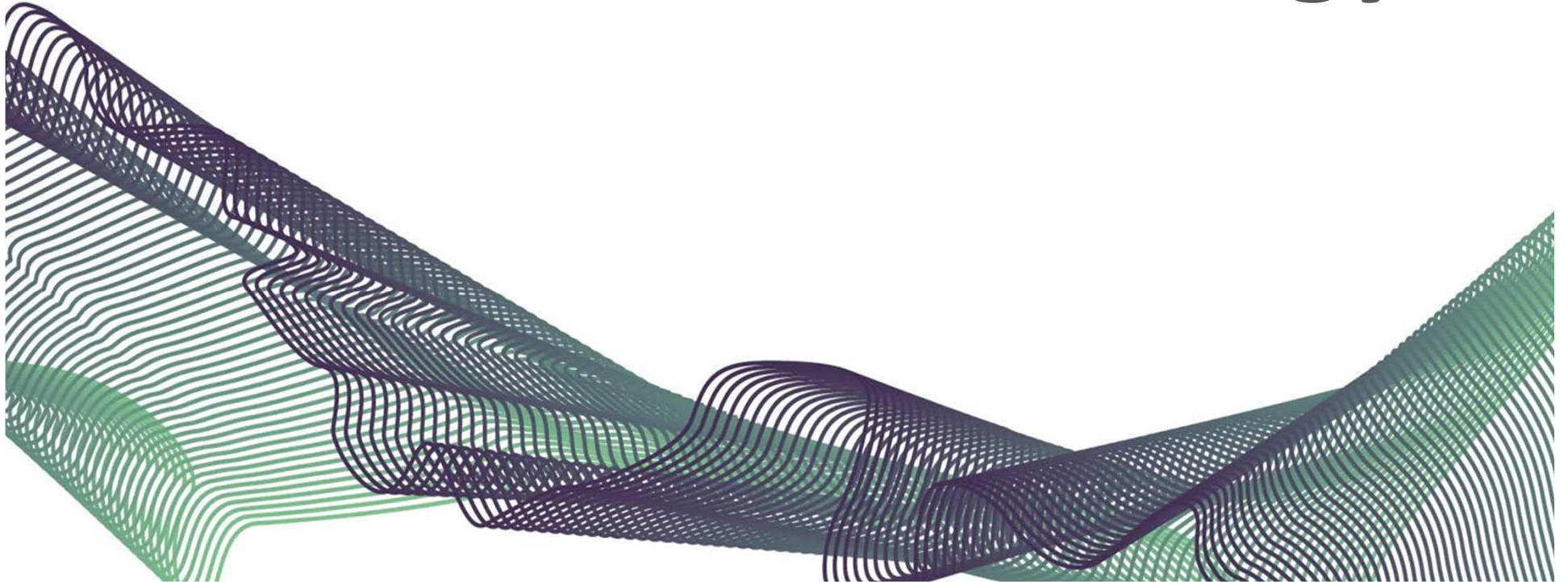




A New Cultural Strategy



Stories are the secret reservoirs of values...
Change the stories people and countries tell themselves
and you can **change people and countries**

Ben Okri, poet and playwright

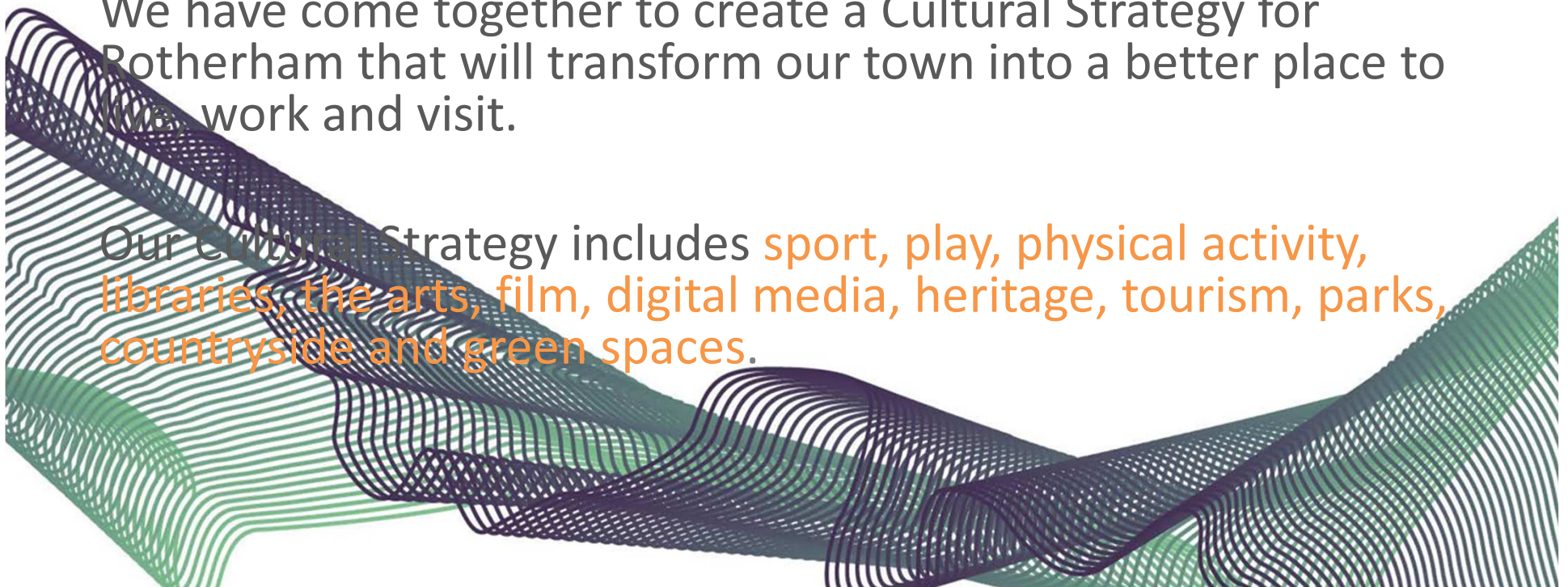


Who We Are and What We Do

The **Cultural Partnership Board** brings together people and agencies that care passionately about Rotherham's future – including artists, designers, voluntary organisations, local businesses, regional agencies and Rotherham Council.

