



Cultural Strategy

2026-2036

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Introduction

Kirklees is made up of different places, people and cultures. As part of West Yorkshire, it brings together lively towns, villages, beautiful landscapes and diverse communities. Kirklees has many stories to share and a strong creative spirit.

This strategy is called *Culture is Ordinary*. It is inspired by the writer and social commentator Raymond Williams who reminds us that culture is part of everyday life. Culture is something we inherit and continually re-create. This strategy celebrates both our shared traditions and fresh ideas. Our ambition is to keep culture at the heart of life in Kirklees - a place where creativity is nurtured, everyone feels they belong, and new voices are encouraged to shine.¹

Culture will continue to play a central role in the future of Kirklees. It is not only about enjoying and creating great cultural experiences, but also about regenerating places, improving health and wellbeing, supporting the local economy, and strengthening community bonds. We want to celebrate the district's rich cultural life while enabling communities to shape and lead their own cultural futures.

For the purposes of this strategy, we define culture as the shared expressions, values, traditions and creative activities that help communities live well, connect with each other and thrive. It includes things like art, music and theatre, as well as things like festivals, cinema, crafts and the everyday creative things people do. We recognise culture reflects who we are, but it also drives social and economic change. This strategy aims to support this broad and inclusive view of culture by encouraging participation, creativity and collaboration across all sectors.

Culture changes over time, but it also has continuity. We build on shared traditions, values and stories that give communities their identity. These foundations - our language, heritage and shared customs - create familiarity, reference points and a sense of belonging across generations. At the same time, culture is always evolving. It adapts as societies change, adopts new ideas and respond to new influences. Artforms develop, and social norms shift. Culture helps us grow by connecting us to our roots, inspiring new ideas, and shaping the way we experience the world. Culture is a living conversation between tradition and change, with each generation adding its own voice. Rather than confining it with strict definitions, this strategy builds on the rich culture already in Kirklees and shows what culture means through our actions and creativity.

Culture, Heritage and Tourism Strategies

Kirklees' Cultural Strategy forms part of a suite of documents that work together for the district. The Heritage Strategy tells us who we are and why and the Tourism Strategy supports the promotion of Kirklees as a visitor destination. The Cultural Strategy focuses on how we shape our identity, showcasing our innovation and creative expression.

The Heritage Strategy, *We Are Making History*, provides the foundation for understanding and valuing Kirklees' unique story - its people, places and assets. It recognises heritage as both tangible (buildings, landscapes and collections) and intangible (stories, traditions and skills) and sets out principles for preservation, innovation and place-based collaboration. The Heritage Strategy feeds into the Cultural Strategy by ensuring that the district's identity and history are actively celebrated

¹ Williams, Raymond. "Culture Is Ordinary." *Resources of Hope: Culture, Democracy, Socialism*, edited by Robin Gable, Verso, 1989, pp. 3–18. (Originally published 1958.)

and sustained. Heritage will be included along with Culture and Tourism Local Cultural Delivery Plans to help coordinate actions at the community level. Heritage is key to the Cultural Strategy, informing cultural programming, regeneration schemes and the district's narrative. The Heritage Strategy also supports the Tourism Strategy by making Kirklees a more attractive destination, leveraging its assets and stories to boost visitor engagement.

The Tourism Strategy complements both the Cultural and Heritage Strategies by shaping how Kirklees invites people to experience its culture and heritage. It focuses on promoting the district's assets and strengths, while fostering sustainable tourism practices and improving visitor infrastructure. The Tourism Strategy draws on the stories and assets identified in the Heritage Strategy and amplifies the creative expression celebrated in the Cultural Strategy, positioning Kirklees as a destination of choice for residents and visitors alike. By aligning its aims and actions with the priorities of the Cultural and Heritage Strategies, the Tourism Strategy ensures that tourism development supports local identity and economic vitality, while reinforcing Kirklees' reputation as a vibrant, culturally-powered place.

Kirklees' Cultural Strategy provides the overarching vision for how culture is understood, celebrated and developed across the district. It champions the shared expressions, values, traditions and creative practices that shape cultural community life. The strategy's priorities are designed to be inclusive and adaptive, supporting participation and innovation across all sectors. The Cultural Strategy is about embedding culture into the everyday and ensuring it is central to the district's future.

Kirklees Partnership Strategies

The four key Kirklees Council partnership strategies are developed and delivered with partners across the district. In supporting our shared outcomes and vision for Kirklees, they complement each other and our Council Plan.

The economic and financial pressures facing Kirklees make it even more important that we have a shared understanding with partners of the challenges and opportunities our current context brings. These strategies are partnership-led. They explain our context, what our opportunities and challenges are, what we need to do most to improve and the role each of us has to make this happen.

