

CULTURAL STRATEGY

Stevenage Borough Council

Creating a Cultural Strategy for Britain's First New Town



The council worked with local residents and cultural sector partners in Stevenage to create a cultural strategy to draw together the artistic and heritage ambitions for Britain's first New Town as it launches a major regeneration programme and new era for the town.

The council worked closely with Arts Council England to undertake a strategy. The process was purposefully community-led, engaging residents and community-led arts and cultural organisations to shape the ambitions for the future. As a consequence an Arts and Heritage Forum was launched and championed a range of initiatives across the town. Adopting a more co-operative approach to developing a strategy for the town has led to a number of achievements.

Since 2018;

- 200 children led the launch of the cultural strategy as part of a major town centre event.
- Partners in Stevenage have secured over £200k of external investment to deliver ambitions within the cultural strategy.

- The council launched an ‘arts and culture spaces’ programme for empty retail units to bring vibrancy to the town centre.
- A creative network was established for Schools across the town to embed cultural learning.
- The Stevenage Museum has pioneered new digital programmes to create new content.
- Three major art installations around the town have been commissioned.
- Local health and wellbeing initiatives focuses on arts and heritage have been created.
- An Arts Collective “Junction 7 Creatives” has been formed to drive the local creative co-operative economy.

The Arts and Heritage Forum is continuing to shape new initiatives and installations around the town. The council is continuing to work with the forum to re-imagine opportunities for culture-led regeneration as part of the new town story and ambitions for the future theatre and museum offer.

For further information contact:

Nick Mallinger

Cultural Development Officer – Stevenage Borough Council

nick.mallinger@stevenage.gov.uk | www.stevenage.gov.uk