

South Kesteven Cultural Strategy Consultation Report

Introduction

South Kesteven District Council is refreshing its cultural strategy. RedQuadrant were contracted to work with council officers to develop and design a revised strategic direction and priorities.

Following a literature review of cultural provision and best practice, a programme of consultation was undertaken with a range of stakeholders and residents. The feedback and findings from the consultation programme will be directly used to inform the new strategy and accompanying action plan.

Methodology

Following a stakeholder mapping exercise at the project initiation meeting, the following consultation and engagement methodologies were devised:

1. Public survey: available online and in paper copy on request
2. Two conversation cafes in Stamford and Grantham
3. Individual conversations with the councillors for Bourne and Market Deepings, and an offer of conversation cafés
4. A series of one-to-one discussions with 14 key stakeholders
5. An online focus group with staff from the three SKDC cultural venues
6. Online survey to collate member views

Headline summary of key themes

Feedback received via each of the five consultation methodologies is broken down in detail further into this report. Headline themes are summarised as follows:

Cultural offer

- Culture is evidently highly important to residents and stakeholders, with an emphasis on it having a positive impact on people's health and wellbeing
- Cultural offer needs to be broad: recognise that culture means different things to different people and communities and is not just commercial events or highbrow culture
- Historical/old fashioned offer based around assets/venues rather than a real community-based offer

Role of SKDC

- Lots of collaborative working happening in some areas: perception that this is driven by local groups rather than being led by SKDC
- Perceived lack of commitment and cultural leadership from SKDC; improved communication, cooperation and consultation would be beneficial to increasing participation and widening the audience footprint
- Culture is a corporate priority and important to raise the profile of the council in providing cultural activity/offer
- SKDC could develop a convening role to strengthen collaborative working and kickstart cultural projects: not a distinct cultural identity for the district

Accessible to all

- Outreach work is a priority to overcome barriers: everyone should be able to access culture and be involved
- Excellent venues but lots of people don't feel that they are spaces for them: it will be a long term job to alter perceptions
- The cultural strategy must take account of the planned population growth in towns under the SKLP and of the opportunities which new major housing developments can offer

Maximising the potential of the centres

- Importance of delivering a localised and diverse programme at individual centres as part of the wider programme
- The centres could work more cooperatively with local organisations; e.g., this could have prevented the Stamford Shakespeare Company from taking bookings back in house
- Options for setting up an independent trust should be explored; benefits include access to more funding streams
- Business sponsorship is an area to build on: the Stamford International Music Festival should serve as a best practice example

Marketing and promotion

- Marketing and promotion of events is crucial but the current model is not fit for purpose: revised mechanisms need to be put in place
- There is money available from the Shared Prosperity Fund (SPF) to revamp the Discover SK website
- The website is currently clunky: an updated version could be a main vehicle for promoting cultural activity across the district
- The Hello SK app has been launched (£50k from the Welcome Back Fund) to provide notifications on local activities, events and attractions
- Lincolnshire One Venues provides a joined-up approach for venues

Visitor economy

- The relationship with tourism is a key consideration: opportunities to cross pollinate and promote the cultural and tourism offers
- Culture has a hugely significant role in building the visitor economy and making South Kesteven a tourist destination

Building capacity

- Options for localised cultural partnership organisations or Friends groups should be explored, along with an enhanced role for volunteers (e.g., greeting and signposting visitors): this would channel community enthusiasm and provide a turbo boost to cultural provision
- Consideration should be given to the option of a Trust model for the management of the three SKDC venues: community led and self-funded models
- There is a huge potential for maximising the use of volunteers in a wide range of roles, including enhanced roles at the venues

Post pandemic recovery and cost of living crisis

- The impact of the pandemic continues to be a consideration, both in terms of people's participation and cultural preferences
- There has been a significant shift in people's behaviour post Covid: people are still reluctant to go out and there is not much to encourage them
- This behavioural change has been exacerbated by the cost-of-living crisis and affordability issues

Methodology 1: Public Survey

The survey received 1432 responses across December 2022 and January 2023

78% of respondents were South Kesteven residents. Residents from neighbouring areas and regular visitors to the area also responded.

The greatest proportion of respondents were aged 65-74 – and they are over-represented compared to the South Kesteven population.

Very few (35) respondents were aged 34 and under.

