

# Cultural Strategy

2026 to 2036



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Studio Painting Session © The Horsebridge

# Foreword

It is a real pleasure to introduce Canterbury's Cultural Strategy for 2026 to 2036.

Ours is a district with an extraordinary cultural story. From the historic streets of Canterbury to the creative energy of Whitstable, the coastal charm of Herne Bay and the rich traditions of our villages, culture surrounds us in countless ways. It lives in our theatres and museums, in festivals and community events, in music and literature, and even in small individual acts of kindness and celebration. This strategy celebrates that spirit and sets out how, through culture, we can help our area flourish even further in the years ahead.

Canterbury has always been a place where ideas and creativity meet. Our heritage reaches back millennia, yet we are also a district shaped by new voices, students, tourists, those seeking a safe new place to call home and entrepreneurs who continue to redefine what culture means today. With our universities, vibrant cultural organisations and a strong calendar of annual events, we already have an incredibly strong foundation on which to build.

What excites me most about this strategy is the shared ambition behind it. More than 300 residents, organisations and cultural partners helped shape its ideas and priorities. Their passion and optimism shine through every page. Together we want to ensure that culture is open to everyone, that creativity continues to thrive in our towns and villages, and that our district is recognised as a welcoming and inspiring place to live, work and visit. We want to be curious, innovative and bold in the way we shape and tell our stories, so that voices live on, inspiring others and shaping our spaces and shared histories.

I am incredibly proud of the cultural life of Canterbury, Whitstable, Herne Bay and our villages, and I am excited about what we can achieve together over the next decade.

**Councillor Charlotte Cornell**

Cabinet Member for Council Services, Culture and Heritage, Labour Councillor for Seasalter (Whitstable)



"This strategy captures the ambition and spirit that makes Canterbury such a unique place for culture. By championing creativity in all its forms, from grassroots participation to world-class performances, it sets out a bold vision where everyone can share in the district's cultural life. Arts Council England is pleased to support a strategy that recognises the power of culture to enrich communities and drive sustainable economic growth."

Hazel Edwards, South East Area Director at Arts Council England



# A vision for the future

Canterbury will be a district where everyone belongs, creativity thrives and culture is valued for its power to connect people, enrich lives and drive social and economic growth.

Our district will be known as a vibrant and inclusive hub of creativity and for distinctive visitor experiences.

Culture will be central to daily life. From exploring our collective heritage in museums, and enjoying worldclass performances, to joining festivals and parades across our coastal towns, culture will be woven into the fabric of everyday life.

It will also thrive through simple acts of everyday individual creativity, enjoying green spaces, listening to music and connecting with others.

As one resident noted, "Culture belongs to everyone, and it exists everywhere."

Our public spaces will be welcoming and alive with creative expression. Public art and creative interventions will help people feel safe, highlight local pride and celebrate the stories and values that matter most to our communities.

Creative businesses and cultural organisations will drive our local and visitor economy.



3 Cultures Project, The Beane © Gary Jephcote

Our district will be internationally recognised as a key destination for an authentic experience and creativity.

We will inspire creativity and production supported by our diverse educational institutions, striving for excellence and nurturing future talent.

We believe in the power of culture to build stronger communities, support wellbeing and foster a shared sense of belonging.

We will be a district that embraces difference, leads with empathy and cares for people and planet through creativity and innovation.



Harbour View, South Quay Shed © Phil Miller

"Culture belongs to everyone, and it exists everywhere."

# Definition of culture



Bright Shadow, Zest Together © Jen Holland

“Culture is about being human, creating beautiful connections to our past but helping us live in the future.”

Member of The Forget Me Nots – active members of the Dementia Engagement and Empowerment Project (DEEP)

Culture means different things to different people.

Arts Council England (ACE) defines culture as all activities related to the art forms and organisations it supports.<sup>1</sup>

These include combined arts (festivals and carnivals), dance, libraries, literature, music, museums and collections, theatre and visual arts.

In this strategy, we define culture to encompass everything that ACE covers as well as the creative industries supported by the Department of Culture, Media and Sport’s (DCMS) new Creative Industries Sector Plan, such as film, television and new technologies such as Artificial Intelligence (AI), Extended Reality (XR)<sup>2</sup>.

