure accountability. Clear scope to ensure clear communication both internally and externally.												
Data Gathering Planning	To finalise areas of research and data gathering, what the purpose of each stand is and identify opportunities to keep data up to date to measure progress.	Clear aims for data gathering plan informed by partners to ensure the data gathered is as useful as possible.												
Assets Research	To gather data on cultural physical assets, business' and community groups etc. to evaluate current provision, economic impact, geographical spread etc.	Online data source for all to inform planning and improve funding bids. Accessible map display of data. Online registry of cultural assets for locals and visitors.												
Audience Research	To gather data on both frequent and underserved audiences to inform cultural policy.	Online data source for all to inform planning and improve funding bids. Accessible map display of data.												
Education Research	To gather data on cultural education provision to better inform policy around cultural provision for young people.	Online data source for all to inform planning and improve funding bids. Accessible map display of data.												
Literature Review	To gather information from a wide range of sources to inform the strategy and action plan, ensuring that best practice is used.	Summary of extensive sources to inform the strategy in an accessible format. Added as an appendix to the strategy.												
Consultation Stage 1	To gather opinions from the public and arts, culture and heritage professionals on where we are now, what the key challenges are, and possible solutions and areas of growth.	Identification of priorities. Initial ideas for Action Plan. Clear and widely researched information for the cultural strategy. Engaged sector and community who have been listened to and are eager to contribute to the strategy. A more "linked up" culture sector.												
Identifying Priorities	To consolidate information gained from Consultation Stage 1 and Data Gathering to identify and summarise where we are now and key challenges to narrow the focus for Consultation Round 2.	Well informed and discussed consolidation of consultation and data gathering. Publishing of draft priorities to inform stage 2 consultation which will focus on actions to address the priorities.												
Publishing Data	To inform the general public and relevant sectors about cultural and heritage provision within the area, which can inform their practice and funding applications. This also allows for the public to use data in Consultation Stage 2.	To make data publicly available to inform Stage 2 Consultation.												
Joint Cultural Needs Analysis	To generate initial ideas for an action plan based on information gained in Stage 1.	Initial ideas for the Action Plan to be tested and expanded on in Stage 2.												
Consultation Stage 2	To present the priorities identified in Consultation Stage 1, trial the ideas for the Action Plan gained in Stage 2, and generate further ideas for the Action Plan.	A consultation plan based on findings from Stage 1. Focused Consultation on Actions based on Priorities identified in Stage 1.												
Writing The Strategy	To consolidate findings into a clear strategy.	Accessible, clear cultural strategy.												
Writing The Action Plan	To consolidate findings into a clear Action Plan with measurable targets.	Clear Action Plan. Partnership planning. Measurable targets. Ongoing consultation group.												
Finalising & Publishing	To inform the general public and relevant sectors about cultural and heritage of priorities and action planning. Specific focus on accessibility of strategy and action plan.	Accessible, clear communication. Engaged community and sector.												

