

# Keele Cultural Strategy

2018 | 2023

Consultation Draft | May 2018



*No culture can live if it attempts to be exclusive*

Mahatma Gandhi

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This consultation document presents a draft strategic framework for the University's cultural activities (broadly defined) over the period 2018 to 2023. These could include creative activities in the curriculum, public engagement with research, outreach with schools and young people, student placements and internships, business support, creative research methods, public lectures, debates and familiar ArtsKeele activities such as music, film, creative writing and visual arts.

In developing the strategy, we have taken the opportunity to rethink the place of arts and culture in the life of the University, recognising that cultural, creative and arts-based activities can help us carry out our 'core missions' of education and research in more engaging and effective ways.

Arts, culture and creativity can help us to better connect the University and its students with communities in the local area. It can act as a catalyst for all kinds of impact outside the University, including improving cultural vibrancy, promoting health and wellbeing, enabling communities to address challenges, fostering curiosity and an interest in learning, and promoting economic development through cultural regeneration and business support.

We have developed some measurable targets to enable the strategy to be monitored and these will be included in the final version. The aim is to increase the amount of cultural activity by better coordinating our efforts, and working more effectively to capture new sources of income.

## Consultation

Opens: 8<sup>th</sup> May

Closes: 21<sup>st</sup> June 2018

Online consultation page:

<https://www.keele.ac.uk/artskeele/keeleculturalstrategyconsultation/>

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## Key consultation questions

What are your views on the direction of the strategy?

Are there any gaps or areas we could develop further?

Do you have any ideas for projects or activities to help turn the strategy into reality?

What would you see as the key enablers and barriers in achieving the ambitions set out?

Do you have any questions about the strategy?

Do you have any further comments to add?

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## **Mission:**

*To make a difference through arts culture and creativity*

## **Objective 1: Developing Keele's role as a cultural anchor**

Keele is playing a major role in the cultural life of the area, delivering vibrant and impactful programme of cultural events, and using its knowledge, assets and skills to support the growth and development of other cultural institutions in the area.

## **Objective 2: Place-making and student experience**

Keele is making a significant contribution to the cultural regeneration of key areas of the City through its public arts projects. Student societies are actively involved in shaping and delivering the cultural offer, and students are enjoying the cultural offer at Keele and in the local area, and students and graduates have increased opportunities for placements and highly skilled employment in the creative and cultural sectors.

## **Objective 3: Creative entrepreneurship and SME growth**

Keele is providing high quality bespoke incubation support, research-informed leadership development, student/graduate talent and world-leading specialist expertise to help drive the innovation-led growth of creative sector SMEs, working alongside other local partners to develop thriving eco-system.

## **Objective 4: Cultural education and creative skills**

Keele is running innovative and highly-regarded creative programmes combining a high quality research-informed education with the skills required to drive a successful creative economy and cultural sector. Innovative new models of engagement with creative and cultural sector employers are in place to support their development and evaluation.

## **Objective 5: Celebrating knowledge, learning and curiosity**

An annual Festival of Ideas is enriching the cultural offering in the local area, animating both the campus and priority regeneration areas in the City. As well as high profile external contributions, this is attracting increasing numbers of researchers and students using creative methods to inspire, inform and educate. Local organisations, Schools, Colleges, citizen scientists, creators, activists, and more are joining the festival with their own events.

## **Objective 6: Achieving impact through cultural and creative engagement**

Creative and cultural activity is strengthening our research impact in addressing Social Inclusion, Global Health, and Sustainable Futures. CASIC is recognised as the leading centre globally in the use of creative methods to empower and mobilise communities to address challenges. Live-Age and other creative projects continue to grow, with benefits to wellbeing being demonstrated. Research-informed teacher training is building pupils' cultural awareness, confidence, pride in the area's cultural heritage.

## **Objective 7: A Keele Creative Hub in the City?**

Keele's broad-based creative education, and much of its cultural activities are being delivered in a hub at the heart the City's growing creative community - alongside makers, producers, and major arts and cultural organisations. Keele has created a key cultural asset in the City, available for use by creative and cultural partners. We are adding value and gaining value from the connections, interactions, investment and unique student experience this brings.