The headline findings are summarised below. The survey report is attached as Appendix 1

1.1 Overall headlines

- Respondents broadly agreed with the proposed strategic themes.
- Culture was evidently important to respondents and many saw it as having a positive impact on people's health and wellbeing.
- Many respondents felt that further and continuing investment is required although there was understanding from some respondents that in these times of strained resources, funding to other areas (such as social care) may need to be provided

- The importance of targeted activities was highlighted – especially children, young people and families
- The impact of the pandemic continues to be a consideration, both in terms of people's participation and cultural preferences
- There are opportunities for collaboration with and across cultural providers
- Specific issues around local venues and provision were identified as high priority
- The number of responses was impressively: the majority of responses were from people who were regular users of the Council venues, especially Stamford Arts Centre.

1.2 Contribution of culture

- The elements around the contribution of culture to South Kesteven and its residents were agreed most strongly agreed with (positive impact on health and wellbeing 92%, strong role 83%, positive impact on business 74%).
- A number of respondents highlighted the importance of culture for people's wellbeing and particularly many Stamford residents highlighted Stamford Arts Centre as an important venue in the town (albeit some felt it was currently underutilised) in relation to mental health and the visitor economy

" Society is not complete without arts and culture."

"Cultural activities are critical to well being, diversity and inclusiveness in communities, particularly in hard times."

"I agree that culture brings opportunities for all areas of our community and well being. It provides citizens with information, entertainment and education."

Quotes from public survey 2022

1.3 Funding and resources

- 86% of respondents agreed that further investment is required.
- In addition, 70 people suggested that maintaining, or increasing current funding levels would be important for cultural provision and development in the future. Conversely, 24 respondents suggested that in these financially challenged times, council funding should be directed away from cultural spending to ensure that spending can be prioritised elsewhere e.g., social care.
- 47 people commented specifically around the closure/lack of a leisure centre in Deepings; a further 6 mentioned the need to invest in sport and leisure facilities.

1.4 Pandemic recovery

- 75% of people agreed that the pandemic had impacted on participation levels.
- Additionally, 23 people mentioned the pandemic in comments – both the continuing to impact of their own behaviour and/or the slow increase in attendance in this phase of post-pandemic.

1.5 Audiences and access

- 74% of respondents felt agreed that cultural activities celebrate the diversity of the district and promote equal opportunities.
- Respondents provided a number of comments around the need to focus on audiences and access to cultural opportunities. Children, young people and families were mentioned most regularly in terms of target audiences.
- The need to have these offers locally – so they are accessible without a car – was highlighted as important.
- Some comments also highlighted the fact that only certain groups are accessing the current offer, so more needs to be done to reach out to other communities. Location and the type of offer are particularly important, alongside cost.
- Physical access to buildings was highlighted as an area for improvement

1.6 Collaboration opportunities

- 76% of people agreed that stronger partnership and collaboration would improve the offer.
- In addition, respondents provided around 150 comments around the opportunity to collaborate with other organisations. The most commonly mentioned ideas are for the council to:
 - Work with and encourage local communities/societies/groups to organise events
 - Facilitate cross planning and promotion between groups
 - Consider the use of volunteers
 - Use of meanwhile spaces for activities
 - Seek business or local group sponsorship
 - Agree a way forward with specific 'key partners' of SKDC
 - Liaise with Arts Council England and the Heritage Lottery Fund to bring in bigger and more diverse projects that lean less on the council budget.
- Collaboration opportunities were mentioned specifically with the following:
 - Stamford Corn Exchange
 - Live and Local
 - U3A
 - Shoestring Theatre, London theatres/ and venues in Cambridge, Leicester, Northampton, touring companies
 - Schools
 - Town and parish councils
 - Libraries

1.7 Satisfaction with the current offer

- Only 31% of respondents felt there were the right number of opportunities to attend cultural events and festivals.

- 79% of people rated their satisfaction between 3 and 5, where 5 is very satisfied with the current range of events and activities.
- 351 comments around suggestions for programming were provided: these included requests for increased live music events, theatre and opera, children's activities, online/virtual access, cultural diversity

1.8 Cultural participation, venues and locations

- Cultural participation was high – for example with over 70% having attended an arts exhibition, workshop or cultural event in the last year
- For events/activities inside South Kesteven, visiting a park was the most likely activity for respondents; followed by visiting a historic building, attending the theatre or cinema.
- Playing sport and playing music were activities that people were most likely to do at least once a week.
- 32% of all free text comments were about a specific venue with heavy focus on three issues: Stamford's (temporary) closure of café and request for Sunday opening; and the need for a leisure centre and cultural venue in Market Deeping

“Cultural centres like Stamford Arts Centre are worth their weight in gold giving the local residents free direct access to a range of high quality cultural activity”

“The cultural centres in South Kesteven are vital for the advancement of the quality of life, diversity, education and wellbeing of those that live here.”

