

CULTURAL STRATEGY

2022 - 2031

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ARTS &
CULTURE
EAST
DEVON

THE STRATEGY

OUR VISION

Our vision is for East Devon to be a **VIBRANT CULTURAL ECOSYSTEM** whose distinctive communities and outstanding natural environment are enhanced and enriched through creativity, curiosity and collaboration.

OUR MISSION

Our mission is to balance the unique identities, independence and quirks of each East Devon community with the need to work together on ambitious, shared initiatives that transcend any one organisation, artform or place. This will include partners from within and beyond our district.

OUR VALUES

Our values underpin the strategy. We will be:

COLLABORATIVE

Local community spirit drives much of our current cultural activity. This will be a strategy that empowers more local people to shape and get involved with culture at all stages of their lives, delivered with and for local people from all parts of the district

CONNECTED WITH NATURE

East Devon has an abundance of opportunities to connect nature, culture, wellbeing and people in mutually beneficial ways. We will use culture and creativity to enhance, inspire and engage people, to support our goal of carbon neutrality by 2040 and help mitigate against the threats of climate change on our communities

RESILIENT

We will build resilience of the creative and cultural sector by connecting, supporting and securing investment in local artists and practitioners, and attracting new investment

DIVERSE AND INCLUSIVE

We will draw on and reflect the diversity of contemporary society and celebrate the variety of activity that takes place in East Devon, ensuring an inclusive approach and equality of opportunity





OUR CULTURAL STRATEGY THEMES

There are eight core themes to the strategy:

STRENGTHENING THE COMMUNITY

Support the unique, community-led cultural organisations whose efforts enhance the high quality of life and wellbeing in East Devon's towns and villages

PROTECTING THE ENVIRONMENT

Establish East Devon as an innovator and regional beacon of culture-led environmental protection, enhancement and activism

GROWING CULTURAL TOURISM

Establish new cultural products, partnerships and promotional activity to mutually benefit and grow the creative and visitor economies

CREATIVE ENTERPRISE AND SKILLS

Build inspiring talent development pathways for the current and next generation of East Devon creatives

NEW PLACES FOR CULTURE

Ensure all East Devon residents, especially children and young people, can experience high quality culture and creativity in their local areas

CONNECTIVITY

Support the sector to connect, work collectively, share best practice and lever investment through greater joint working

CULTURAL LEADERSHIP

Be ambitious and drive change by bringing together a diverse range of partners to drive forward and advocate for the Cultural Strategy and secure inward investment

CAPTURE VALUE

Ensure continuous learning and improvement by monitoring and evaluating the change that creativity and culture has on people and place

THEME 1

STRENGTHEN AND SUPPORT THE 'PEOPLE-THAT-DO'

OBJECTIVE

Support the unique, community-led cultural organisations whose efforts enhance the high quality of life and wellbeing in East Devon's towns and villages



ACTIONS	POTENTIAL WORK PROGRAMMES	TIMESCALE
1.1 Invest in and strengthen our many thriving, often volunteer-run cultural venues and programmes across East Devon	1.1.1 Build post-Covid confidence and capacity for volunteers and community groups in our towns and parishes through training in governance, business planning, digital transformation and fundraising, and reducing carbon impact, as well as training in core creative skills, such as producing live events, interpretation, collections management	SHORT/MEDIUM
	1.1.2 Enhance the quality and appeal of collections, and the sustainability of local museums, through a programme of shared capital investment in display and interpretation	MEDIUM
	1.1.3 Explore the potential of a new network that supports more community asset transfers and sharing of policy support and good practice for village halls and other cultural venues, to ensure their place at the heart of our communities	MEDIUM
1.2 Support and champion volunteering	1.2.1 Celebrate East Devon's volunteers through recognition and rewards	SHORT
	1.2.2 Explore the potential for promoting and diversifying volunteering opportunities through a central portal, such as Volunteer Makers	MEDIUM

EAST DEVON HAS MORE THAN

100

PUBLIC VENUES FOR CULTURE INCLUDING

- MUSEUMS
- SMALL-SCALE PERFORMING ARTS CENTRES
- THEATRES
- VILLAGE HALLS
- LIBRARIES
- HERITAGE SITES
- AN ART GALLERY



HOME



ABOUT



DIRECTORY



OPPORTUNITIES



RESOURCES



NEWS



EVENTS



CONTACT



WELCOME TO ARTS AND CULTURE EAST DEVON

East Devon enriched through creativity, curiosity and collaboration

ACED is a network connecting the creative communities of East Devon and provides a central platform to engage, promote and talk about arts and culture across the region.

ABOUT ACED



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ACED MEMBERS

Join the ACED Network to make local connections and collaborate with other creatives.

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THEATRE

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VISUAL ARTS & CRAFTS

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ALL ACED MEMBERS

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TRAINING OPPORTUNITIES

ACED is committed to supporting individual creatives and cultural organisations and creatives in their development, as part of the **cultural strategy**.

Our free training courses help strengthen our many thriving, often volunteer-run cultural venues and programmes across East Devon.

Previous training sessions have covered fundraising, marketing, volunteer recruitment, carbon literacy and collection care for museums.



NOV 13:00 - 16:00
1 GOVERNANCE 101



FEB 10:00 - 13:00
13 PUBLIC SPEAKING WORKSHOP



MAR 10:00 - 12:00
6 MENTORING TRAINING

“

The ACED Essentials in Fundraising workshop was fantastically put together and delivered. I had some previous experience in fundraising but came away with new skills and ideas that enabled me to secure funds in the following weeks from sources that I had previously not known about. David from Cause4 was so knowledgeable and engaging, fundraising can sometimes feel like a daunting prospect but I came away with a renewed sense of purpose. Thank you ACED for creating this great day!” Sarah White, Co-Artistic Director, Four of Swords.

creative cabin





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CREATIVE EAST DEVON FUND FAQS

What is the Creative East Devon Fund?

The Creative East Devon Fund provides discretionary financial support to local art and culture initiatives and projects that can demonstrate a commitment to developing the East Devon Cultural Strategy. This scheme is funded by the UK Government through the UK Shared Prosperity Fund.

[APPLY TODAY](#)



POWERED BY

**LEVELLING
UP**



Funded by
UK Government

WHAT DOES SUCCESS LOOK LIKE?

INDICATORS OF SUCCESS

A set of indicators, measured using quantitative and qualitative data, will track progress and help us understand what impact the strategy is having.

OUR GOAL IS THAT BY 2031:

- East Devon's cultural offer is perceived by residents as high quality, interesting, fun, relevant, accessible and well-promoted
- Residents who have taken part in cultural activity feel that their health, happiness and wellbeing have improved as a result
- Children and young people across the district feel they have ample opportunities to take part in cultural and creative activities
- More people work in the cultural and creative industries in East Devon, backed up by more training, skills and pathways to employment

- Cultural organisations, artists and creative businesses feel connected, resilient and creatively ambitious (professional and voluntary sectors)
- Investment into arts, museums and heritage through earned income, grants, sponsorship and philanthropy has increased
- The number and diversity of visitors, audiences and participants in culture and creative activity in East Devon has increased
- Culture is helping to tackle the climate emergency

SURVEY RESPONDENTS FELT THAT CULTURE COULD CONTRIBUTE "VERY WELL"



TO ATTRACTING TOURISTS (75%),
PROMOTING HEALTH AND WELLBEING (66%)
AND BUILDING STRONGER COMMUNITIES (64%)
IN EAST DEVON

