



**COTSWOLD**  
District Council

# Creative Cotswolds

## A Culture Strategy for Cotswold District

**Vision:** A joined up, accessible and vibrant creative and cultural sector in the Cotswolds, engaging residents and visitors

**Purpose:** to be an enabling force for creativity and culture in Cotswold District

Cotswold District enjoys a vibrant cultural scene. The area hosts some well-known cultural assets, from long established institutions reflecting the area's history, such as the Corinium Museum and the Court Barn, through to recently established institutions, such as the Cidermill Theatre in Chipping Campden and the Barn Theatre in Cirencester. The sector spans from venues to festivals, and from classical to popular, with venues like the Tetbury Goods Shed and New Brewery Arts, and events such as the Longborough Opera Festival and the Phoenix Festival.

Creative Cotswolds is an open partnership for local organisations engaged in creative and cultural activity. Creative Cotswolds will bring together a network of partners to realise opportunities to collaborate on events, to work together on promotion, and explore opportunities to expand the reach and impact of the sector.

**Values:**

- 1). Sustainability: Sustaining the operation of partners, whilst reducing our sector's impact on the planet
- 2). Connecting: providing the opportunity and time for partners to connect to mutual benefit
- 3). Nurturing: providing support for friends and allies to thrive
- 4). Inclusive: working together to improve access and inclusion within the cultural sector
- 5). Creativity and Freedom: proving opportunity to work together without stifling organisational autonomy

Theme	Action	Lead	Due Date	Status
<b>Leadership and coordination</b>	Develop the Partnership through regular meetings	CDC	Start May 2025 – ongoing	Live
<b>Leadership and coordination</b>	Use the Partnership to give the cultural sector in Cotswold a voice, eg to respond to changes in Local Government Landscape. <i>This action will need to evolve to reflect the LGR timetable and local consultation processes</i>	CDC	Start May 2025 – ongoing.	Live

<b>Sharing best practice</b>	Share information on accreditation and training experience	All	Ongoing	
<b>Sharing best practice</b>	Case studies and partner updates at meetings	All	Start May 2025 – ongoing	Live
<b>Sharing best practice</b>	Share organisational data (e.g. footfall patterns, campaign data etc) to develop sector wide intelligence	All, CDC to collate data	To start from the next meeting	
<b>Sharing best practice</b>	Use partnership data and other resources to demonstrate impact of Culture on the Cotswold Economy	All	Subject to success seeking funding	

<b>Stimulate local economy and tourism</b>	Explore opportunity to develop cultural offer on Cotswolds.com, to highlight the cultural offer [see for example 'Dog Friendly' and 'Family Friendly' drop downs.]	Cotswold Tourism	Launch from May 2025	Live
<b>Stimulate local economy and tourism</b>	Share funding updates	All	To start from September 2025	
<b>Stimulate local economy and tourism</b>	Develop cross promotion opportunities between partners – building on the 'open forum' to share information	All	To start from September 2025	
<b>Stimulate local economy and tourism</b>	Use forum to test and develop ideas for joint work	All	To start from September 2025	
<b>Stimulate local economy and tourism</b>	#CreativeCotswolds to be used widely on websites and social media to get added traction for Cotswolds arts and culture events and organisations	All	Ongoing	
<b>Inclusion and opportunity</b>	Access, promote and develop opportunities for residents to engage in cultural activity	All	To start from September 2025	
<b>Inclusion and opportunity</b>	Work with GCC Libraries service to develop promotion of cultural opportunities to residents	All		