We have come together to create a Cultural Strategy for Rotherham that will transform our town into a better place to live, work and visit.

Our Cultural Strategy includes sport, play, physical activity, libraries, the arts, film, digital media, heritage, tourism, parks, countryside and green spaces.



Facts and figures

- Rotherham has one of the fastest growing economies in the UK - £133m of investment in 2017
- Tourism supports 2.6m jobs in the UK, generating £106b a year
- The total UK creative economy accounted for 2.9m jobs, or 1 in 11 of the working population
- Employment in these sectors has increased by 26.9% in Yorkshire and Humber between 2011 and 2015
- Sport England identifies the value of the sports industry to Rotherham as £69m. Almost two-thirds of this relates to participation in sport and physical activity.



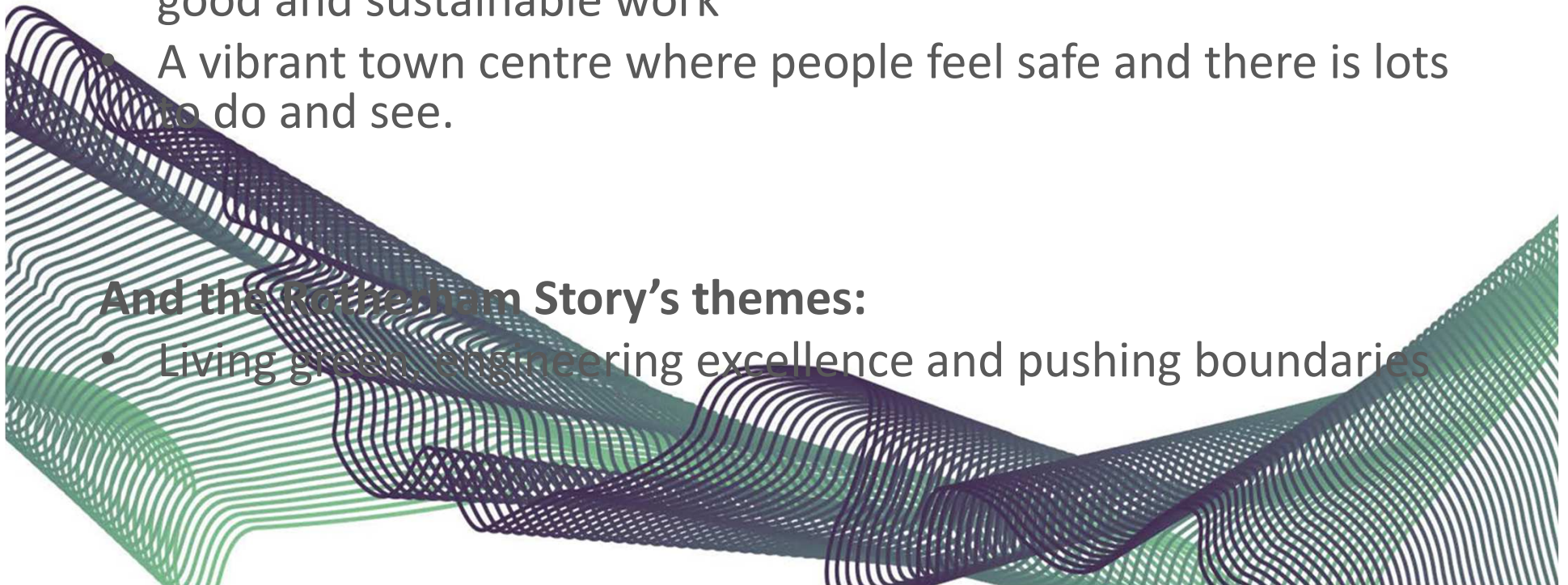
Strategic links

Supports the Rotherham Together Partnership ambitions:

- Rotherham is celebrated for its heritage and natural beauty and seen as forward-thinking and ambitious
- A borough with highly-skilled people who have good access to good and sustainable work
- A vibrant town centre where people feel safe and there is lots to do and see.

And the Rotherham Story's themes:

- Living green, engineering excellence and pushing boundaries

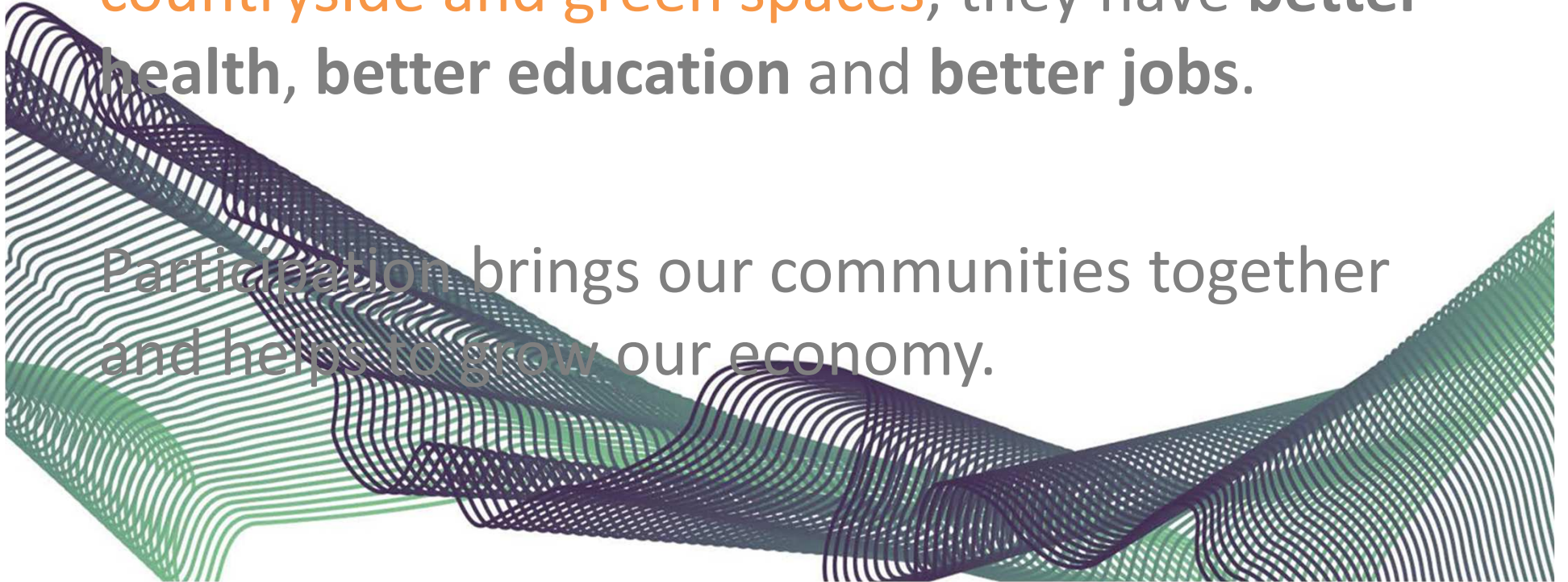




Increasing Participation

Research shows that **when people participate** in sport, play, physical activity, libraries, the arts, film, digital media, heritage, tourism, parks, countryside and green spaces, they have **better health, better education and better jobs.**

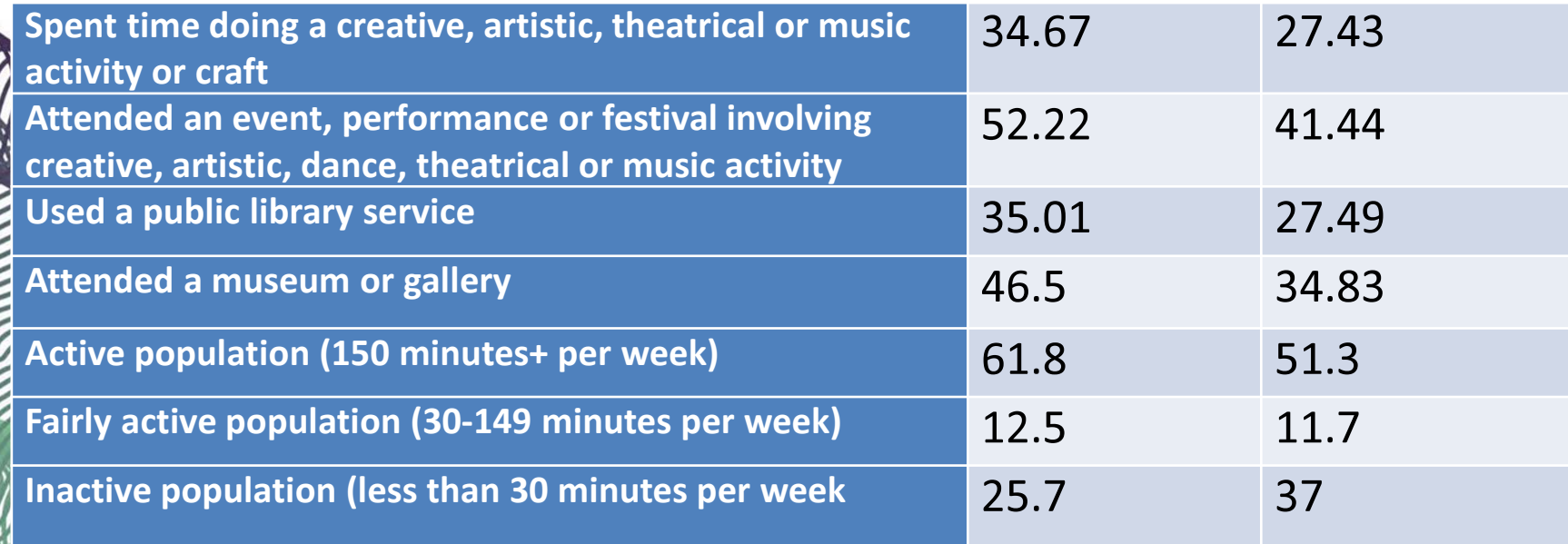
Participation brings our communities together and helps to grow our economy.





Increasing Participation

However, **participation** in Rotherham is lower than the rest of the UK.