Heritage includes buildings, collections and oral history stories shared by individuals.

We also include creativity-inspiring activities that foster shared identity, such as events, festivals, food, language and art appreciation. This broader definition highlights the role of shared cultural experiences in shaping places.



Roman museum © Canterbury Museums

1 Arts Council England [definition of culture](#)  
2 Creative Industries Sector Plan [Creative ecosystem](#) page 8

# The value of culture and why it matters



Painting in Water © Kim O'Neil

“Everyone deserves the chance to be touched by art. Everyone deserves access to moments that light up their lives.”

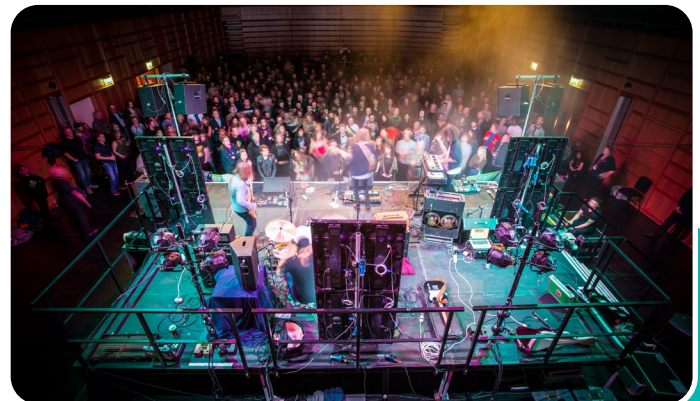
Prime Minister Sir Kier Starmer

## Did you know?

- **Art and culture contribute £10.6 billion to the UK economy** – the creative sector is worth £27bn, with culture bringing in £850m annually via tourism<sup>3</sup>.
- **Arts and culture help tackle social injustice** – venues like theatres and libraries unite communities and enrich lives.
- **Our creative industries are successful throughout the world** – ACE National Portfolio Organisations (NPOs) earned £57m overseas last year.
- **More than 2.4 million jobs in the UK are attributed to the creative industries**

Contributing £124 billion gross value added (GVA) to the economy, generating knowledge spillovers that drive innovation and activity across the wider economy<sup>4</sup>.

When used effectively, culture can contribute to revitalising communities<sup>5</sup>.



Gulbenkian Arts Centre © Jason Pay

<sup>3</sup> Why art and culture matter [The Arts Council made a case for creativity and culture](#)

<sup>4</sup> [Ministerial Foreword the Rt Hon Lisa Nandy MP Secretary of State for Culture, Media and Sport](#)

<sup>5</sup> [LGA Cultural Strategy in a box 2020](#)



The Beautiful Noise Orchestra © Canterbury Festival

Evidence tells us participating in culture and heritage significantly increases overall life satisfaction and contributes to health and wellbeing<sup>6</sup>. The Local Government Association (LGA)<sup>7</sup>, ACE, and the Centre for Cultural Values , highlights culture’s vital impact<sup>8</sup>.

A DCMS commissioned report by Frontier Economics shows cultural engagement improves adult health and boosts children’s self-esteem.

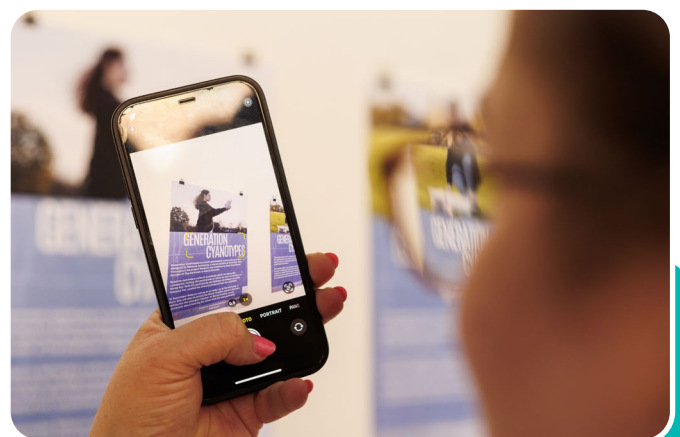
It also explores methods for valuing and monetising the effects of culture<sup>9</sup>.

