

A Cultural Strategy for Dumfries and Galloway



Dumfries and Galloway Council and its partners are creating a Cultural Strategy for Dumfries and Galloway that we hope will help unlock the potential of culture to make a positive difference to people's lives in Dumfries and Galloway. By culture we mean arts and heritage of all types.

Here's what we have come up with so far:

Draft Vision

Our ambition is for Dumfries and Galloway to be renowned nationally and internationally for its cultural assets and its creative dynamism, and Dumfries and Galloway's culture to be celebrated as central to the well-being and prosperity of the region's communities and our people.

Draft Themes

We want the strategy to help unlock the potential of culture - by which we mean arts and heritage of all types - to achieve the strategy's vision through a series of actions linked to six themes:

- **Sense of Place:** We want culture to create a sense of place for each community in Dumfries and Galloway and to contribute to how Dumfries and Galloway as a region or 'brand' is seen from outside the region
- **Access and Inclusion:** We want everyone to feel able to enjoy and create cultural activity
- **Economic Impact:** We want the cultural sector and its associated industries to thrive, and we want the region's cultural offer to attract more people to live and work here
- **Improved Health and Wellbeing:** We want people engaging with culture to experience benefits ranging from enjoyment to significant health improvement
- **Best Start in Life for All Our Young People:** We want culture to contribute positively to learning, skills and personal development
- **Developing and Empowering Communities Through Culture;** We want to help people strengthen their communities by working together to create and participate in cultural activities