

How we work

Context:

- Lower than average cultural engagement
- Mix of urban (established and new) and countryside
- Location on the Thames Estuary
- Major investments in regen, infrastructure and industry
- Global connections and heritage.
- Cultural organisations from national significance to newly established and vibrant amateur sector.

Approaches.. starting:

1. From existing community strengths to create place-based cultural programmes together.
2. From participatory principles when working with creatives to create excellent art.
3. A targeted offer in safe spaces, where our people are.
4. A universal offer in our prime places, showcasing the best of Thurrock to forge a new narrative.
5. An action research approach to bring learning back into practice.

Values:

- Our programmes will be inclusive, inspirational and innovative.
- Our approach will be rooted, respectful and responsive.

Input Resources:

- ACE CPP funding and local funding and in-kind
- Skills and knowledge of local community
- Consortium of keen, local orgs
- Staff team's years of local knowledge.

What we do

New cultural activities through delivery of the flagship programme

- Experiences
- Inspiration
- Front Cover
- Chapters (Meanwhile spaces)
- Table of contents
- Thurrock story
- Book review

Core panel

Hyperlocal panel

Community engagement and consultation

Share learning and best practice locally and nationally

Who matters?

- **Community of Thurrock**
- **Volunteers**
- **Core Panel members**
- **Hyperlocal Panel members**
- **Delivery Partners**
- **START: Thurrock team & Consortium**
- **Creative and cultural sector locally**
- **Funders**

What difference is made?

Communities in the driving seat

Community are empowered to **inform** and **shape** the local cultural offer.

Develop cultural demand

Increased **cultural engagement**

Confidence to engage in the arts and sense of **right to culture**.

Develop more high quality and ambitious cultural supply

More excellent, participatory place based cultural work produced
Skills & knowledge for participatory art
Better joint working between all partners
Arts and culture are **valued** by diverse stakeholders.

Develop Place

Sense of **belonging** and **pride** in place
Recognise the culture and creativity of the place
Develop **new narratives** for Thurrock.

Vision:

"Here in Thurrock, everyone is creative, anyone can create and all are inspired to forge a new Thurrock story together, whoever we are."

START: Thurrock CPP Story of Change

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