Quotes from public survey 2022

- Stamford was the most mentioned location by respondents with over 400 people saying they attend the Stamford Arts Centre at least once a month.
- This relates, at least in part, to the fact that 46% of the respondents live in postcode PE6 (Stamford).
- Other than PE6, respondent postcodes were: NG31 (Grantham) – 10%; PE6 (includes Deepings) – 10%; LE15 – 5%; NG33 3%; Others – 26%

Methodology 2: Conversation Cafes

Two conversation cafes were held, one at Stamford Arts Centre and one at Grantham Guildhall, with a combined attendance of 30 people.

Each session explored three main lines of enquiry as follows:

Partnerships and collaborative working

- Perceptions of the current position and opportunities for development
- How well is the cultural offer communicated?

- Who are the key advocates for culture?

Exploring the three main cultural venues

- Experience of each of the 3 venues
- Current position – fit for purpose?
- Balance of community and commercial use
- Alternative delivery or funding models
- Possibilities for a creative and collaborative approach

Post pandemic recovery and the cost-of-living crisis

- How have these challenges impacted cultural engagement?
- What are the implications?
- Do you have any examples cultural engagement supporting you or others through these challenging times?
- What opportunities are there for reengagement and renewal? How can you/we bring people back and improve engagement with the cultural offer?
- The role of the council in culture/cultural engagement

Feedback received from the two sessions has been collated and summarised as follows:

2.1 Building capacity: partnership and collaborative working

- Lots of collaborative working happening in some areas: perception that this is driven by local groups rather than being led by SKDC
- Exemplar: the development of poetry performance programmes has forged links between Stamford, Grantham, Peterborough, Cambridge and attracted international interest
- Perceived lack of commitment and cultural leadership from SKDC; improved communication, cooperation and consultation would be beneficial to increasing participation and widening the audience footprint
- Work should be undertaken to identify which local partnerships are successful and what makes them work so well: findings can inform future collaborative working
- A strong sense that SKDC needs to engage more effectively with schools and nurseries to develop and promote the cultural offer
- Town councils should be better informed and more involved with developing the cultural offer
- Building a visitor economy should be a strategic priority
- Increased visibility of councillors at venues and events would increase engagement from local people
- Options for localised cultural partnership organisations or Friends groups should be explored, along with an enhanced role for volunteers (e.g., greeting and signposting visitors): this would channel community enthusiasm and provide a turbo boost to cultural provision

- Diversity should be identified as a strategic priority for developing and celebrating the cultural offer

2.2 Maximising the potential of the cultural centres

- Importance of reaching new people who may currently think that the cultural centres aren't for them
- Stamford needs to be more heavily used and open for longer hours: huge scope for the centre to offer more activities
- The lack of café facilities at Stamford has impacted on footfall and new arrangements need to be put in place as a priority
- The centres have a tourist information role as part of the cultural economy
- Consideration should be given to reopening Stamford on Sundays, potentially in place of another weekday: it is a tourist town and Sundays specifically are a great opportunity for reaching families
- Accessibility needs to be reviewed to ensure that the centres are available to all
- Options for setting up an independent trust should be explored; benefits include access to more funding streams
- Business sponsorship is an area to build on: the Stamford International Music Festival should serve as a best practice example
- Encourage people to reconnect
- Monitoring of customer demographics and diversity characteristics would enable evidence based and targeted outreach work: potentially to the Ukrainian and Polish communities
- Rumours about the risk of centre closures circulate as there is far from adequate communication from SKDC: reductions in staff levels have made communication harder
- Marketing and promotion of events is crucial but the current model is not fit for purpose: revised mechanisms need to be put in place
- Staff based at the centres and local advocates have no autonomy to generate business
- Importance of delivering a localised and diverse programme at individual centres as part of the wider programme
- The centres could work more cooperatively with local organisations; e.g., this could have prevented the Stamford Shakespeare Company from taking bookings back in house

2.3 Meeting the challenges of post pandemic recovery and the cost-of-living crisis

- There has been a significant shift in people's behaviour post Covid: people are still reluctant to go out and there is not much to encourage them
- This behavioural change has been exacerbated by the cost-of-living crisis and affordability issues
- Perceptions that Stamford Arts Centre came limping back after Covid
- Budget cuts made by SKDC made cuts have impacted on the capacity of staff to develop the centres to their full potential
- There is a clear connection between poor mental health and a lack of creative activity: culture has a role to play in making people feel safe and connected
- Consideration could be given to concessionary or 'pay it forward' schemes
- U3A meetings and events at Grantham are now attracting large audiences as the impact of the pandemic gradually decreases

Methodology 3: One to one stakeholder discussions

The following lines of enquiry were developed in advance of the discussions

Considering the cultural offer

- Is there a strong cultural identity?
- What are your perceptions of the overall cultural offer?

