

Cultural Strategies Think Kit

Thursday 6th November 2025



Background and Context

- Public Policy Southampton funded project *Cultural Strategies and Futures* with Dr Makanani Bell and Dr Simon Eden (Southern Policy Centre)
- Knowledge Exchange event, *A conversation on cultural strategies*.
- Recommendations for developing and sustaining a cultural strategy suggested and shared in [Cultural strategies and futures](#).



Twelve recommendations

Recommendations
Models and Approaches
Findable and Sharable
Access and Context
Structure and Language
Methods and Consultation
Themes and Priorities
Policy and Position
Geographies and Boundaries
Living and Responsive
Continuity and Evaluation
Success and Failure
Network and Share

The Think Kit: From recommendations to resources



The University of Southampton and Local Government Association have collaborated on developing the recommendations from the Cultural strategies and futures report into an accessible think kit resource pack for creating and sustaining a cultural strategy.



Co-Design stage followed by Community of Practice

Relevant Source:

<https://pod.admin.ox.ac.uk/communities-of-practice>

Accessing the Think Kit

- Website address: <https://culturalstrategies.soton.ac.uk/think-kit/>

- QR Code



- Access is by **registration** using **email address**. Contact details will only be used to provide updates and invite you to participate in the ongoing evaluation of the Think Kit. Once you have submitted your email address, a **notification message** will immediately provide the **website address**.

Grouping the recommendations

Starting Points

Content

Evaluation

Overarching/Access

Model and
Approaches (R1)

Methods and
Consultation (R5)

Themes and
Priorities (R6)

Policies and
Position (R7)

Geographies and
Boundaries (R8)

Living and
Responsive (R9)

Continuity and
Evaluation (R10)

Findable and
Sharable (R2)

Access, and
Context (R3)

Structure and
Language (R4)

Different types of resources

- Interactive
- Templates



No.	Publisher	Title	Publication Year	Valid until	Timeframe	Type of Reference Document	Type of organisation publishing reference material
1	Example Local Authority	Example cultural strategy	2025	2031	6	Cultural Strategy	Local Authority
2	Arts Council England	Lets' Create	2020	2030	10	National Policy	Arm's-length body
4	National Lottery	National Lottery Heritage Fund Strategy	2023	2033	10	National Policy	National Government
5	British Film Institute	Screen Culture 2024	2023	2033	10	National Policy	National Government
6	Historic England	Championing Heritage, Improving Lives	2021	2031	10	National Policy	National Government
7	DCMS	DCMS Departmental Overview 2021-23	2023	2033	10	National Policy	Arm's-length body
8	Example Local Authority	Annual Library Plan	2023	2024	1	Local Policy	Local Authority
9							
10							

Examples for today



Recommendations

Models and Approaches

Findable and Sharable

Access and Context

Structure and Language

Methods and Consultation

Themes and Priorities

Policy and Position

Geographies and Boundaries

Living and Responsive

Continuity and Evaluation

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Network and Share

Models and Approaches

Detailed analysis of ‘local authority’ and ‘culture trust’ approaches and processes and how they overlap, differ and align.



Findable and Sharable

Create an accessible database of strategies as a resource for insight and reflection.

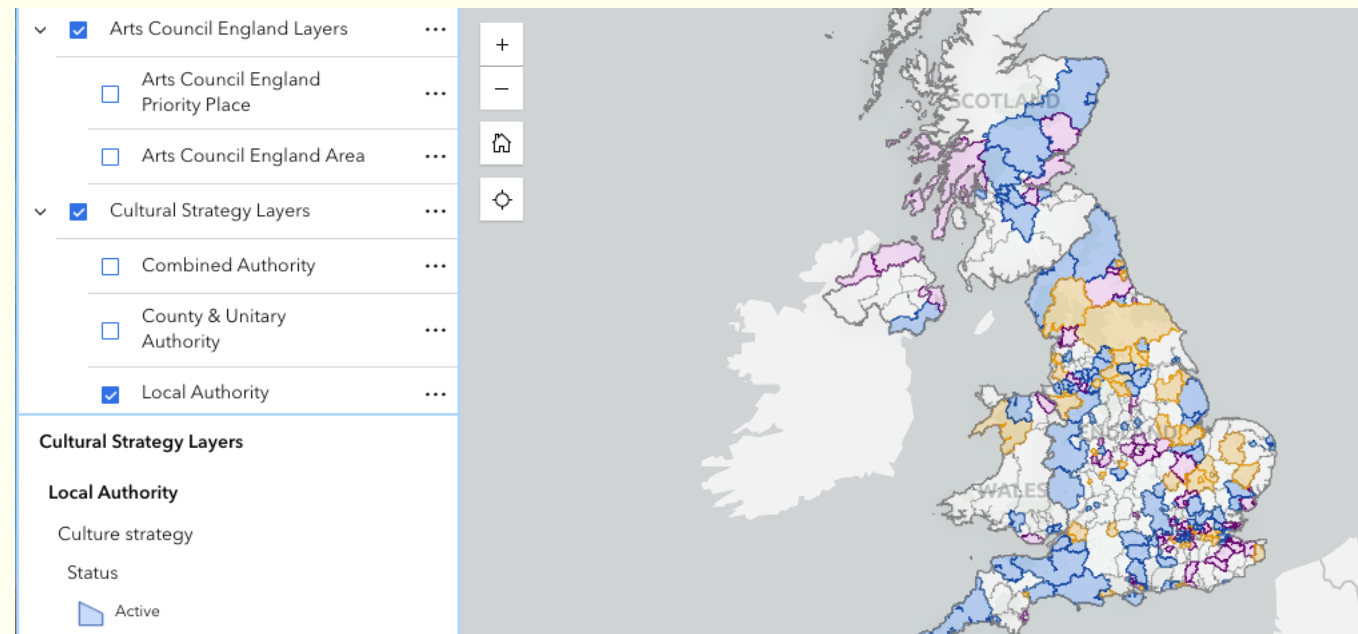
The Think Kit resource on *Geographies and Boundaries* is a companion map ...

