



Thurrock Plan for Culture

PLAN ON A PAGE

2025 – 2029

THURROCK PLAN FOR CULTURE – PLAN ON A PAGE

Vision

Through culture and creativity we will create a more vibrant, enriched, healthier and inclusive Thurrock for everyone.

Mission

Our mission is to deliver a cultural renaissance so everyone here has the opportunity to express their individual creativity and benefit from cultural activities, and Thurrock arts, culture and heritage will mean more to more people based on the principles of:

- **Inclusivity:** open to everyone
- **Transparency:** open and honest with everyone
- **Sustainability:** committed to fulfilling current and future benefits for everyone

Values and behaviours (Corporate Plan)

Accountability, Integrity, Collaborative, Impactful, Responsiveness and Adaptability

Aims

CULTURAL CONNECTIONS

We will collectively place culture and creativity at the heart of everyday life.

CULTURAL CAPACITY

We will collectively ambitiously grow creative and cultural production, performance and presentation.

CULTURAL CAPITAL

We will collectively harness the individual and collective benefits that culture and creativity can offer.



APPENDIX 1 - ACTION PLAN

This action plan articulates the first steps towards the culturally-ambitious future that residents and stakeholders want. It is the solid groundwork that builds collective capacity and commitment towards the longer-term vision for transformational change.

Several actions can be achieved without new or additional resource and instead, point towards better coordination, smarter allocation of existing resources and strong cooperation and collaboration between partners and stakeholders.

Thurrock Council has a new operating model and as such, will act as an enabler and facilitator of this Plan, rather than a commissioner or direct deliverer. The plan will be owned and driven by the cultural sector in Thurrock.

THEME	OBJECTIVE	ACTION	LEAD
Governance	Governance of this Plan is overseen by a Cultural Leadership Group that is diverse, inclusive and representative of Thurrock, ensuring resident voice and co-creation informs creative and cultural activity, which will report to the portfolio holder for Community Partnerships	Set up Cultural Leadership Group, agree terms of reference and role and responsibilities of membership. Begin monitoring of Action Plan and development of the Implementation Plan.	Economic Development Manager – Creative and Culture
	A Thurrock-wide evidence of impact framework is developed and adopted, including a focus on championing children and young people	Develop and adopt a Thurrock-wide evidence of impact framework for cultural and creative sector and activities.	Economic Development Manager – Creative and Culture
	Ensure resident voice and co-creation informs action, all programmes and activities are funded and sustainable, with a clear plan for resourcing.	Develop and agree a collaborative approach to fundraising and co-production.	Cultural Leaders Group
Cultural Connections - We will collectively place culture and creativity at the heart of everyday life	Coordinate and raise the profile and reach of the local offer, improve marketing and identify resource sharing.	Establish a Festival and Events Steering Group (as a sub group of the Cultural Leadership Group)	Cultural Leaders Group
	Actively enable creative and cultural activity in spaces.	Research, audit and map spaces and prioritise those ready for access and use. Open up new places and spaces for culture.	Economic Development Manager – Creative and Culture
	Take a coordinated and strategic approach towards cultural volunteering,	Create a central pool of volunteers who can support the full, local offer.	Cultural Leaders Group
	Catalyse new cross-sector partnerships between culture, public health, industry and education	Build on existing relationships to champion the benefits in taking a collaborative approach to maximise the positive impact of culture and creativity.	Cultural Leaders Group



THEME	OBJECTIVE	ACTION	LEAD
Cultural Capacity - We will collectively ambitiously grow creative and cultural production, performance and presentation	Support innovation and risk-tasking in the creative and cultural sector	Establish a seed fund for Thurrock's creative and cultural sector.	Cultural Leaders Group
	Simplify access and use of space, and actively seek out demonstrator projects and a pipeline of opportunities.	Build support and partnerships to activate Thurrock's Meanwhile Opportunities Strategy.	Economic Development Manager – Creative and Culture
	Establish (or strengthen existing) place-based cultural groups in Grays, Tilbury and Purfleet-on-Thames to ensure the local offer is coherent and creative clusters can flourish.	Augment place-based leadership groups with purposeful creative networks including dedicated forums for emerging artists and cultural learning.	Economic Development Manager – Creative and Culture
	Equip the sector with the skills and knowledge needed to thrive in a rapidly changing world, supporting them to understanding and identify external funding opportunities.	Develop a capacity building plan, which responds to sector needs and includes a suite of professional development opportunities.	Cultural Leaders Group
	Drive economic development by positioning culture and the creative industries as a key component for delivering sustainable and inclusive growth.	Champion culture and the creative industries through local planning policies and the emerging Local Plan and Economic Development Strategy.	Economic Development Manager – Creative and Culture
Cultural Capital - We will collectively harness the individual and collective benefits that culture and creativity can offer.	Identify shared objectives and outcomes and where funds could be aligned and pooled.	Map local investment programmes.	Economic Development Manager – Creative and Culture
	Share findings widely and act on insights to strengthen career support.	Build new understanding of post 16 attitudes towards creative and culture and the routes into them, including informal skills development opportunities.	Cultural Leaders Group
	Develop open exchanges with business, industry and education	Build better collective understanding and support that grows cultural opportunity.	Cultural Leaders Group