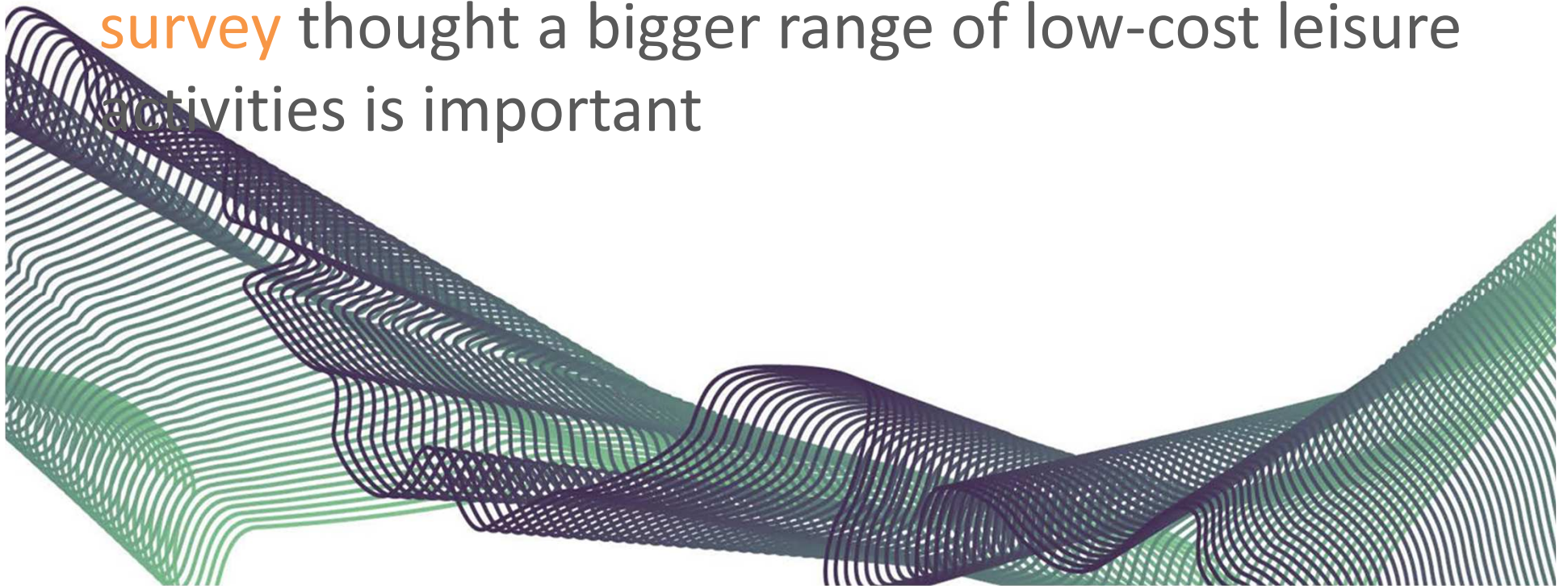
Definition	% Participation rate - national	% Participation rate - Rotherham
Spent time doing a creative, artistic, theatrical or music activity or craft	34.67	27.43
Attended an event, performance or festival involving creative, artistic, dance, theatrical or music activity	52.22	41.44
Used a public library service	35.01	27.49
Attended a museum or gallery	46.5	34.83
Active population (150 minutes+ per week)	61.8	51.3
Fairly active population (30-149 minutes per week)	12.5	11.7
Inactive population (less than 30 minutes per week)	25.7	37

Increasing Participation

Therefore, our key goal is to enable everyone in Rotherham to get **active**, get **creative** and get **outdoors**, more often.



67% of respondents to the Views of Rotherham
survey thought a bigger range of low-cost leisure
activities is important



Growing Our Assets

In order to enable everyone in Rotherham to get **active**, get **creative** and get **outdoors**, more often, we need to **grow our assets**.

- Care for our natural environment
- Conserve our built heritage
- Create better space to make, present and experience the arts





Growing Our Assets

If we protect and grow our cultural assets, we can grow our **people**, our **communities**, our **economy**.

- 82% of Rotherham residents see well looked-after parks and public spaces as a **priority**.
- 75% feel that having local places to go such as museums & parks is **important**

*Views of Rotherham consultation 2015



Growing Our Assets

If we protect and grow our cultural assets, we can grow our **people**, our **communities**, our **economy**.

We will:

In the **North** - Develop Wentworth Woodhouse


In the **South** – Deliver Gulliver's, Rother Valley Country Park and the canal network

In the **Centre** – Develop Forge Island, cinema, public art and new hub for cultural and creative industries

Developing Talent

If we want to grow our **people**, our **communities**, our **economy**, then we must give people in Rotherham the opportunity to **turn their passion into a profession.**

Because we want **all** Rotherham residents to contribute to the success of our economy and our nation – on our stages, on our screens, on our sports pitches and in industry.

An abstract graphic at the bottom of the slide consists of several overlapping, wavy, ribbon-like shapes. The colors are primarily shades of green and blue, with some areas appearing darker due to the overlapping lines. The lines themselves are thin and closely spaced, creating a textured, almost woven appearance. The shapes flow from the left side towards the right, with some curving upwards and others downwards, creating a sense of movement and depth.


82% of respondents to the Views of Rotherham
survey want local businesses to grow and
create more jobs



Developing Talent

We want everyone in Rotherham to have the opportunity to **turn their passion into a profession.**

By 2025, we will create **500 new volunteers, 50 new apprenticeships** and **1500 new jobs** in the creative, digital, cultural, leisure and tourism sectors.

An abstract graphic at the bottom of the slide consists of several overlapping, wavy, ribbon-like shapes. The colors are primarily shades of green and blue, with some areas appearing darker or more saturated. The lines are closely packed, creating a textured, almost woven appearance. The shapes flow from the left side towards the right, with some curving upwards and others downwards, giving a sense of movement and depth.