	Harborough District Council District Council	"Leicestershire's Cultural Strategy" Cultural Strategy, 2002	View details
	Three Rivers District Council District Council	"Cultural Strategy: Recognizing the Importance of Leisure in Everyday Life" Cultural Strategy, 2002	View details
	Windsor and Maidenhead Borough Council Unitary Authority	"Royal Borough of Windsor and Maidenhead: Local Cultural Strategy" Cultural Strategy, 2002	View details

Name	Last modified	Size
AberdeenCity_2018_2028.pdf	2025-08-21 16:42	3.0M
Aberdeenshire_2018_2028.pdf	2025-08-21 16:42	322K
AdurandWorthing_2016.pdf	2025-06-09 18:26	4.3M
AllerdaleandCopeland_2022_2027.pdf	2025-06-09 18:26	14M
Angus_2021_2021.pdf	2025-08-21 16:42	1.4M
ArdsandNorthDown_2018_2023.pdf	2025-08-21 16:42	29M
ArgyllandBute_2014_2015.pdf	2025-08-21 16:42	1.9M
Arun_2013_2028.pdf	2025-06-09 18:25	2.2M
Babergh_2023_2028.pdf	2025-06-09 18:26	5.8M
BarkingandDagenham_2024_2030.pdf	2025-06-09 18:26	1.4M
Barnet_2018_2019.pdf	2025-06-09 18:26	5.0M
Barnsley_2014.pdf	2025-06-09 18:26	2.0M
Basildon_2020_2025.pdf	2025-06-09 18:26	1.0M

Geographies and Boundaries

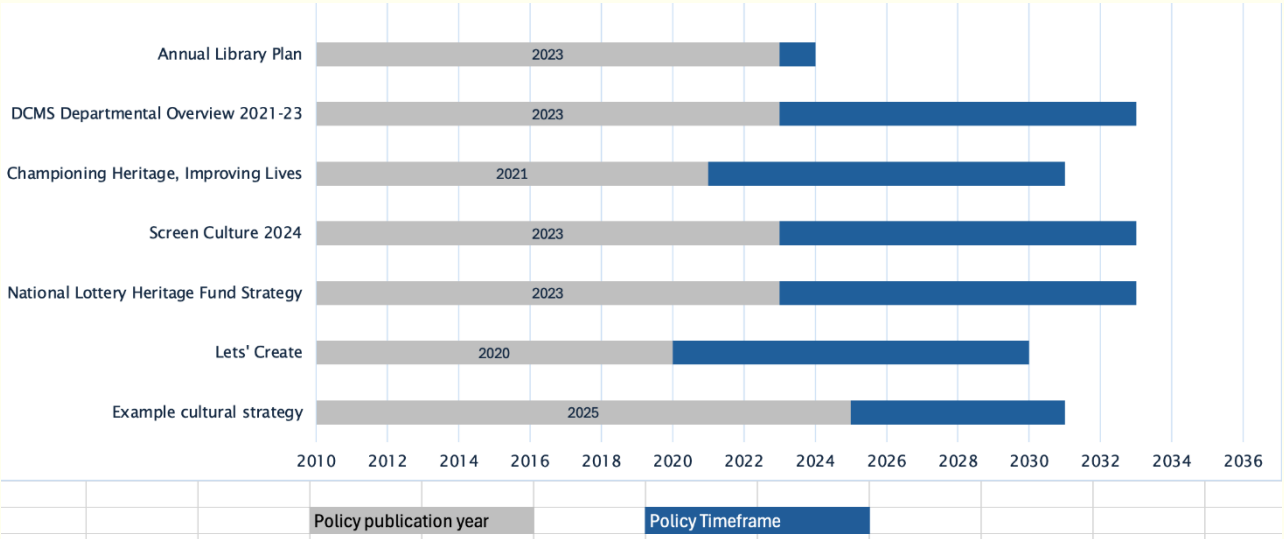
Recommend that the development of cultural strategies give attention to changing geographies and boundaries and make connections with different ‘neighbours’ to explore cultural strategy alignment and the pursuit of common purpose.



Policy and Position

Recommend cultural strategies go beyond providing a reference list of policies and strategies that are referred to and create a matrix or table that includes all the policies and strategies referred to and indicates when they were published, if they are timebound, and how long they remain in alignment.

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Ongoing sharing, reflection and development

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Success and Failure
Network and Share

What's next?

Support and Sharing

The *Cultural Strategies Network*.
Details on [Network and Share page](#).

Success and Failure (R11)

Network and Share (R12)

Join the [LinkedIn Group](#):



First meeting on 10th December
12pm. Register [here](#):



What's next?

Support and Sharing

Success and Failure (R11)

Network and Share (R12)

Alongside the bi-monthly *Cultural Strategies Network*.

1. Feedback and examples of user experience welcome through online questionnaire.
2. Invitation to annual 'focus group'
3. Aim to gather examples of user experience into an *Insights and Reflections* series.

Details on:

<https://culturalstrategies.soton.ac.uk/think-kit/user-experiences/>