The Inclusive Economy Strategy outlines how the council and key partners across the district are working to build a more inclusive and sustainable economy.

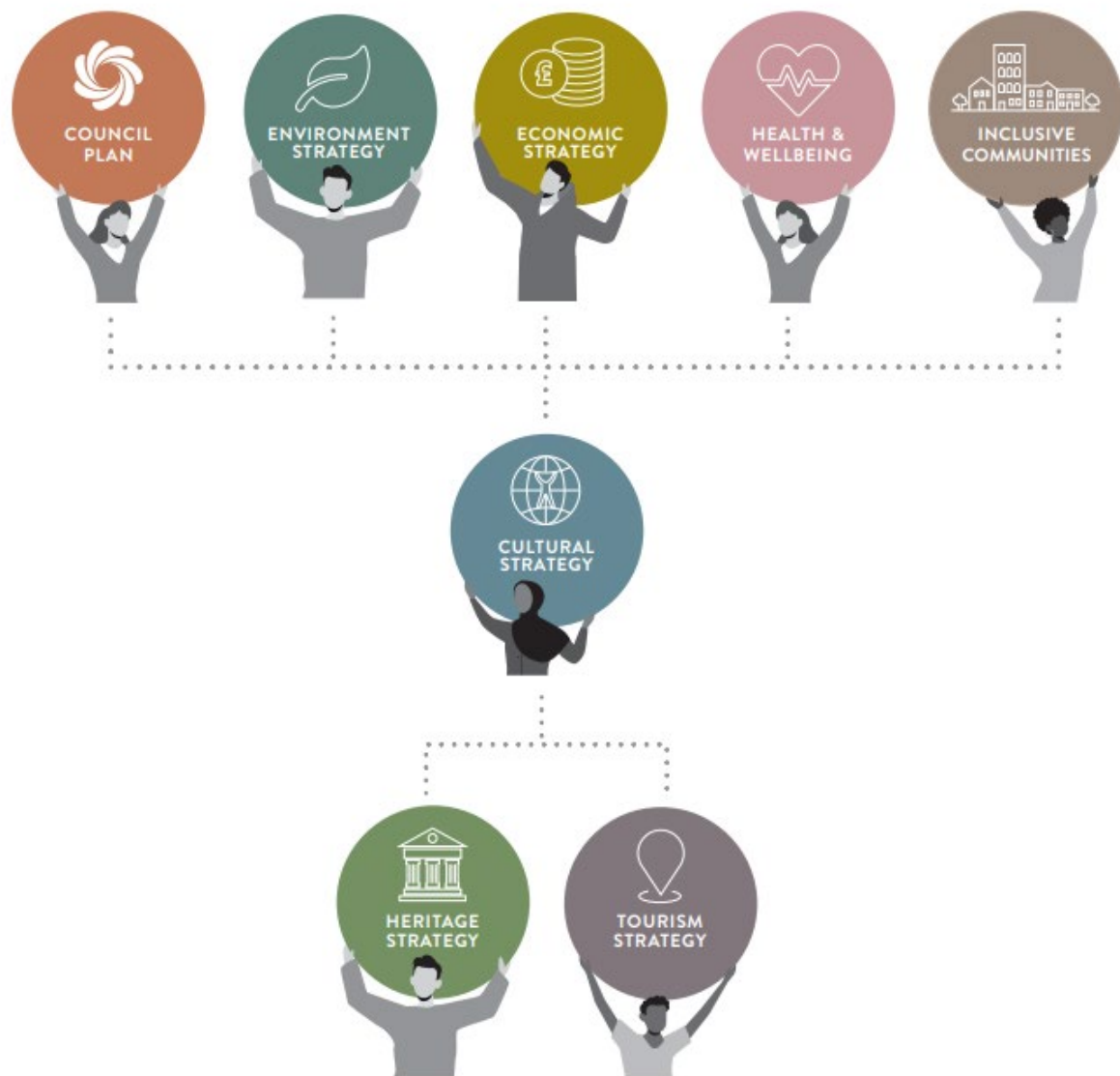
The Kirklees Health and Wellbeing Strategy sets out our priorities for improving health and wellbeing and what we will do as partners to achieve those improvements. Through the strategy, partners are prioritising good mental wellbeing; connected care and support; and healthy places.

The 'Environment Strategy; Everyday Life' sets out our borough's commitment and ambitious vision for greater action on environmental issues, whilst also addressing the ecological and climate emergencies.

The Inclusive Communities Framework (ICF) is a partnership commitment to work better with communities on local issues. Through the ICF, partners are committing to take action showing our belief that communities have solutions to problems, promoting a shared sense of belonging in communities and caring about what communities care about.