Partnerships and collaborative working

- Perceptions of the current position and opportunities for development
- How well is the cultural offer communicated?
- Who are the key advocates for culture?

Gauging the impact of culture

- How does culture benefit local communities?
- How is this impact measured and articulated?
- What is culture's role in the future growth of South Kesteven?

Exploring the opportunities and threats for the three main cultural venues

- Current position – fit for purpose?
- Investment required and achievable?
- Possibilities for a creative and collaborative approach

Post pandemic recovery and the cost-of-living crisis

- How have these challenges impacted culture and creativity?
- What are the financial and political implications?
- What opportunities are there for reengagement and renewal?

Funding opportunities

- Internal position and possibilities (history of high spend on culture)
- External funding options
- Opportunities for alternative delivery models

Feedback from the stakeholder discussions has been collated and summarised as follows:

3.1 Role of SKDC

- Culture is a corporate priority and important to raise the profile of council in providing cultural activity/offer
- SKDC could develop a convening role to strengthen collaborative working and kickstart cultural projects: not a distinct cultural identity for the district
- A Cultural Consortium is already forming through the Heritage Action Zones (HAZ) scheme
- Cultural identity/offer by SKDC could be strengthened and synergised: venues are seen as three distinct entities, not joined up and often no recognition that they are council resources.
- SKDC doesn't get much credit for cultural activity for the three venues. Some staff previously didn't identify themselves as being council employees (this was prior to a staffing reorganisation)
- Arts, Culture and Events 2021 review identified lots of opportunities: going forward the aim is to develop an inclusive and financially viable offer
- Disparity in the council administration structure doesn't help to foster a joint approach: Bourne and Stamford have their own separate town councils with ward councillors having more influence and being closer to communities than Grantham which is managed by the district council and not as close to communities.
- Important to counter the rumours circulating around potential closures of any venues (Stamford particularly): however, SKDC also needs to consider how best to manage the centres in the long term

3.2 Accessible to all

- Outreach work is a priority to overcome barriers: everyone should be able to access culture and be involved
- Excellent venues but lots of people don't feel that they are spaces for them: it will be a long term job to alter perceptions
- Role for libraries as neutral spaces should be more integrated in cultural activity across the region, although they are managed independently.
- All three venues have under-used spaces within them and could be better used to realise their potential: e.g., could be used for community/public/business use.
- Consideration could be given to broadening spaces and using other venues: e.g., leisure centres

- Could be a stronger educational/youth cultural offer if SKDC works more closely with schools: there are some high-profile academies but these may only target middle-class families.
- 98% white British population in SK: not much BME diversity, however there are emerging Polish, Ukrainian and Afghan communities
- More promotion of culture for women and LGBT+ groups: the latter have a low cultural profile
- Outreach work could be undertaken with care homes, Adult SEN and disability groups
- More cultural activity needs to take place in villages but requires more community outreach and recognise there are geographical issues for audiences – e.g., transport issues
- Venues tend to have same/similar demographic amongst users: a key hard to reach group would be children and young people to ensure the future development of the venues.
- Cultural offer needs to be broad: recognise that culture means different things to different people and communities and is not just commercial events or highbrow culture
- Historical/old fashioned offer based around assets/venues rather than a real community-based offer.
- Need to ensure culture is shown to be important and relevant – it is often regarded as “discretionary spend” by individuals – need to ensure culture is valued and accessible financially.
- There is work to do around programming to ensure comprehensive and diverse offers at all three venues.

