

| Key Activities / Interventions | 2023 | 2024 | 2025 | 2026 | 2027 |
|---|---------------------------|-----------------------------------|---------------------|---------------------------------|------|
| Infrastructure Development Priority: Identity, Future Narrative & Placemaking | | | | | |
| Work in partnership to explore, develop & deliver projects and programmes of cultural placemaking interventions e.g. Linear Park. | Summer 2023 onwards | | | | |
| Creative community consultation activities and data analysis. | Autumn 2023 onwards | | | | |
| Identify locations for temporary or semi-permanent cultural interventions. | Autumn 2023 - Summer 2024 | | | | |
| Explore town centre cultural hub opportunities. | Autumn 2023 - Spring 2025 | | | | |
| Develop and deliver cultural placemaking seminars / conference. | | 2024-2025 TBC | | | |
| Facilitated workshops to agree future narrative. | | Autumn 2024 - Spring 2025 | | | |
| Develop and deliver festival programme for 2027 celebrating Burnley's future narrative. | | | Spring 2025 onwards | | |
| Infrastructure Development Priority: Advocacy | | | | | |
| Champion cultural value and impact in local government forums. | Ongoing 2023-2027 | | | | |
| Participation and presentation at local, regional and national cultural forums. | Ongoing 2023-2027 | | | | |
| Plan and deliver biennial stakeholder cultural awareness days. | | Late Spring / Summer 2024 | | Late Spring / Summer 2026 | |
| Plan and hold biennial Culture Burnley Awards. | | Planning Spring Event 5 Sept 2024 | | Planning Spring Event Sept 2026 | |
| Identify and engage high profile cultural ambassadors for the borough. | | | | 2026-2027 | |
| Infrastructure Development Priority: Audience Development | | | | | |
| Raise cultural participation in warm spaces and HAF schemes. | Winter 2023 onwards | | | | |
| Develop sustainable programmes with diverse communities across the borough. | Autum 2023 onwards | | | | |
| Identify and share audience development tools and initiatives. | Autumn 2023 onwards | | | | |
| Gather and analyse available audience data. | Autumn 2023 onwards | | | | |
| Plan and deliver training to build relationships with diverse communities. | | Spring – Autumn 2024 | | | |
| Collaborative community engagement programmes across the borough | | Spring 2024 onwards | | | |
| Increase community engagement capacity through existing and new roles. | | 2024 recruitment TBC | | | |
| Recruit centralised audience development capacity. | | 2024 recruitment TBC | | | |
| Infrastructure Development Priority: Communications | | | | | |
| Deliver activity aligned to national cultural campaigns, themes or events. | Summer 2023 onwards | | | | |
| Integration and promotion of an events section on the Discover Burnley website. | Autumn 2023 onwards | | | | |
| Create a Culture Burnley campaign suite of tools (digital and print). | Autumn 2023 – Winter 2024 | | | | |
| Cross venue and cross discipline familiarisation visits for culture staff. | | 2024-2027 | | | |

