



Norfolk Live

the cultural strategy for Norfolk
2005 - 2010

www.norfolklive.co.uk



Introduction

“Norfolk is an exciting, vibrant, creative county. More and more there are opportunities for us to enjoy all that it has to offer, but there is still a lot to do. Culture, the creative industries, sport and our heritage must become an outstanding attraction both for visitors and those who live here. It's vital that we all work together to ensure that people of all ages benefit from the opportunities that the Olympic Games in 2012 present. For Norfolk to reach its full potential culture must be at the heart of all we do.”

Helen Wilson

Chair of Norfolk Live,
The Strategic Cultural Partnership for Norfolk





What do we mean by culture....

When we talk about culture we are talking about a very wide range of activities, interests and enthusiasms that people share and take part in.

These include arts, sport, heritage, tourism, museums, libraries, archives, media, countryside recreation and much more.

Norfolk Live

Norfolk is a very special place for the people who live and work here, and also to the many visitors who come into the county every year. It is a culturally vibrant county with landmark museums, internationally famous heritage sites, and high levels of interest and participation in the arts and sports.

The culture of Norfolk is a powerful engine, driving both social and economic progress in the county.

In 2002 the Norfolk local authorities worked together to develop the first cultural strategy for Norfolk. Developed through extensive consultation, the strategy set out a framework with priorities for action to increase access to cultural activities and to raise the profile of the cultural sector in Norfolk and beyond.

Since then we have created Norfolk Live, the Strategic Cultural Partnership for Norfolk which is made up of representatives from across the cultural sector.

Norfolk Live is also the lead body for the delivery of the creative section of Norfolk Live, the Community Strategy for Norfolk.

Norfolk Live is responsible for writing, publishing and distributing this document.



What we have done since 2002

Developed a cultural events database in partnership with Archant

Through the Norfolk Live website people can now access up to date and comprehensive on-line information on cultural events in the county, a first in the UK. Over the coming years we will develop Norfolk's best real time on-line ticketing and booking agency in partnership with Archant.

Commissioned work to research the opportunities for volunteers in the cultural sector in Norfolk

Volunteers make substantial and important contributions to cultural activities throughout the county. Norfolk Live will maintain an overview of this activity, make sure links are made across the sector and continue to promote and advocate the importance of volunteering in the cultural sector.



Initiated research measuring the social and economic impact of the cultural sector in the county

Norfolk Live will continue the research started in 'Making Creative Capital' in 2001 into the social and economic impact of the cultural sector in Norfolk. We have started to map hot and cold spots of cultural activity across the county, to identify gaps in provision and offer targeted solutions.

Acted as an advocate for and champion of the cultural sector in Norfolk

Norfolk Live has a powerful voice on the Norfolk County Strategic Partnership. We also work closely with Living East, the East of England Regional Cultural Consortium, Arts Council England (East) and GO-East.

Continued to consult about needs, opportunities and possible partnerships in the cultural sector

Norfolk Live has hosted consultation events with key people from the cultural sector to identify gaps and opportunities.