3.3 Marketing and promotion

- There is money available from the Shared Prosperity Fund (SPF) to revamp the Discover SK website
- The website is currently clunky: an updated version could be a main vehicle for promoting cultural activity across the district
- The Hello SK app has been launched (£50k from the Welcome Back Fund) to provide notifications on local activities, events and attractions
- For the less digitally savvy, the SK Today magazine goes to all residents and events can be advertised, this can also be done on the main council website.
- A Tourism Strategy is also in the pipeline and it is crucial that Culture aligns with tourism and SK “as a place to visit” along with established heritage attractions (local high profile NT houses/gardens etc)
- The relationship with tourism is a key consideration: opportunities to cross pollinate and promote the cultural and tourism offers
- Love Deepings Facebook social media – a 'support local' campaign run by Deepings Business Community. <https://www.facebook.com/lovedeepings/> : a social media

platform that provides publicity for various organisations including Peterborough Open Artist Studio & Northborough artists activities and exhibitions

- Future marketing and branding should ensure that SKDC has more recognition for supporting and fostering culture
- Lincolnshire One Venues provide a joined-up approach for venues:
<https://lincolnshireonevenues.com/>
- Consider should be given to hard copy marketing of cultural offer with council tax bills
- Branding of the cultural offer and identity is crucial: clear messages that SKDC manages the venues efficiently and supports culture across the district
- There is a need for an audience development plan

3.4 Funding opportunities

- Pots of funding will become available through the SPF for small grants to cultural organisations
- Invest SK – more for business but could be promoted more for culture
<https://investsk.co.uk/>
- SK community fund – could do more for culture
<http://www.southkesteven.gov.uk/index.aspx?articleid=15537>
- Could S106 funds be allocated for culture?
- Need a blend of commercial events that meet income targets alongside more niche cultural events

3.5 Post pandemic recovery and the cost-of-living crisis

- Outdoor events are very popular since the pandemic: camping and cycling in particular
- Lockdown created a vibrant online “visitor economy” and a place for “creatives” to meet and share ideas. Building on this for future cultural vision there is a need for more online forums for the cultural sector. More people attend online meetings.
- SKDC offered “welcome back” funding for businesses and organisations after pandemic
- Use of SKDC venues is approximately 80% of pre pandemic levels – i.e., recovering well.
- Recognition of the impact of culture in terms of social value, health benefits, community cohesion and tackling loneliness: need to be championed and promoted

3.6 Building capacity

- Volunteers have a key role in making cultural and arts events happen – if we want them to be involved need to empower them and involve them in planning and

delivering festivals and events – much of it is about the “journey” and not just the event itself.

- Volunteers can do a lot to help deliver festivals/cultural activity but need support from the council in terms of admin and setting up events – filling in forms, tech skills & equipment for running events, event management, publicity. Could do a lot more with more council support.
- Some locally arranged events raise significant money and could be replicated more widely across SK district: e.g., Santa Sleigh which goes around the town and raises £9.5k and Raft Race generate a lot of interest and are well attended
- Given budget constraints (currently 7% for culture but could reduce further) there is a need to consider how local communities could play more active roles in supporting or managing venues: particularly relevant to maximising the potential of Stamford Arts Centre in a sustainable way
- Consideration should be given to the option of a Trust model for the management of the three SKDC venues: community led and self-funded models
- There is an emerging “cultural quarter” in Stamford – possibilities for more joined up cultural activity including a new library

Methodology 4: Staff consultation focus group

An online focus group was held with 12 members of staff, with representatives of all three SKDC cultural venues in attendance

4.1 Cultural offer

- Culture is not immediately obvious in the district and the cultural identity differs widely from town to town, but it's very venue based.
- Stamford is seen as a more cultural place than other areas in the district: historical context and an affluent area with a strong cultural identity
- Bourne is more insular – Corn Exchange is a good venue but it is really just a large community hall
- SKDC kept culture going through the challenge of the pandemic
- The word “culture” is “scary” as it is a very broad term – it can put some people off.
- It would be good to look at ways of tying all venues together – recognising strengths of each and the fact that some/different things work better in each venue.
- There is lots of different cultural activity but it needs to be joined up
- Important to factor in both venues in Stamford: The Corn Exchange as well as Stamford Arts centre
- Deepings is poorly served as an area considering its profile – it has the literary festival but no theatre, just a library and community space.