Non-sector-related bodies such as Age UK also state that creative and cultural activities are key to wellbeing in later life<sup>10</sup>.

The recently launched Creative Industries Sector Plan<sup>11</sup> repositions the UK’s creative industries as central to the UKs growth plan.

The sector’s impact ranges from innovation and production across the creative industries to revitalising high streets to support a vibrant visitor economy.

This strategy aims to create a shared vision to celebrate and support our local cultural sector. Through joint ambitions and a clear framework, we aim to co-design activities that promote equal access and harness the economic value of culture and heritage.



Tell Me a Story © Beach Creative

6 [Culture, Health and Wellbeing Alliance](#)

7 Local Government Association (LGA) Cornerstones of Culture report (2022)

8 Centre for Cultural Value, Vision Paper: [Culture, health and wellbeing](#) (2023).

9 [Culture And Heritage Capital](#) Monetising the Impact of Culture on Health

10 Age UK: [How important is creative and cultural participation to our wellbeing?](#)

11 UK Government [Creative Industries Sector Plan](#) 2025

# Introduction to our district



Cathedral, Visit Canterbury © Alex Hare

The district is in the east Kent region of England, which also includes Dover, Folkestone and Thanet.

A population of nearly 160,000 people is spread over 41 villages, the seaside towns of Whitstable and Herne Bay, and the city of Canterbury itself.

It covers 30,885 hectares of rural Kent and boasts 21.6 km of award-winning coastline.

Often described historically as the Rome of England, Canterbury has been defined by its Christian roots, which date back to the 6th Century under Queen Bertha and King Ethelbert<sup>12</sup>. and iconic structures such as Canterbury Cathedral, St Augustine's Abbey and St Martin's Church are recognised internationally as a UNESCO World Heritage Sites<sup>13</sup>.

The district hosts more than 130 events annually and is home to more than 80 cultural and heritage organisations<sup>14</sup>.

This includes three National Portfolio Organisations (NPO)<sup>15</sup> and three universities, recognised nationally and internationally for their outstanding contributions to the sector.



Here Us 3 © Chapter of Canterbury Cathedral

<sup>12</sup> Britannica [Canterbury England](#)

<sup>13</sup> UNESCO [World Heritage Convention](#)

<sup>14</sup> See appendix 1 for Cultural Infrastructure Map

<sup>15</sup> [National Portfolio Organisations](#) National Portfolio Organisations (NPOs) are a select group of arts organizations, museums, and libraries in England that receive regular, multi-year funding from [Arts Council England](#).



Boing Festival © Gulbenkian Arts Centre

Cultural icons like Aphra Behn, Christopher Marlowe, Thomas Sidney Cooper, Michael Powell and the creators of Rupert Bear and *Bagpuss* have shaped Canterbury's legacy.

The 1960s saw the counter cultural revolution, with the Canterbury music scene emerging as the epicentre of progressive rock.

Today, culture thrives in Canterbury through the award-winning Beane House of Art & Knowledge, the Canterbury Roman Museum and the 1,200-seat Marlowe Theatre - Kent's largest creative employer.

The city also proudly hosts the Canterbury Festival and is home to the Institute of Cultural and Creative Industries (ICCI) which includes the Gulbenkian Arts Centre which produces bOing! Kent's largest international family arts festival.

Creative businesses and events thrive throughout the city centre, offering a diverse programme of activities, events and products inspired by the district's unique character.

From the Medieval Pageant in summer to the Christmas market in winter the city is alive with activities throughout the year.

In 2023, Canterbury was awarded £20 million from the government to support the ambitious *Connected Canterbury*<sup>16</sup> project.

This investment revitalised key heritage sites across the city, enhancing public spaces to make them more accessible and welcoming.

This includes nine so-called story gardens designed to share Canterbury's rich role in England's history through place-based storytelling.

The funding also supported the restoration of Canterbury Castle's keep.

