

The Strategy sets out four key themes for delivery and implementation:

Theme 1: Creating opportunities for everyone to learn new skills, enjoy and participate in culture and have fun

- Our cultural services will work to provide opportunities, both formal and informal, for individuals to extend and challenge themselves, develop their creative thinking, build confidence and learn new skills.
- *At the end of 4 years we will have:*
 - increased the participation and involvement of people in the enjoyment, organisation and development of cultural activities
 - contributed to improved life chances and achievement by our young people, and increased opportunities for older people to share their existing skills and develop new skills
 - sought out opportunities to enhance Nottinghamshire as a tourist and cultural destination.

Theme 2: Improving the social fabric and participation in community life

- Cultural activities can have a direct, positive influence on health and community well-being. Our cultural services will provide opportunities for people, especially those facing barriers, to play an active role in their communities and lead cultural development locally.
- *At the end of 4 years we will have:*
 - increased volunteering opportunities in the cultural sector
 - supported communities to develop new 'big society' opportunities to improve their local area
 - worked with partners to improve communities health & aspirations
 - ensured equality of opportunity and fair access to culture and sport.

Theme 3: Conserving and providing access to our history and heritage and supporting environmental sustainability.

- The historic and natural environment is key to unlocking and celebrating the story of Nottinghamshire. The County Council is the custodian of a wide variety of important cultural assets. A number of these are in need of substantial maintenance and improvement in order that they may continue to operate to meet customer expectations. There are also cultural assets that the County Council may wish to acquire in order to improve and enhance its stock, while at the same time dispose of other sites that are less critical to the implementation of the Strategy. The Council recognises that our facilities provide tremendous cultural and economic opportunities, so the Council will make best use of them, maintained and enhanced for the understanding, appreciation and enjoyment of communities and visitors.

- *At the end of 4 years we will have:*
 - responded to the needs of Nottinghamshire's natural and historic environment and heritage to ensure it is conserved and managed in a sustainable manner
 - encouraged local communities to value and make best use of our cultural resources, facilities and assets
 - created new opportunities for our communities to actively engage with our cultural assets to preserve them for future generations
 - reviewed our strategic cultural asset acquisitions and disposals.

Theme 4: Supporting the economic prosperity of the County

- Culture is a key economic driver and helps drive inward investment and regeneration by contributing to the fabric of local communities, stimulating local economies through the creation of jobs, encouraging social regeneration and the development of sustainable partnerships between local people, statutory and voluntary agencies and the private sector, and supporting the development of Nottinghamshire as a tourist destination. Cultural activities also provide a significant income source for the County Council.
- *At the end of 4 years we will have:*
 - increased skill levels in the cultural sector
 - improved the sustainability of the cultural sector
 - Increased the commercial opportunities and income of the County Council
 - encouraged more visitors to Nottinghamshire.