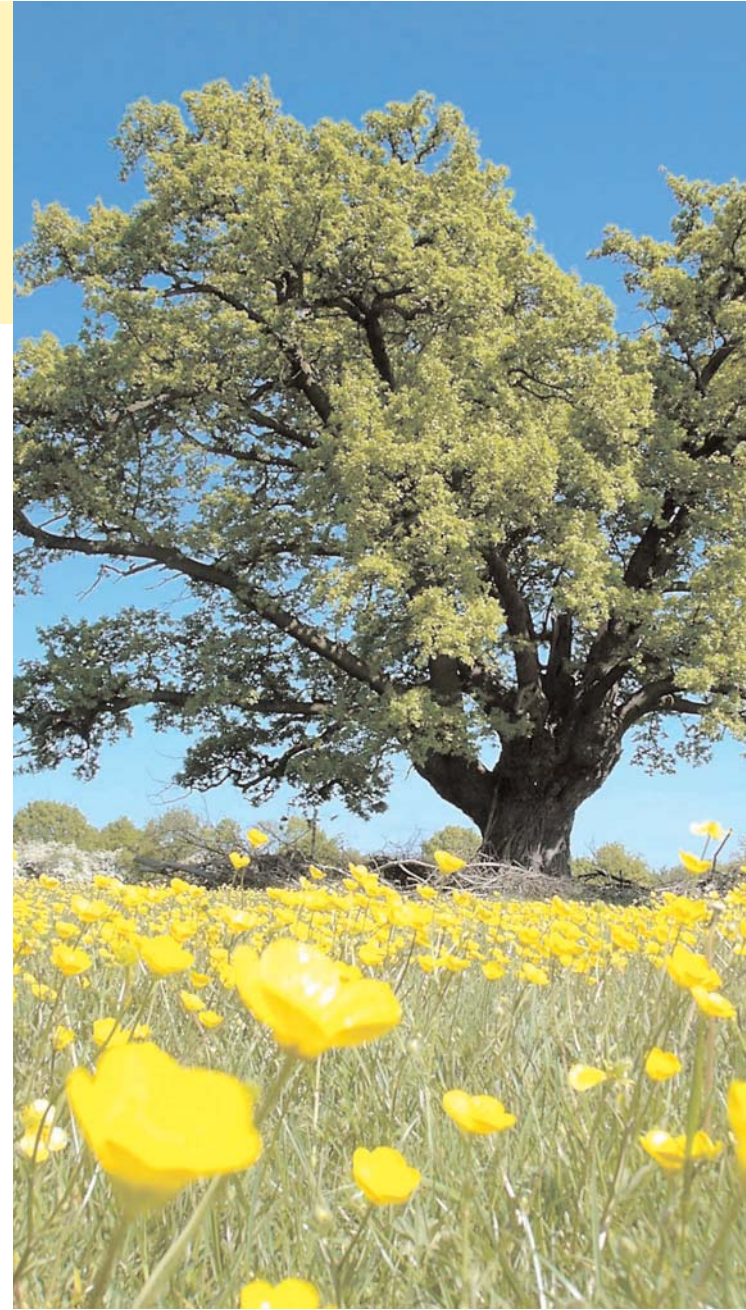


Why is culture important?

- By taking part in sports and arts activities people of all ages feel better about their minds, their bodies and their welfare.
- Young people who participate in organised cultural activities perform well at school and are proved to have good life chances.
- A thriving and confident cultural sector brings investment and creates a wide range of differing jobs.
- People learn about themselves, their own and other people's lives and improve their self-esteem through taking part in cultural activities.
- Cultural activity contributes significantly towards social regeneration and brings communities together.
- **Culture changes people's lives.**

Did you know..?

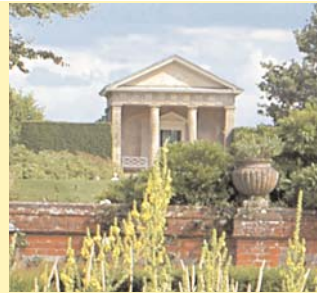
- **Almost 2 million people attend cultural events in Norfolk every year.**
- **22,000 people work in the creative industries in Norfolk, 20% higher than the national average.**
- **More than 145,000 people in the Eastern Region are employed in the creative industries, 5.3% of the regional workforce.**



Our vision

To ensure that culture in all its forms will be placed at the heart of everyone's lives in Norfolk.

And that more people every year are able to enjoy and support Norfolk's arts, sports, heritage sites, museums, libraries, open spaces and all other cultural activities.



To achieve our vision we will:

- Champion and promote the contribution cultural activities make to lives and communities across Norfolk.
- Advocate for the cultural sector at the highest levels.
- Ensure that culture is embedded in all major policy initiatives.
- Undertake major research programmes to prove the social and economic impact of the cultural sector in Norfolk.
- Encourage new partnerships and create networks to increase cultural opportunities.
- Prioritise culture across a range of agendas.
- Work with our local, regional and national partners to promote Norfolk as a culturally thriving county.

We will have succeeded if by 2010:

- The spend per head on cultural projects has risen throughout Norfolk.
- Norfolk is recognised as a culturally significant county.
- A majority of local authority projects have a cultural dimension.
- **More people are taking part in cultural events and activities across the county.**



Norfolk Creative Industries Awards

Famous faces, industry leaders and 350 representatives from Norfolk's private and public sectors came together to recognise, celebrate and reward some of the finest creative talents in the county at Norfolk's first Creative Industries Awards, organised by Shaping the Future's Creative Industries Group.