The coastal towns of Whitstable and Herne Bay are home to a thriving artistic community, coming alive during the summer through outdoor happenings, festivals, artist open houses and maker trails.

Whitstable, once home to the writer Somerset Maugham and actor Peter Cushing, more recently became known for the internationally recognised Whitstable Biennale (now Cement Fields).

The Whitstable Community Museum is ACE-accredited, while the Horsebridge Arts Centre offers theatre performances, music events, film



Cement Fields © Tom Carter

screenings, exhibitions and engaging learning opportunities designed to enhance the lives of residents and visitors alike.

Annual events in the town include the Blessing of the Beasts, the Jack in the Green procession, Whitstable Carnival, Whitstable Harbour and Boat Show and the Rock Oyster Festival.

16 Connected Canterbury: [Levelling Up Project](#)



Seaside Museum © Herne Bay Museum Trust

Over the years, Herne Bay has captured the imagination of visitors and artists alike including the surrealist artist Marcel Duchamp in 1913 and acclaimed film Director Ken Russell in 1963, who chose Herne Bay as the setting for his first feature film, *French Dressing*.

Most famously known for its historic coastline, which is part of the Saxon Shore Way across the southeast of England, it boasts the spectacular views from Reculver Towers<sup>17</sup> and Roman Fort to the 19th Century Herne Bay Pier, Clocktower and bandstand.

Herne Bay's history also looks to the sky with pioneers such as Amy Johnson the first female pilot to fly solo from London to Australia and Barnes Wallis, inventor of the bouncing bomb both associated with the town.

More recently, the town has attracted crowds with events like the Herne Bay Cartoon Festival and the Herne Bay Jazz Festival.

It also has the ACE-accredited Seaside Museum, Beach Creative arts hub and The King's Hall, a 500-seat venue by the sea, which is undergoing a £2m restoration to its Edwardian glory.

The district is also home to a rich rural landscape, with 41 villages that play a vital role in the area's cultural life.

Village halls are often at the heart of these communities, not just buildings, but vibrant hubs for connection, creativity, and cultural expression.

Our rural communities also hold remarkable cultural legacies. In Bishopsbourne, the acclaimed writer Joseph Conrad lived until his death in 1924, producing several of his most notable works, including *Victory* and *The Shadow-Line*. In Bekesbourne, Ian Fleming, creator of James Bond made his home at *The Old Palace*. And in Kingston, the renowned sculptor Henry Moore lived at Burcroft, where the garden inspired his lifelong interest in placing sculpture within natural landscapes.

These connections reflect the depth of cultural heritage in our villages and highlight the exciting opportunity to celebrate and support their ongoing cultural life ensuring they continue to thrive for generations to come.

The varied landscapes across the district have attracted television and filmmakers throughout the decades including popular series such as *Black Mirror*, *Whitstable Pearl*, *Joan* and *Heartstopper*.



THE HERDS © Gill Wilson

<sup>17</sup> English Heritage [Reculver Towers](#)

# What will this strategy help us do?

This 10-year strategy sets out a vision for an inclusive and creative district powered by culture.

It builds on our Corporate Plan 2024–2028: *Returning Pride to Our District*<sup>18</sup>, which commits us to **acting locally and thinking globally** by aligning our work with the UN Sustainable Development Goals (SDGs) to create a greener, fairer, better, stronger district.

The strategy also aligns with the Canterbury District City and Town Centre Strategies<sup>19</sup>, which set out a roadmap for creating vibrant, distinctive and resilient centres across the district.

A key priority of the Cultural Strategy is to improve public participation in cultural activities.



Kent Refugee Action Network © Canterbury Museums and Galleries



Mindfulness Children's Project © Canterbury Museums & Galleries

It sets out strategic aims to help the council, organisations, businesses and residents use culture to:

- better understand the current cultural offer and assets in the district
- support longer-term investment in culture
- increase cultural participation
- join up opportunities for culture delivery across the district

It aligns with the Kent County Council's Cultural Strategy's ambition to create a place where<sup>20</sup>:

- "investment in creativity and innovation ensures that entrepreneurs and extraordinary cultural practitioners choose to invest, live and work in Kent"
- "enchanting, surprising and innovative things happen"
- "diversity is celebrated and thrives"
- "our transformative cultural product is recognised nationally and internationally"

It encourages collaboration and innovation across institutions to help us remain resilient and adaptable in an ever-changing world.