4.2 Post pandemic recovery and the cost-of-living crisis

- Venue audiences seem to be more cautious – not booking as many shows at one time, or booking so far in advance
- Live shows: sales have improved but people buying tickets much nearer to event dates
- Family shows are doing well post pandemic
- Venues have been trying different things since pandemic – offering box office split deals in favour of artists/companies – artists/companies needing more money to put on shows.
- Cost of booking tribute acts has increased – reflected in higher ticket prices for these shows
- Cinema – blockbuster films doing well, but niche “art” films having much lower audiences.
- More film streaming (not sure if that is “should do more” or “are doing more”?)
- Pandemic has changed the way people spend their money – everyone is more cautious

4.3 Increasing participation at the three venues

- Diverse offer across the venues – this is a key strength
- Reduction in box office times could be affecting sales, particularly amongst older people and those not using digital
- It would be helpful to measure the impact of venues ceasing hard copy mailouts.
- There are waiting lists for amateur hirers – lack of affordable venues/spaces for groups to use as rehearsal space
- Grantham offers amateur hires and has more scope for “internal hires”.
- Stamford has a varied offer especially in meeting rooms: programming offers something for everyone.
- Consideration should be given to taking programming and publicity functions in-house at Bourne: predicted to increase income due to its strong community offer
- There are often enquiries for smaller meeting room spaces (typically for 15-20 people) at Bourne: smaller rooms are currently staff only spaces so there would be a cost of refurbishment to change these into public spaces.
- There are meeting rooms at the other two venues – consideration should be given to raising hire charges for these, whilst not making them unaffordable.

Methodology 5: Member consultation comments

Feedback from survey comments inputted by Members included the following:

- There are no cultural events provided for the Deepings: this is an appalling situation and should be rectified.

- Festivals and cultural offers are key to the success of the district and a boost for the visitor economy
- National advertising would increase participation and increased revenue would then filter through.
- We need to establish robust partnerships to improve co-operation to create more events: high quality events, and well-attended events with artists, theatre companies, musicians, cultural entrepreneurs, indoor and outdoor venue operators, schools and colleges as well as our town councils and neighbouring authorities
- We can't achieve the objective of being the best district in which to live, work, and visit if we adopt a strategy to reduce our cultural offer to be just as poor as that provided in our neighbouring authorities.
- The cultural strategy must take account of the planned population growth in our towns under the SKLP and of the opportunities which new major housing developments can offer. For example, planned green spaces should be designed so that they are suitable for outdoor cultural events as well as leisure activities - and any new schools or school expansions should offer improved facilities for cultural activities which will benefit the entire local community
- We need a strategy to deliver on making our cultural offer more attractive to all those parts of our community who are under-represented in our current audiences - including different age-groups and different socio-economic groups.
- We need a strategy which empowers us to be nimble to react and adapt successfully to changes in media technology.
- We need a strategy to recognise that for Stamford in particular our cultural offer is a vital part of our tourist economy and so must thrive in order to stimulate the economy.
- It seems odd to create a cultural strategy after having just decimated the Arts Centres' budgets - it smacks of shutting the stable door after the horse has bolted."
- I do think we could do much more on the history of all four towns. Our heritage with the Armed Forces, we have BRM in Bourne, which hardly anybody knows about.
- I think we need to encourage outside investors in our three Arts Centres. The council should provide these but we should seek outside investment to run these
- During these times of hardship spending should be reduced for core activities
- I would like more community involvement in use of our buildings: cafe reopened at Stamford Arts Centre and the cellar bar open again; disabled access needs to be improved; more live music; seven day a week programming
- Regular film seasons (retrospectives): events to promote young film-makers; live music - classical, blues, & jazz (not just tribute bands!).
- Fairness across the District, almost 15,000 residents in the Deepings contribute to the arts and culture budget and yet receive nothing.
- A dedicated and ring-fenced budget with the desire to deliver festivals for all the market towns in SKDC and to support the cultural offer
- I don't want my taxpayers' money spent on promoting any more of the Stamford diversity and anti-racism group events held through the Stamford Arts Centre

- is there a way to create an annual national festival that would reflect something from the area, e.g., food, Grantham gingerbread, Lincs pork products, Lincs Red beef Cattle: Hay Book Festival comes to mind, started small and grew.
- More engagement with young people and more outdoor events
- More music: perhaps we could get more bands playing at some of our venues.
- Big name shows at the Meres again.
- Each main town should offer an annual event; but this should be financed from outside sources, with SKDC providing help to seek this financing
- Reach out to community groups and work with them in putting on events
- Have reduced cost/free events for key groups to encourage wider participation across the district
- Work with local bars and restaurants to provide cross events discounts (e.g., Shoestring and Blonde Beet do this already)
- Set up a go to Officer or department that has the task of building relationships with these external stakeholders
- Just make more effort to better communicate and cooperate.
- Get sponsorship so less cost to the tax payers.