103 nominations were received across 12 categories, including Design Innovation, Web Design, Student Animation and Event Photography. Home Secretary and Norwich South MP Charles Clarke presented the award for Best Commitment to Training. He said *"The awards will play an important part in attracting and retaining some of the country's most innovative businesses. They will also provide an exciting focus and source of inspiration for young people who are considering a career in the creative industries."*

CASE STUDY



Making Creative Change

The arts can transform people's lives, transform communities, and put a place on the map. The work of the newly formed Norfolk Arts Partnership will show how the arts can be used to tackle social issues such as health, crime and disorder, and regeneration.

The Partnership also wants to raise the profile of Norfolk arts and to show how they can boost the economic value of tourism in the county. Working with the Tourism sector, the Partnership aims to encourage more visitors into the county for arts events and to promote Norfolk nationally and internationally as a cultural destination.

CASE STUDY

“It's almost impossible to overestimate the importance of culture in social and economic regeneration. The quality of culture is the glue that makes things hold together - it makes people love a place and want to stay there, and it makes others want to move there, to bring up their children or start a business. And it's particularly important for Norfolk. We're facing significant population growth, and it's important that new communities have cultural provision, and an understanding of the value of culture, built into them from the very beginning.”

Graham Creelman
Chair of Living East,
the Eastern Regional Cultural Consortium

“Norfolk has a rich literary tradition. There's a quality in the landscape and the air that nourishes imagination. Encouraging new writing in the present helps that tradition flourish and enables both writers and readers to discover new possibilities for understanding the world.”

Professor Jon Cook
Dean of the Faculty of Arts & Humanities
University of East Anglia

CASE STUDY

Time and Tide Museum of Great Yarmouth Life

A finalist for Gulbenkian Museum of the Year 2005, Time and Tide tells the story of Great Yarmouth from its Ice Age origins to the present day.

Set in a beautifully restored Victorian herring curing works, colourful displays reveal Great Yarmouth's rich maritime and fishing heritage and its growth as a popular seaside resort. There's a recreation of a typical 1913 'Row' with its tiny houses, a busy 1950s fish wharf, the wheelhouse of a coastal Drifter and the original smokehouses where the lingering aroma of smoked fish is a reminder of times gone by.

Time and Tide is already a great hit with local people and visitors alike, and is a major boost in the drive to regenerate Great Yarmouth.





CASE STUDY

Norfolk Sports Alliance.....Alive and Kicking!

People of all ages are being actively encouraged to take part in sport big time in the county thanks to the newly formed Norfolk Sports Alliance.

Over 5,000 young people in Norfolk have already taken part in this new scheme which sets out to get them involved in sport at an early age and to carry on enjoying sport throughout their lives. Of course you also need good qualified coaches to inspire and train people and the Alliance has helped over 300 coaches from over 50 clubs in Norfolk get the qualifications they need to do the job.

“The planned growth of this region over the next two decades is an opportunity that is crying out to be exploited. We cannot ignore it, we must capitalise on it. I believe the arts will make the difference between success and failure in regenerating the region and building vibrant new communities for the future.”

Andrea Stark
Executive Director, Arts Council England East

Norfolk's creative industries are a showcase of creativity and talent, working with business in the UK and around the world. This creativity and cultural activity enriches people's lives and adds to the natural quality and value of living in the county.”

Richard Cox
Director, Creative Industries
Shaping the Future

"Sport England warmly welcomes the Norfolk Cultural Strategy in recognising the benefits that sport and active recreation can make on their own and as part of the rich fabric of cultural life. With the winning of the Olympics in 2012 and the tremendous enthusiasm generated for sport and culture - this strategy is important in securing those long term benefits as a lasting legacy for Norfolk and its people"

Chris Perks
Regional Director, Sport England, Eastern Region



Norfolk Live is a partnership of key people from across the cultural sector brought together to promote, champion and represent the interests of the cultural sector in Norfolk.



Norfolk Live is the lead partnership body for Norfolk Ambition, the Community Strategy for Norfolk.

For more information on the membership of Norfolk Live, its projects, and how to contact us please visit

www.norfolklive.co.uk



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If you need this document in large print, audio, Braille, alternative format or in a different language please contact Jenny Bevan.
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and we will do our best to help