18 [Returning Pride to Our District Corporate Plan](#) Key Priorities

19 [Agenda item - City & Town Centre Strategies | Canterbury City Council](#) tbc

20 [Kent Cultural Strategy](#) Ambition p9



Cement Fields © Sam Wainright

### **Our past shapes our future**

Canterbury's global heritage draws millions annually and defines the district's identity.

As an education hub, the city supports more than 40,000 students, offering a unique opportunity to fuse heritage with youth-driven innovation.

However, 60% of cultural infrastructure sits in Canterbury, compared to 22% in Whitstable and 18% in Herne Bay, creating gaps in access and opportunities for redistribution.

Our narrative is often reduced to *Canterbury Tales*, yet our creative impact in literature and theatre deserves far greater recognition.

### **Falling behind the future - or ready to leap?**

Our large student population offers the potential to break from tradition and embrace bold, future-focused culture.

Although only 36% of residents engaged with the arts online our educational assets position us to lead in digital creativity and innovation.

By connecting heritage, creativity and education, we can shape the future of culture and lead on emerging technologies and their ethical considerations.

### **Culture rich, insight ready**

According to the DCMS participation survey<sup>21</sup> about 90% of our residents engage with culture mostly through TV, film (74% and 68%) or visiting heritage sites (69%).

Engagement in our museums (47%) and theatre (43%) also surpasses national averages.

However, fewer residents participate in hands-on creative activities like music, dance, drama or game design, revealing untapped potential.

With better local data, we can target investment to close gaps and widen participation, especially among young people.

National data gives us an overview, but localised insight is needed to shape inclusive, community-led initiatives.

### **Funding challenges, growth potential**

Although the creative industries have been growing nationally, inflation and the rising cost of living has limited local funding opportunities and investment which has slowed progress and innovation.

A collaborative and joined up approach to cultural development presents an opportunity to attract local investment to unlock the economic and creative potential across the district.

21 DCMS Main Report for [Participation Survey 2023- 2024](#)

# Shared vision



Beach Creative © Sam Giles Dream Safari

This strategy has been shaped by contributions from more than 300 people.

Aligned with our Corporate Plan 2024 to 2028, we are taking a partnership centred approach that prioritises co production with the sector and community.

From the outset, we committed to ensuring this strategy was developed through an inclusive and representative process.

Between April 2025 and February 2026, we carried out extensive consultation to capture a wide range of perspectives. This engagement has provided a deep and meaningful understanding of what culture means to both the sector and our residents.

Cultural stakeholders representing a variety of organisations and disciplines across the district expressed a clear desire to collaborate and strengthen the cultural offer.

This strategy reflects that momentum, setting a joint vision to widen access, inspire creativity and drive cultural development.

It captures community ideas and defines a collective path forward.



Special Exhibitions © Canterbury Museums & Galleries

# Exploring our core themes



Medieval Pageant © Alex Hare

Our Culture Strategy is shaped by three key themes:

## **Together**

We will strengthen collaboration across the creative, cultural and heritage sectors opening doors, removing barriers and building clear pathways for participation and growth.

## **Belong**

Culture will foster belonging by creating inclusive experiences for all. We will welcome residents and visitors alike through opportunities that reflect our diverse communities, celebrate our heritage and showcase our landscapes.

## **Value**

We will champion the role of culture in improving wellbeing, strengthening communities and boosting the local economy. By valuing creativity, we empower individuals and organisations to thrive.