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| Build and present a collective case for improving signage to cultural venues. | | 2024-2027 | | | |
| Coordination of promotional print, social media etc. | | Spring 2024 onwards | | | |
| 6 monthly Culture Burnley network establishment. | | Spring & Autumn annually 2024 onwards | | | |
| Facilitate training for providers in promotional skills and place brand messages. | | Autumn 2024 onwards | | | |
| Infrastructure Development Priority: Cross Sector Collaboration | | | | | |
| Build relationships and cross sector networking opportunities. | | Summer 2023 onwards | | | |
| Represent culture on BID, Active Burnley and other appropriate forums. | | Summer 2023 onwards | | | |
| Develop and pilot visitor packages for tourists and day trippers. | | 2024-2027 | | | |
| Scope opportunities for research, publications, conferences etc. | | 2024-2027 | | | |
| Collaborate on high quality programmes which support health and wellbeing. | | 2024-2027 | | | |
| Plan and develop a cross sector collaborative festival and event programme for 2027. | | 2024-2027 | | | |
| Infrastructure Development Priority: Environmental Sustainability & Outdoor Town | | | | | |
| Link cultural plans and programmes to the ethos of Outdoor Town. | | Spring 2023 onwards | | | |
| Share knowledge and expertise to align sector with environmental agendas. | | 2024-2027 | | | |
| Promote cultural activity with positive engagement around climate change. | | 2024-2027 | | | |
| Infrastructure Development Priority: Funding Development | | | | | |
| Host funder events to share knowledge and expertise. | | Spring 2023 onwards | | | |
| Develop relationships with funding bodies. | | Spring 2023 onwards | | | |
| Embed culture in council investment programmes. | | Summer 2023 onwards | | | |
| Establish list of strategic priority heritage buildings for investment (e.g. Towneley Hall, Mechanics, St James Street, Manchester Road / Conservation area, Library, Empire.) | | Summer 2023 onwards | | | |
| Apply for large scale funding e.g. Arts Council, Heritage Fund, Esmée Fairbairn | | Autumn 2023 onwards | | | |
| Explore other income streams and collective fundraising opportunities. | | Autumn 2023 onwards | | | |
| Recruit fundraising / business development support. | | 2024 recruitment TBC | | | |
| Explore establishing a sustainable localised fund for culture. | | 2024-2026 | | | |
| Infrastructure Development Priority: Sector Support & Sustainability | | | | | |
| Periodic skills, spaces and resources audits across the cultural sector. | | Spring 2023 onwards | | | |
| Maintain the Burnley Creative Alliance and Cultural Consortium. | | Summer 2023 onwards | | | |
| Deliver opportunities for work and display spaces for artists and creatives. | | Summer 2023 onwards | | | |
| Deliver support to local artists to develop creative practice & raise ambitions. | | Summer 2023 onwards | | | |
| Strengthen relationships with cultural leads in neighbouring boroughs. | | Summer 2023 onwards | | | |
| Recruit arts development capacity. | | 2024 recruitment TBC | | | |
| Work with organisations to map and support long term development ambitions. | | 2024-2027 | | | |
| Work with sector lead agencies to access training, toolkits and resources. | | 2024-2027 | | | |

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| Facilitate learning opportunities to develop sustainable business models. | | 2024-2027 | | | |
| Support organisations to develop their ambitions towards NPO status. | | 2024-2026 | | | |
| Recruit cultural programming capacity to work across venues and outdoor spaces. | | | 2025 recruitment TBC | | |
| Infrastructure Development Priority: Volunteering, Work Experience & Apprenticeships | | | | | |
| Collaborate on promotion of volunteering opportunities e.g. with BPRCVS and Lancashire Volunteer Partnership. | | Spring 2023 onwards | | | |
| Recruit and train volunteer cultural ambassadors and plan engagement strategy. | | Summer 2024 | | | |
| Share knowledge regarding volunteer recruitment, management and support. | | 2024-2027 | | | |
| Work with education providers to close the gap between cultural education and employment. | | 2024-2027 | | | |
| Infrastructure Development Priority: Young People | | | | | |
| Grow the Local Cultural Education Partnership & secure leadership. | | Spring 2023 onwards | | | |
| Build cross borough collaborations with youth programme leaders. | | Spring 2023 onwards | | | |
| Deliver annual creative careers fairs and opportunities for year 10+ students. | | Spring 2023 onwards | | | |
| Develop cultural access schemes to support children and young people. | | Spring 2024 onwards | | | |
| Consult with student focus groups from UCLan and Burnley college. | | 2024-2027 | | | |
| Identify and promote diverse cultural role models that can inspire young people. | | 2024-2027 | | | |
| Plan and deliver a youth led festival for the 2027 festival programme. | | | 2025-2027 | | |
| Infrastructure Development Priority: Createch | | | | | |
| Commission digital capability assessment, strategy development and training. | | 2024-2027 | | | |
| Collaborate to scope innovative opportunities for projects and funding. | | 2024-2027 | | | |
| Work with digital skills providers to offer creative digital taster opportunities. | | 2024-2027 | | | |