

A vibrant, colorful event space, likely a festival or concert, featuring large, colorful balloons (green, red, blue, white) and a shower of confetti. The scene is illuminated by bright, multi-colored lights, creating a festive atmosphere. In the background, a stage with a large screen and musical equipment is visible. The overall mood is celebratory and energetic.

# Culture in Common

An introduction

# Introducing Culture in Common

## About Creative People and Places

- Creative People and Places is a national action learning programme funded by Arts Council England.
- It focuses on parts of the country where involvement in arts and culture is significantly below the national average.
- Creative People and Places programmes cover 56 local authority areas, including 11 entirely new areas announced in December 2021.
- As part of the National Portfolio, Creative People and Places will support the delivery of Arts Council England's strategy Let's Create.
- Since inception in 2012, there have been over 7.4 million engagements with the programme.
- 83% of Creative People and Places engagements are from lower and medium engaged groups.

## About Culture in Common

- Culture in Common is the Creative People and Places programme for the New Forest.
- It was one of 11 brand new projects announced by Arts Council England in December 2021, securing £1 million.
- The investment covers the first three years of a 10-year vision to bring the disparate communities of the district together to enjoy Culture in Common.
- The Culture in Common name is inspired by the ancient tradition of commoning and represents our ambition to unite people through a shared vision of arts and culture, which will be driven by local people.
- The Culture in Common consortium partners are Energise Me, Folio, The Handy Trust, New Forest District Council, and New Forest National Park Authority.

## What happens next?

- At the moment, the consortium is working with Arts Council England to finalise details of the programme in order to release the funding.
- The team are developing job descriptions for the Programme Team and will soon be recruiting for a Programme Director to lead Culture in Common.
- Once the Programme Director has been recruited, the consortium will also be looking for an Administrator.
- The programme is due to start officially in April 2022.

## What will Culture in Common involve?

- The first phase of Culture in Common is all about getting to know local people and what matters to them. We will work with local communities to explore what arts and culture could look like.
- The programme team will then work with communities to develop and deliver an arts and cultural programme.
- The programme will combine arts and cultural events and activities in unusual indoor and outdoor places across the district.
- Culture in Common will begin in Totton and the Waterside in Year 1 and drift through the district, arriving in New Milton and Avon Valley in Year 2 and 3 respectively.

## How can I get involved?

- Things will be a little quiet until we officially begin in April 2022 but you can [sign up](#) to be one of the first to hear from us when the programme is up and running!