Stream Walk Community Garden © Matt Wilson

# Ambition and actions for cultural sector and partners

Ambition	What it means	Actions
<p><b>1. Engage children and young people</b></p> <p><b>SD Goal 4:</b> Quality Education</p>	<p>Empower the next generation through access to creative experiences and careers</p>	<ul style="list-style-type: none"> <li>• Connect young people to cultural opportunities and ensure they have a voice in shaping programmes. Particularly at key venues such as The Marlowe Theatre, The Beaney House of Art and Knowledge and The Kings Hall.</li> <li>• Support access to employment and training in the creative industries by working with our local businesses and educational institutions.</li> <li>• Retain graduates by helping them build creative careers locally, by offering advice, guidance and placements where possible.</li> <li>• Develop digital and tech-enabled cultural programmes linked to universities, colleges and young people.</li> <li>• Deliver an education package to enrich learning for local and visiting school groups visiting Whitstable Harbour</li> <li>• Champion innovation and the power of learning Partnering with universities and businesses to make Canterbury a regional hub for innovation, knowledge exchange and entrepreneurship.</li> <li>• Work with the community to design and deepen cultural, community and leisure programmes with young people, ensuring they can shape the town's future and gain the skills, confidence and opportunities to thrive. Investment in youth spaces, creative hubs and skills pathways will help retain talent.</li> </ul>

Ambition	What it means	Actions
<p><b>2. Celebrate People, place</b></p> <p><b>SD Goal 11:</b> Shape spaces for community and celebration inclusive, safe, resilient and sustainable</p> <p><b>SD Goal 13:</b> Take urgent action to combat climate change and its impacts</p>	<p>Promote our district’s identity by bringing people together to celebrate our rich heritage, creativity, and shared community pride</p>	<ul style="list-style-type: none"> <li>● Position local assets - heritage sites, coastline, rural and green spaces as distinctive cultural destinations, promoted through Visit Canterbury and wider tourism networks.</li> <li>● Restore and further develop the Poor Priests’ Hospital following Levelling Up Fund (LUF) improvements and expand the Marlowe Theatre to increase staging capacity for touring productions.</li> <li>● Reopen the Sidney Cooper Gallery as a hub for arts education, creative practice, and public exhibition.</li> <li>● Deliver a community focused opening event in partnership with local artists to launch and celebrate the new public realm spaces developed through the Levelling Up Work in Canterbury.</li> <li>● Support events that combine heritage with contemporary practice, through our events policy and process.</li> <li>● Enable bold creative public space interventions such as festivals, temporary installations, public art and cultural popups that celebrate local identity and build community pride. <ul style="list-style-type: none"> <li>- Commission an artist/collective to create a landmark seafront mural in Herne Bay, providing a strong visual identity for the promenade and encouraging visitor movement along the seafront.</li> <li>- Replace and refresh heritage interpretation panels at key historic locations including Dane John, Westgate Towers, Poor Priests Hospital, St George’s Square, and the City Wall.</li> <li>- Commission an artist/collective to develop a Sound Map for Whitstable Harbour, creating an immersive cultural experience that deepens engagement with place.</li> </ul> </li> <li>● Work with Canterbury Cathedral to expand digital access to shared archives and the stories they contain, increasing public engagement with local heritage.</li> <li>● Promote our literary heritage and cultural narratives, past and present, through our ambition to pursue UNESCO City of Literature status.</li> <li>● Through our events policy encourage sustainable cultural practice aligned with climate action goals.</li> <li>● Collaborate with partners to reduce environmental impact across the sector, through joint training programmes.</li> <li>● Apply learnings from the Canterbury Connected programme to enhance green infrastructure in coastal towns.</li> </ul>