Like our outcomes, success in one strategy depends on the others. For example, a sustainable environment supports a healthy and well population, which in turn supports a stronger workforce and a more inclusive economy. Likewise, inclusive communities support improvements in wellbeing and the environment in local communities. This Cultural Strategy will support the delivery of the wider aims of the Council and its plans and will engage with key initiatives that influence its work.

The Cultural Strategy will celebrate our culture, everyday life and places now, while being open to fresh ideas. We will prioritise sustainability - economically, environmentally and social; inclusivity, ensuring Kirklees' voices co-lead its cultural futures; and accessibility, by embedding universal access and removing barriers across partners and places.



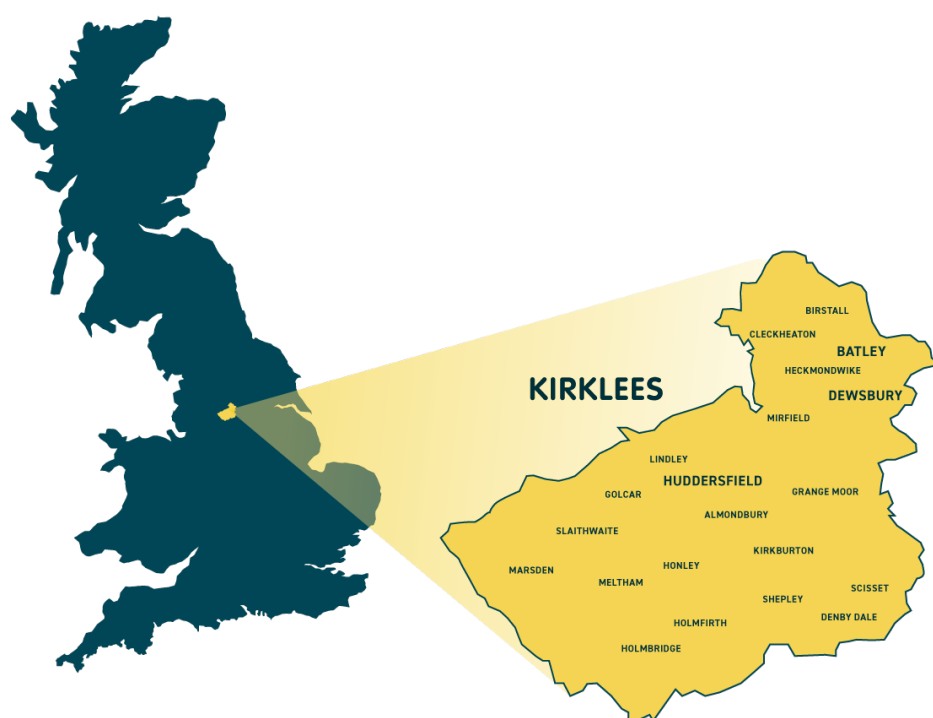
Where is Kirklees?

Kirklees is a metropolitan borough located in the heart of West Yorkshire, within the Yorkshire and the Humber region of northern England. Its larger centres are Huddersfield and Dewsbury, with many thriving smaller towns and villages such as Batley, Birstall, Cleckheaton, Denby Dale, Heckmondwike, Holmfirth, Kirkburton, Marsden, Meltham, Mirfield and Slaithwaite.

Kirklees has a vibrant demographic character and is home to around 440,000 residents. The borough brings together a multicultural population shaped by generations of movement, settlement and industry. 74% of residents identify as White and 26% represent a range of ethnic backgrounds, making Kirklees a rich tapestry of cultures, languages and lived experiences. Kirklees faces socio-economic challenges familiar to post-industrial areas such as uneven health outcomes, pockets of deprivation and varying levels of economic opportunity. But it also benefits from a growing, diverse workforce and a strong base of skills, creativity and enterprise, with a working-age population of over 60%.

Kirklees is perfectly positioned in the north of England, with major cities such as Leeds and Manchester in easy reach. It is on the doorstep of the extraordinary natural landscapes of the Pennine Moors and Peak District parkland. Its location enables strong regional connectivity, opening doors for collaboration, talent exchange and new investment. With thriving creative networks and ambitious regeneration plans, the district is uniquely placed to build cultural, economic and environmental opportunity.

The borough is known for its rich cultural heritage and architecture. Kirklees is shaped by industry and legacies of skilled working, such as world-renowned textile traditions and the education and social enrichment sought by residents through music. Kirklees has a growing ecosystem of contemporary arts, music, creative industries and festivals that continue to grow the district's culture. This is a place where ideas can travel, where creativity can thrive and where local pride can grow into national confidence.