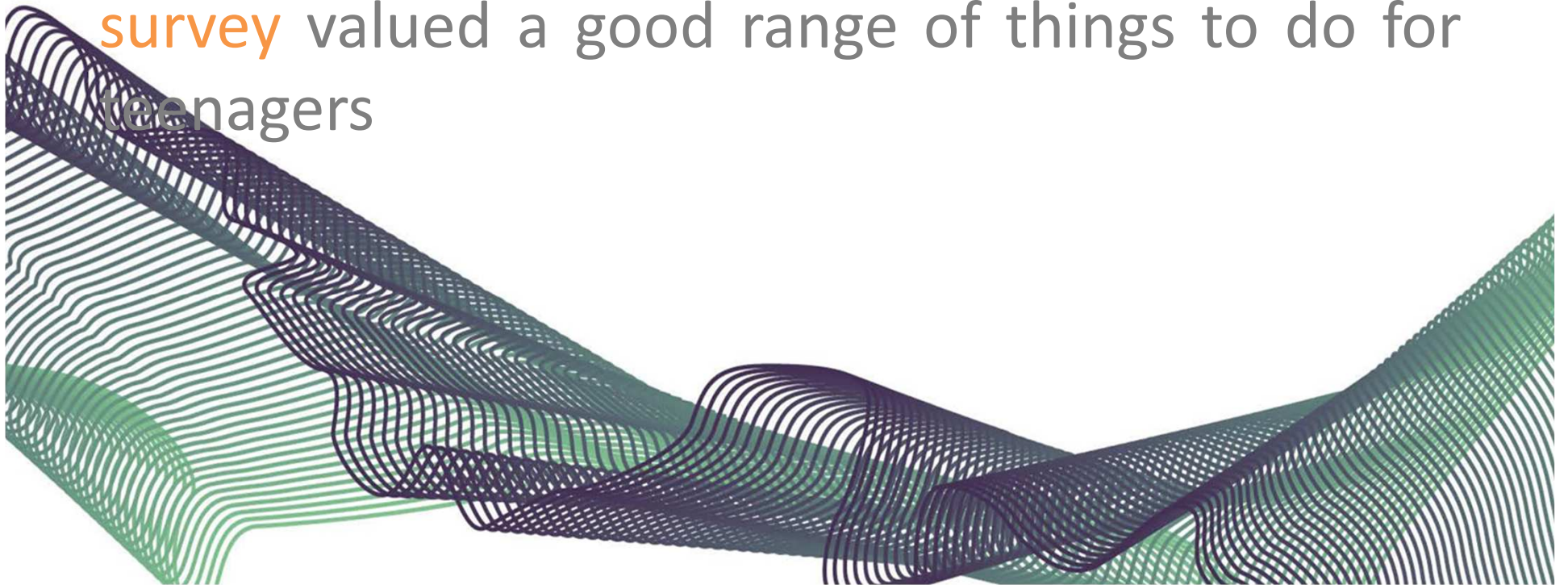
Building stronger communities

We will use our cultural, entertainment and sports programmes to bring people from diverse communities together, building empathy and strengthening networks. We'll celebrate:

- The 40th anniversary of **Rotherham Show** in 2019
- **Yorkshire Day** in 2020
- **Women's European Football** (UEFA) tournament in 2021



72% of respondents to the Views of Rotherham
survey valued a good range of things to do for
teenagers



Children and young people

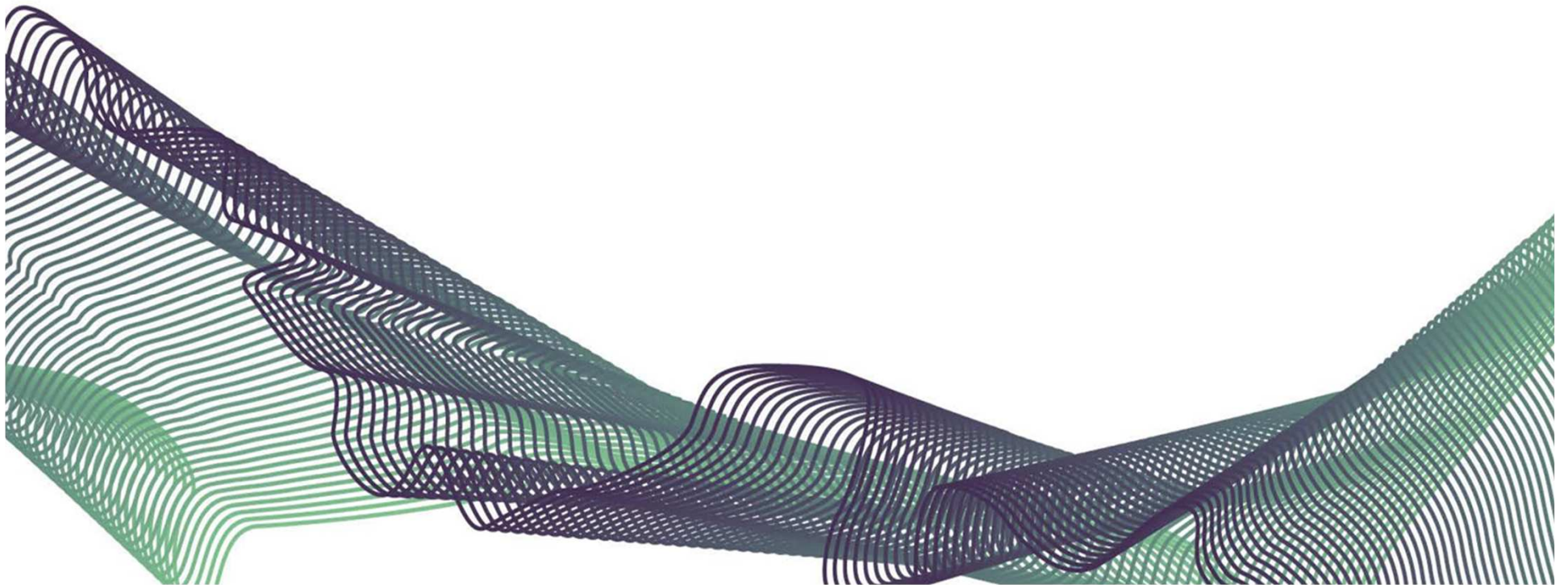
We will work with children and young people to deliver their **Manifesto for Reimagining Rotherham**.