Ambition	What it means	Actions
<p><b>3. Grow the creative economy, build partnerships and secure investment</b></p> <p><b>SD GOAL 8:</b> Promote sustained, inclusive and sustainable economic growth</p>	<p>Position creativity as a driver of regeneration, innovation, and inclusive economic growth.</p>	<ul style="list-style-type: none"> <li>• Establish shared methods for evaluating cultural and social impact.</li> <li>• Use local data to map gaps and inform targeted action.</li> <li>• Develop an evidence base to support infrastructure funding through developer contributions (e.g. S106, CIL)</li> <li>• Invest in culture that delivers measurable and investible economic and social impact</li> <li>• Champion the regeneration of Herne Bay through culture led regeneration</li> <li>• Embed creative enterprise in town centre strategies and BID partnerships.</li> <li>• Celebrate our maritime history by working with the Harbour Board to make Whitstable Harbour a national destination.</li> <li>• Providing a range of flexible workspaces and digital infrastructure to attract and retain startups and creative industries.</li> </ul>
<p><b>4. Improve health and wellbeing</b></p> <p><b>SDG Goal 3:</b> Ensure healthy lives and promote well-being for all at all ages</p>	<p>Unlock culture's power to boost wellbeing and reduce health inequalities.</p>	<ul style="list-style-type: none"> <li>• Promote social prescribing and creative health initiatives through the local health alliance.</li> <li>• Support healthy ageing through intergenerational activities and creative engagement through public programmes, particularly those at the Beaney</li> <li>• Support healthy ageing by delivering intergenerational activities and creative engagement through public programmes, working in partnership with People United and through the Beaney Museum's Health and Wellbeing programme.</li> <li>• Champion community wellbeing by increasing equitable access to creative activities, heritage experiences, volunteering, and green spaces.</li> <li>• Champion community wellbeing across the district particularly in our coastal areas by expanding equitable access to creative activities, heritage experiences, volunteering opportunities, and high-quality green spaces as part of the UK's first Marmot Coastal Region<sup>22</sup> led by Kent County Council Public Health in partnership with the Institute of Health Equity at University College London.</li> <li>• Provide local representation at the national Culture, Health and Wellbeing Alliance.</li> </ul>

Ambition	What it means	Actions
<p><b>5. Enable participation and promote inclusion</b></p> <p><b>SD Goal 10:</b> Reduce inequality</p>	<p>Ensure everyone has access to meaningful cultural opportunities</p>	<ul style="list-style-type: none"> <li>• Work with cultural organisations and community partners to reach those least likely to engage, particularly in lifelong learning.</li> <li>• Establish a Cultural Forum composed of diverse members from across the district, including city, coastal and rural areas from cultural, creative and community sectors. This forum will keep all those who have contributed to the development of the strategy informed of progress, meet quarterly to ensure our approach remains inclusive, representative and effective.</li> <li>• Champion accessible design in public spaces and cultural venues.</li> <li>• Celebrate cultural diversity at events and community programmes</li> </ul>
<p><b>6. Lead by example as a cultural Council</b></p>	<p>Champion culture through leadership, stewardship and collaboration</p>	<ul style="list-style-type: none"> <li>• Preserve and promote cultural assets Strategic planning and museums development.</li> <li>• Redevelop The King’s Hall as a cultural anchor for Herne Bay.</li> <li>• Support the expansion and development of the Marlowe Theatre and associated buildings to continue their growth and support creative production.</li> <li>• Embed cultural provision in the Local Plan and advocate for investment.</li> <li>• Establish a districtwide cross sector Cultural Forum, creating a dedicated diverse team to champion the strategy and drive its action plan forward</li> </ul>

# How will we know we have been successful?

We will adopt a flexible approach, regularly reviewing and evaluating our progress to ensure our efforts remain relevant and responsive.

A new Cultural Forum, bringing together representatives from the cultural, creative and community sectors, will meet quarterly to guide our work, ensure inclusivity and keep contributors informed. Progress will also be reported annually to the City and Town Centre Strategy Panels.

Throughout the life of the strategy, we will continue to learn and adapt, working closely with

partners across the district to deliver the actions set out under each of the six ambitions.

During the first three years, we will establish a strong baseline of data and develop clear indicators to measure both individual activities and the wider cultural impact across the district. Annual monitoring will track key cultural outputs and outcomes for residents, visitors and stakeholders.

We will embed continuous learning at every stage to ensure our approach remains effective, evidence-based and capable of responding to emerging needs and opportunities.



A Story of Resettlement © Unity Arts Collective

# Strategic context

This strategy adopts a broad perspective on culture and creativity, informed by the Let's Create Strategy from Arts Council England (ACE)<sup>23</sup> and Kent County Council's cultural strategy, *Inspirational Creativity: Transforming Lives Everyday*<sup>24</sup>. The strategy is aligned with and supports the delivery of Canterbury City Council's Draft District Local Plan<sup>25</sup> and has also been developed within the wider strategic framework established by Canterbury City Council's Corporate Plan 2024 to 2028, *Returning Pride to Our District*<sup>26</sup> and the new City and Town Centre Strategies<sup>27</sup>.

