

Our Ambitions	Creating fantastic locations - Art, Culture and our Heritage are at the heart of building a better Thurrock	Developing the sector – supporting existing and emerging creative talent to locate and grow in Thurrock	Exciting events and activities - local people can continue to enjoy opportunities to experience great art and culture and learn about the people and place of Thurrock	Growing the appetite for culture and heritage - developing the audience for our cultural and heritage assets to its full potential
Our Delivery Programmes	A creative place-making programme focussed on the growth hubs	A creative enterprise and innovation programme	An activities and events programme	A cultural entitlement programme
Our key proposals for the first phase of implementation	<ul style="list-style-type: none"> Identifying and developing opportunities to enhance and create performance, visual art and heritage hubs as part of the Growth Programme in Purfleet, Grays and Tilbury/ East Tilbury Completing the second phase of the Thameside Complex Options Appraisal and developing delivery strands for any recommendations agreed by Cabinet Completing the first phase of works at Coalhouse Fort and reviewing opportunities to help secure its future in the long term Continuing the programme of housing arts projects at Seabrooke Rise and elsewhere Working with local groups and stakeholders to identify and develop the second phase of projects and programmes under this workstream 	<ul style="list-style-type: none"> Supporting the creation of new workspace for artists and creative businesses in Thurrock Working with investors to secure the new film and television studios as part of the Purfleet Centre Regeneration Scheme Working with stakeholders to develop a Local Enterprise Partnership (LEP)- wide prospectus for the creative and cultural industries and a bid for European funding for a business support programme Supporting partners to promote employment and skills opportunities in the creative and heritage sector Working with local groups and stakeholders to identify and develop a second phase of projects and programmes under this workstream 	<ul style="list-style-type: none"> Mapping existing creative and heritage based activities and events across the borough Working with Metal and other partners to support Village Beach as an annual celebration of our heritage and creativity, showcasing local tales and talent Promoting the good work of local clubs and societies delivering events and activities across the borough Working with local groups and stakeholders to animate existing and new performance, visual art and heritage hubs 	<ul style="list-style-type: none"> Delivery of the Thurrock Trailblazers Programme with local schools and creative industries Further development and delivery of IDEA13 cultural development tool Promotional campaign to raise awareness of the value of the sector with stakeholders, partners and residents Working with local groups and stakeholders to identify ways to further develop the audience to its full potential
Our deliverables from the first phase of implementation	<ul style="list-style-type: none"> Opportunities in the Growth Hubs identified and proposals developed Thameside appraisal completed Coalhouse Fort first phase works completed Seabrooke Rise residents engaged in discussion about the estate and helping develop new public realm New projects identified 	<ul style="list-style-type: none"> New workspace created Film and Television Studios project secured LEP wide business support programme for the creative industries delivered Employment and skills opportunities promoted New projects identified 	<ul style="list-style-type: none"> Mapping completed Village Beach 2016 secured and produced Promotional programme developed New projects identified 	<ul style="list-style-type: none"> Web-based cultural development tool (IDEA13) further developed Thurrock Trailblazers Programme engaging young people with great culture and art continues to develop and grow Promotional campaign supported New projects identified
Our Outcomes	<ul style="list-style-type: none"> Thurrock is a place where people want to live, work and visit Thurrock is recognised as a place where creative businesses thrive and jobs are created Residents confirm they are proud to live in Thurrock Arts culture and heritage delivery will contribute to delivery of the Council’s wider outcomes 			
Our Audience	<ul style="list-style-type: none"> Local Residents, Commuters, Single Interest Visitors, Businesses, Funders and other Stakeholders 			
Our Enablers	<ul style="list-style-type: none"> Embedding arts, culture and heritage within the delivery of Council services Successful relationships with external funders and stakeholders Strong relationships with local arts, culture and heritage communities 			