We will:

- Encourage all schools to take part in the **Mile a Day Challenge** and **Arts Mark**, **reaching 100% by 2025**
- Work with schools and Rotherham College to increase the numbers of students progressing to **higher level qualifications** in cultural, leisure and sport programmes.
- Increase the range of **outdoor activities** for young people through our parks and green spaces.
- **Increase reading for pleasure** amongst young people by **25% by 2025**



Improving health and wellbeing



Facts and Figures

- 91% of respondents to the Views of Rotherham survey are keen to make sure that older people stay independent
- People who participate in the arts are 38% more likely to report good health
- Parks and green spaces are estimated to save the NHS around £111 million per year based solely on a reduction in GP visits

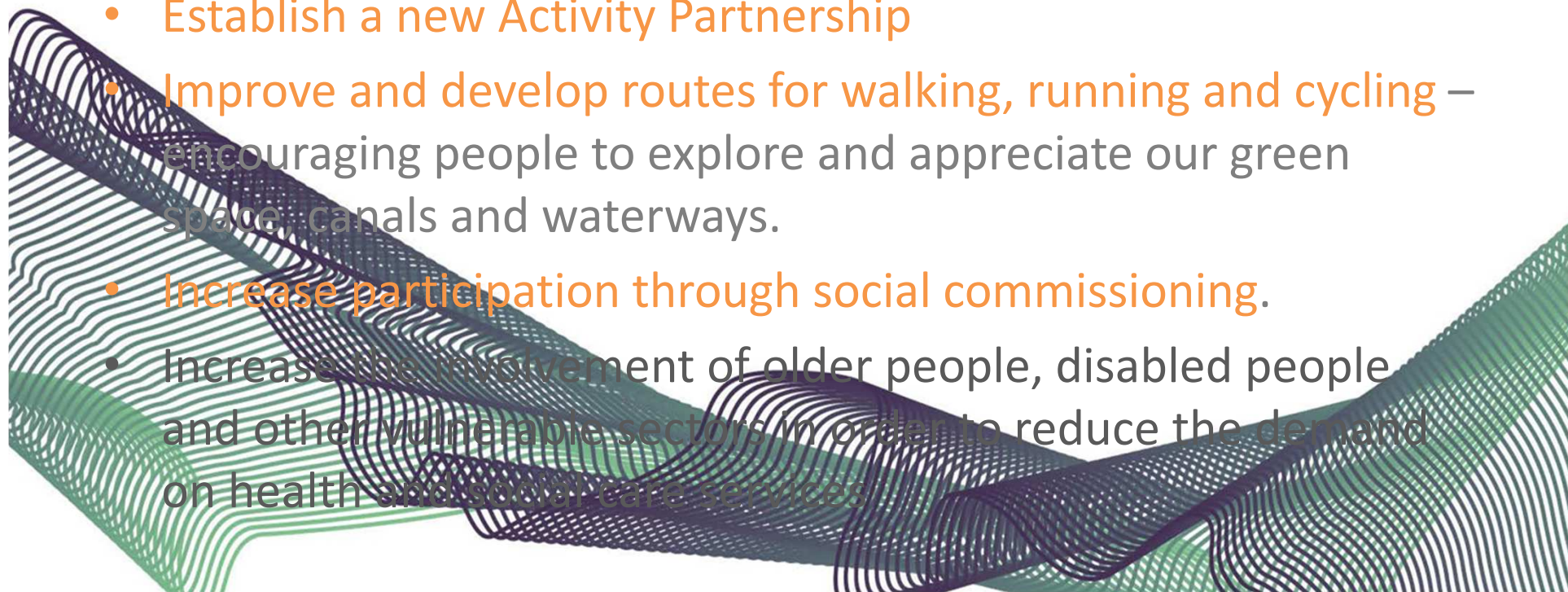


Improving health and wellbeing

Participating in the arts, being physically active, and getting outdoors - particularly in the natural environment - **all contribute to making us happier and healthier.**

We will:

- Establish a new Activity Partnership
- Improve and develop routes for walking, running and cycling – encouraging people to explore and appreciate our green space, canals and waterways.
- Increase participation through social commissioning.
- Increase the involvement of older people, disabled people and other vulnerable sectors in order to reduce the demand on health and social care services.



Strategic links

This theme supports the Rotherham Together Partnership ambition:

- People enjoy the best possible mental and physical health, enabling them to live happy and fulfilling lives

