

Draft Cultural Strategy – Warwickshire County Council Consultation

Target groups the Cultural Strategy should place more emphasis on

The draft strategy emphasises the need to ensure that young people have access to a wide range of cultural activities and facilities. This is the only clearly defined target group in the strategy. Whilst it is important in the long term to stimulate their interest, in the short and medium term the country's demographic profile indicates that more mature residents may be the largest user group.

Themes the RASE identifies with

The Society would identify most closely with Theme A although it may be able to help contribute to achieving the goals of the other themes.

The research to date for The Open Country Initiative shows the economic and social contribution of agriculture and related rural interests. The Royal Show has a large impact on the county's economy, and many businesses suffered during 2001 when it had to be cancelled because of the Foot and Mouth Disease outbreak. Additionally, there is a strong link between agriculture and tourism which is noted as an important part of the Cultural Strategy.

Comments on the strategy as a whole

The draft strategy document does not distinguish between culture and sporting activity. The inference is that sport is part of our cultural heritage, many people may disagree.

The document correctly identifies the problems that face Warwickshire's local authorities because of proximity to Birmingham and Coventry. But also in many parts of the county people identify with, and use, towns and groups outside the county. This is reinforced by transport links, particularly public transport services. The "Live and Local" programme might be a successful model which has both tackled the transport issue and brought culture into even remote communities.

Our landscape, our food and our rural communities are building blocks of our sense of culture. The Royal Agricultural Society of England looks forward to working in collaboration with others to help this to thrive in the future.

Royal Agricultural Society of England
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