The strategy also draws together targeted strategies and partnerships, including but not limited to:

- [Canterbury Museums & Galleries Vision and Strategy](#)
- [Cultural Strategies Community of Practice](#) University of Southampton and the Local Government Association, led by Professor Dan Ashton (co-author of the Cultural Strategies and futures report) and Ian Leete (Local Government Association Senior Adviser – Culture, Tourism and Sport)
- [Climate change action plan | Canterbury City Council 2021-2030](#)
- Draft Heritage Strategy Action Plan (2025–2028)
- Canterbury Heritage Strategy (2018)
- [Canterbury District Green Infrastructure Strategy 2018 – 2031](#)

- [Creative Estuary National Cultural Planning Toolkit](#)
- [Creative Industries Sector Plan 2025](#)
- Canterbury Events Management Policy 2025–2029
- Canterbury City Council Public Art Policy 2020
- [Whitstable Harbour Strategic Plan 2024 to 2034](#)



Canterbury Castle Project © Christchurch University

23 Arts Council England [Let's Create Strategy](#) 2020-2030

24 [Inspirational Creativity: Transforming Lives Everyday](#)

25 Canterbury City Council's Draft District Local Plan

26 Canterbury City Council's [Corporate Plan 2024 to 2028](#)

27 [City & Town Centre Strategies](#)

# Acknowledgements

Thank you to everyone who shared their thoughts and ideas with us whether by taking part in the focus groups or interviews, attending the early engagement consultation, or responding to the cultural strategy surveys.

Applause Theatre  
Bay Unite  
Be Connected  
Beach Creative  
Canterbury Business Improvement District  
Bright Shadow  
Brit school  
Cabin FM  
Canterbury Academy  
Canterbury Cathedral  
Canterbury Christ Church University  
Canterbury Commemoration Society  
Canterbury Festival  
Canterbury Kids Literature Festival  
Canterbury Society  
Creative Estuary  
EKC Canterbury College  
Ethnic Minority Council  
Kent and Medway Mental Health NHS Trust  
Francis Knight  
Gulbenkian Arts Centre  
Herne Bay Festival  
Herne Bay Jazz Festival  
Herne Bay Pier Trust  
Herne Bay Community Radio Association  
Horsebridge Arts Centre  
Institute of Cultural and Creative Industries  
Jason de Caires Taylor  
Kantab Lounge  
Kent Library Service  
Kings Hall  
Khachkar Peace and Reconciliation Project (KPRP)  
Kent University  
Kent County Council Library  
Marlowe Theatre  
Moving Memory Dance

Music for Wellbeing  
Odds and Sods  
One New Street Gallery  
Open house Canterbury  
Open house Herne Bay  
Open house Whitstable  
People United  
Playtime Theatre Company  
Pride Canterbury  
Sarah Baulch Gallery  
Seaside Museum  
Shakespeare Festival  
Sidney Cooper Arts Trust  
Sidney De Haan Research Centre for Arts and Health  
The Beaney House of Art & Knowledge  
University of the Creative Arts  
Westgate Hall  
Whitstable Tail  
Whitstable Community Museum and Gallery



Reculver Towers © Visit Canterbury

the 1990s, the number of people in the UK who are employed in the public sector has increased from 10.5% to 13.5% of the total population (1990-1999).

There are a number of reasons why the public sector has grown in size. One reason is that the population has aged. The number of people aged 65 and over has increased from 10.5% in 1990 to 14.5% in 1999. This has led to an increase in the number of people who are retired and therefore dependent on the state for their income.

Another reason is that the number of people who are unemployed has increased. The unemployment rate has risen from 7.5% in 1990 to 10.5% in 1999. This has led to an increase in the number of people who are dependent on the state for their income.

A third reason is that the number of people who are in receipt of state benefits has increased. The number of people in receipt of state benefits has risen from 10.5% in 1990 to 13.5% in 1999. This has led to an increase in the number of people who are dependent on the state for their income.

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