

The Cultural **Ambition** for the City of Leicester

International, Original, Together

The Cultural Ambition is a short, evidence-based statement presenting culture's role in transforming our city. It provides a common flag around which professionals, practitioners, businesses, consumers and the general public can gather.

Focusing on three themes – international, original and together – it proposes shared goals, and encourages commitment and new ways of working, whilst securing, strengthening and adding to the city's cultural assets.

Leicester's Cultural Ambition is to build on our international connections, magnify our originality and bring people together. It will create a thriving global city where people flourish, where opportunities are created, where 'We Are Leicester'.

Culture

Leicester is a city brimful with creative talent and home to world-class heritage, art and festivals. From the Golden Mile to the Comedy Festival, from the world premiere of Dosh to the Jewry Wall, from Sue Townsend to Joe Orton: what happens, and who lives and works here make Leicester a city to celebrate.

There are many stories from across the city where culture has shaped lives, created opportunity and increased Leicester's profile on a UK and World stage. But we can achieve more; culture is a force for economic regeneration, social cohesion, well-being and civic identity.

The Ambition will achieve:

By building on our international connections, our originality and by bringing the city together, our Cultural Ambition will specifically aim to ensure that in Leicester:

- Our communities connect through a sense of pride, place and identity;
- New work is created, new talent is nurtured and new ways are found for self expression;
- Every child and young person will thrive through a rich and adventurous cultural education;
- Economic growth will flourish through investment, enterprise and business development.

To achieve the Ambition and its goals, the city and those signing-up to the Ambition need to:

- Show their support for culture, promote what's available and celebrate cultural successes;
- Develop new, bold and innovative approaches to culture and reinforcing its role in the city;
- Sustain Leicester's cultural assets and maximise the resources and opportunities that these offer to achieving the Ambition;
- Ensure that communities and individuals are supported and enabled to achieve their own cultural ambitions;
- Operate in ways that are truly sustainable - environmentally, socially and economically.

The Ambition – will you sign up?

Anyone can be involved in helping to realise the Cultural Ambition for the city:

Members of the public can be engaged as creators, consumers, volunteers for projects and act as ambassadors for our city. **Businesses** can provide space for cultural activity, advocate for culture to clients and colleagues, demonstrate the link between culture and a city fit for business. **Service providers** across the city – not just culture, but education, welfare, health – can start to explore how cultural engagement can change lives positively. **Cultural organisations and individuals** can operate in a new environment of collaboration, ambition, facilitation and delivery.

The Culture Partnership Board, the City Council and our many partners across the city will build partnerships, links and practical projects that work towards these goals: establishing action plans and implementation programmes that will make the Ambition a reality.

But we can only achieve this by all of us working together. ***If you support the principles of the Leicester Cultural Ambition, register now: culturalambitionleicester.co.uk***

Make a statement of Ambition and together we can make it a reality!