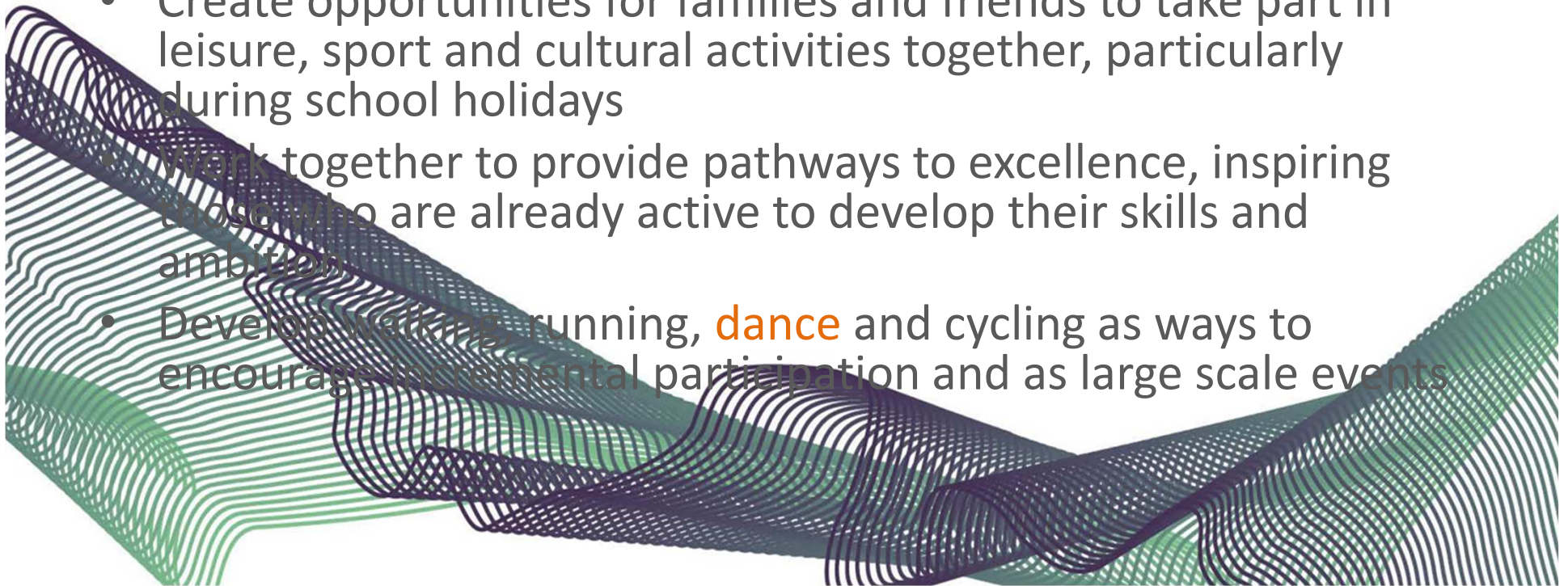
And the Health and Wellbeing Strategy aims:

- All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life
- All people live in healthy, safe and resilient communities



Encourage participation at all levels

- Build in opportunities and innovation to improve everyday health within our workplaces, green spaces, cultural buildings and in places people go to the most
- Motivate and support the least active to take the first step to becoming active
- Create opportunities for families and friends to take part in leisure, sport and cultural activities together, particularly during school holidays
- Work together to provide pathways to excellence, inspiring those who are already active to develop their skills and ambition
- Develop walking, running, **dance** and cycling as ways to encourage incremental participation and as large scale events



Address barriers to taking part

- Promote our joint offer, to increase awareness of what's available, when and where
- Provide a range of no cost or low cost opportunities to take part in culture, leisure and sporting activities
- Develop a wide and varied programme – to give people the widest possible choice
- Encourage people to experience and try out activities for the first time



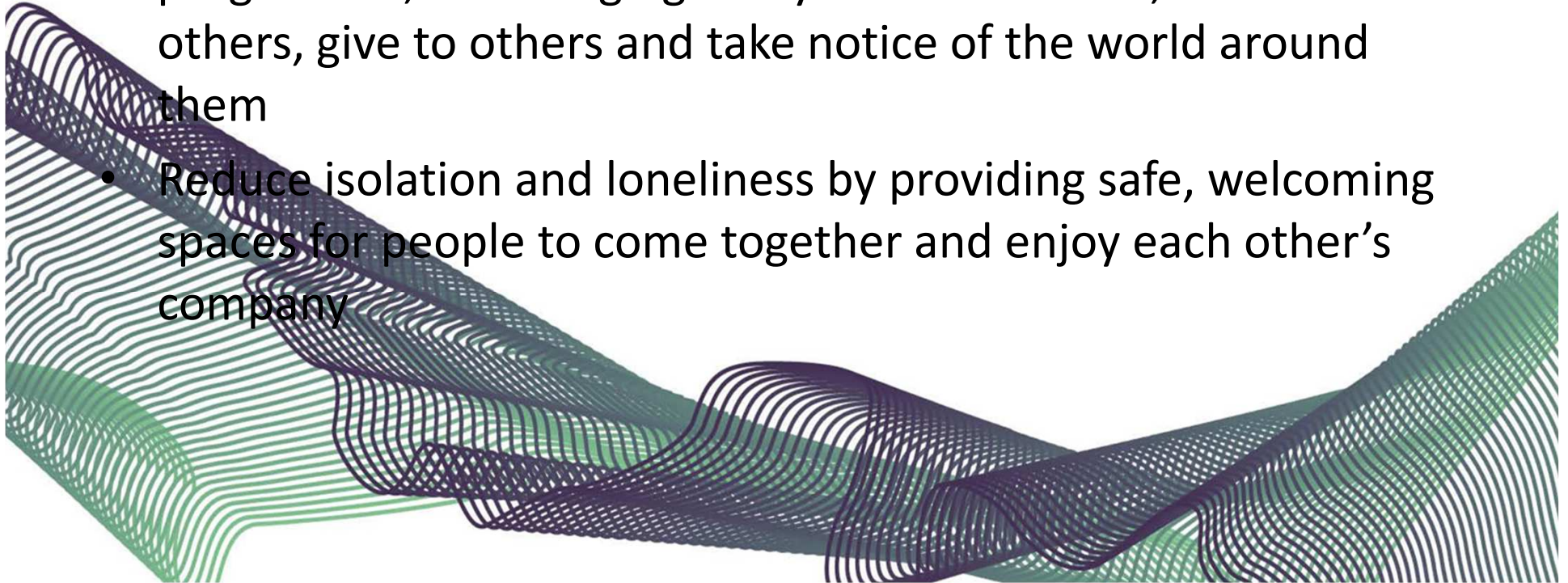
Improve the local sports and physical activity infrastructure

- Develop a new Active Partnership for Rotherham, promoting and increasing the use of sport, leisure, countryside and green spaces to increase physical activity
- Support clubs providing sports, dance and physical activity to grow membership and sustain provision
- Encourage cycling, walking and running by ensuring good access to green space, canals and riversides and footpaths.



