



APPENDIX II – DG Cultural Strategy Ambitions and Objectives

Ambition 1- Our people

Objectives

1.

Create, nurture and support a diverse workforce within Dumfries and Galloway's creative and cultural sector that has the skills, knowledge and experience to involve and engage local communities and audiences (local, national and international) in cultural activity.

2.

Support the development of high-quality creative, cultural and heritage activity programmes that give our creative and culture sector the opportunity to develop their potential.

3.

Work to retain and attract talent to our region and support opportunities for young people to create and engage with creative, cultural and heritage activity in their local area.

4.

Make sure that people experiencing inequalities have opportunities to create and engage with creative and cultural activity in Dumfries and Galloway that are accessible to everyone and are informed by an understanding of our communities' interests and aspirations.

5.

Apply Fair Work principles across the cultural, creative and heritage workforce – in particular, ensuring freelancers, sole traders, volunteers and professionals working to support the sector have equal rights and representation.

DG Unlimited - Dumfries & Galloway Chamber of the Arts, Charity No SC044658





Ambition 2: Our places

Objectives

1.

Support the development of creative, cultural and heritage venues across Dumfries and Galloway where people can come together to create and share creative and cultural experiences.

2.

Support the development of a hybrid approach to the development of cultural activity embracing both physical and digital spaces.

3.

Provide opportunities to experience, understand and shape the identity of Dumfries and Galloway by enabling the history and stories of our places to be explored, shared and re-imagined.

4.

Support creative placemaking within communities to unlock aspirations, facilitate positive change, and use culture and heritage to help revitalise our towns and rural communities.

5.

Support the development of events that enhance and showcase the heritage, creative and cultural uniqueness of our places.



Ambition 3:

The difference we make

Objectives

1.

Through advocacy and partnership working identify, promote and deliver opportunities for creativity, culture and heritage to contribute to other key priority areas such as the region's economy, wellbeing, education and community development.

2.

Invest in creative, cultural and heritage assets that will sustain and enhance the region's creative and cultural offer.

3.

Make use of the region's creative and cultural identity to promote its distinctiveness, character, people, places, lifestyle offer and exceptional quality of life, attracting people to the region to live, work, visit and learn.

4.

Support and promote the use of creative and cultural activity to support health and wellbeing outcomes through initiatives such as social prescribing.

5.

Support the cultural and heritage sector in the transition to achieving net zero carbon status and ensure culture enables communities to have their voices heard and be actively involved in shaping a sustainable and low carbon future for our region.

6.

Support culture and creativity as an engine of innovation that will drive enterprise and societal change in our region.

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