Give everyone opportunities to improve and maintain good mental health

- Use the 5 Ways to Wellbeing as a framework for our event programme, encouraging everyone to be active, connect with others, give to others and take notice of the world around them
- Reduce isolation and loneliness by providing safe, welcoming spaces for people to come together and enjoy each other's company



Draft measures

- Numbers of participants in activities who said that they felt happier or healthier
- Confidence of residents to take part or join in with cultural activities
- Numbers of participants who said their quality of life had improved
- Numbers of participants who said they felt less lonely or isolated





“We need to get back some **pride** in the town - to hear Rotherham mentioned on national media for good reasons, not bad.”

Resident, Views of Rotherham Survey

“When anyone **loves** a place that they are from, it makes you look at it differently.”

Rick Stein, chef and writer



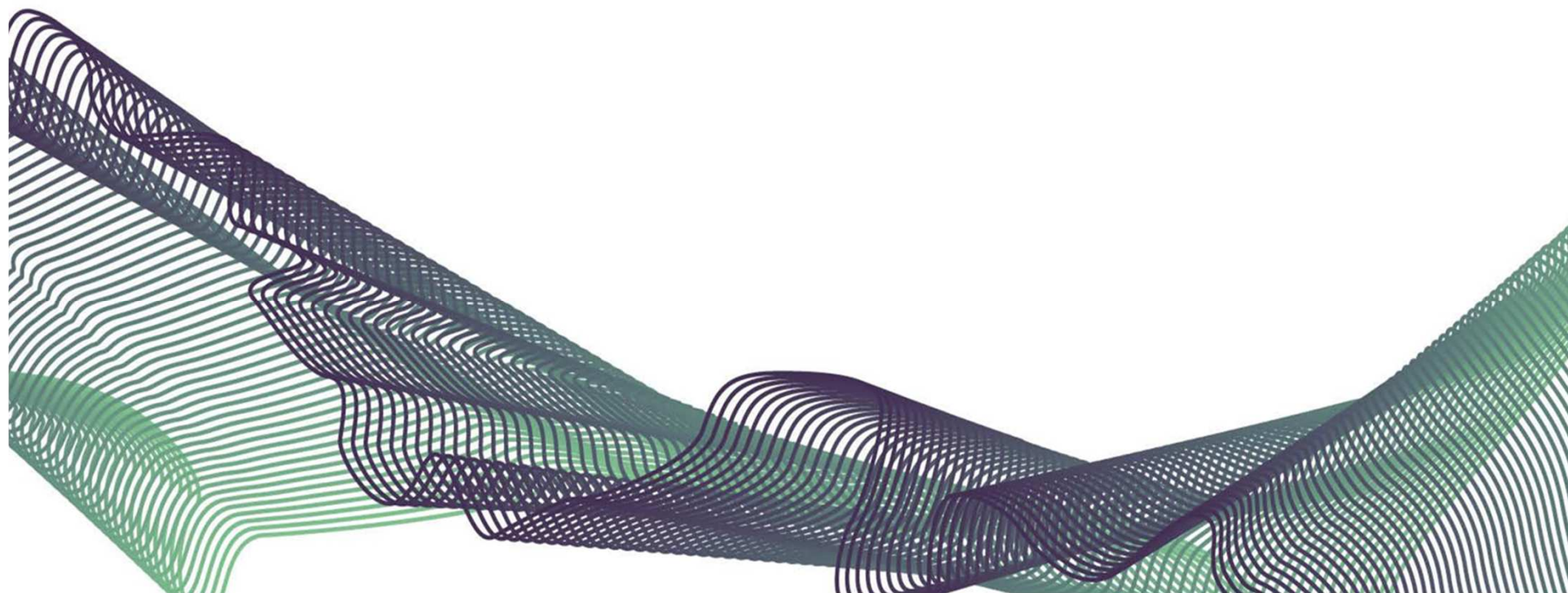
Building Pride, Celebrating our Unique Identity

We want all our residents to really
like Rotherham.

By 2025 we want other places to want to be
like Rotherham.



 **LIKE**
ROTHERHAM



Questions

- Do you support our **key goal** - to enable everyone to get active, get creative and get outdoors, more often?
- Is the argument clear?
- What can you or your organisation do to support the ambitions and actions of the Strategy?
- volunteers from NHS/CCG to develop action plan?



 **LIKE**
ROTHERHAM



Next steps

- 6pm, Wentworth Woodhouse, 26th September – Event with Wayne Hemingway,
- 10am, Carlton Park Hotel - 5th October – Visitor Economy Get-together
- 31st October – Public Consultation Process Ends
- Rewrite and produce action plans
- Spring 2019 – Launch of Final Strategy



Have your say

- Use the postcards and download the full draft strategy www.likerotherham.org
- Email us before the 31st October 2018 at info@likerotherham.org to tell us your views
- Follow us on Twitter:
@LikeRotherham #likerotherham
- Invite us to talk to your group or network