Through this strategy, we will monitor the environment we are working in, amplifying our strengths and seeking to remove the barriers and challenges. As we begin this strategy we recognise:

We have strengths

- A significant cultural asset base including organisations of local, national and international significance.
- Our strategic context is good with supporting Heritage and Tourism strategies connecting to other Kirklees plans and Regional strategic planning.
- We have an active and celebrated higher education partner in the University of Huddersfield with relevant specialisms.
- Kirklees has high quality green and blue spaces.
- There is strategic investment in regeneration and culture e.g. Our Cultural Heart, Blueprint schemes and Dewsbury Plan for Neighbourhoods
- There is a commitment to collaboration and partnership

We have challenges

- Our visitor economy operates in a fragmented way
- There isn't a single place identity for Kirklees
- We need to improve our data, content and knowledge sharing.
- We need to improve our evaluation and data collection, to build insight and enhance how we create and offer culture.
- The perceptions of some town centres create implications for events and nighttime economy.
- We have a limited range of suitable cultural spaces.

Regional and national context

The West Yorkshire region also includes Bradford, Calderdale, Leeds, Wakefield and local authorities, forming part of the West Yorkshire Combined Authority (WYCA). This regional partnership provides a vital platform for collaboration, investment and strategic alignment - particularly in areas such as inclusive growth, creative industries and cultural development. We align with WYCA's ambitions to strengthen the creative economy and support joint initiatives that raise the profile of West Yorkshire as a cultural destination nationally and internationally.

The emerging WYCA Culture, Heritage and Sport (CHS) Framework sets out a regional vision to grow and sustain culture, heritage and sport as drivers of wellbeing, economic growth and community pride. The framework is structured around four pillars: People (ensuring everyone can access and participate in culture, heritage and sport); Place (embedding these sectors at the heart of vibrant, sustainable communities); Skills (developing talent and career pathways in creative industries, heritage and sport); and Business (supporting the growth and sustainability of creative businesses). It emphasises investment in inclusive, accessible activities; collaboration across sectors and communities; and brokering support and funding from government and partners. The associated

ambitions and actions aim to make West Yorkshire a national leader in creativity, cultural tourism and economic opportunity.

The CHS Framework is highly significant for the Kirklees Cultural Strategy, as it provides the regional context and shared ambitions that underpin local action. The Kirklees Cultural Strategy aligns closely with the CHS Framework's priorities such as inclusivity; place-based cultural development; skills and talent pipelines; and the growth of creative businesses. Both recognise culture and heritage as essential to identity, regeneration and wellbeing - and both stress the importance of collaboration, investment and advocacy. The CHS Framework's emphasis on measuring impact, supporting diverse communities and leveraging regional assets directly informs and strengthens Kirklees' own strategic objectives. By aligning with the CHS Framework, the Kirklees Cultural Strategy ensures it is part of a coordinated, ambitious regional effort - unlocking opportunities for funding, partnership and greater impact across West Yorkshire.

WYCA's investment in culture is vital to strengthening the region's creative ecosystem, helping places like Kirklees grow partnerships and ambition. As an Arts Council England Priority Place (2022 -2027), Kirklees has received uplifted funding supporting local organisations and artists. Alongside this, the National Lottery Heritage Fund continues to champion the district's rich heritage through funding that protects historic places, empowers community storytelling and develops skills.

Across the North, culture is driving identity and renewal, West Yorkshire is at the forefront of that momentum. As the UK's first region with a democratically elected Mayor to place culture at the heart of economic and social strategy, West Yorkshire is setting a new national benchmark for how creativity shapes place. Within this landscape, Kirklees sits in a position of strength, part of a connected, ambitious and outward-looking cultural region where collaboration and a growing talent pipeline amplify what is possible.

Nationally, the cultural landscape is undergoing significant change, shaped by evolving public funding priorities and increasing pressure on budgets for funders and local authorities. With reduced core funding and a shift toward place-based investment and partnership-led delivery, cultural strategies must be able to engage with broader agendas and be collaborative and resourceful. This approach positions Kirklees to flourish within the changing national picture, ensuring culture remains a transformative force for Kirklees.

Story of our culture

Kirklees has a rich and influential past, stretching from its earliest settlements to the transformative era of the Industrial Revolution. This period placed the district firmly on the map as a centre of progress, driving innovation and technical excellence across multiple sectors - notably in textiles, which became one of the cornerstones of its identity.

Industry left an indelible mark on the landscape, shaping the character of our towns and villages - from humble weavers' cottages and pit communities to large scale mills, intricate canal networks, packhorse bridges and the grandeur of civic architecture. The rise of the textile industry in Kirklees did not just transform its economy and landscape - by working together in close quarters in the large mills, industry forged social networks and cultural traditions. Mills and factories were more than workplaces - they were communities and within those communities grew cultural traditions, such as music. Choirs and brass bands became a popular outlet for communal expression, recreation and pride.

Brass bands, often sponsored by mills or local employers, became symbols of solidarity and skill, reflecting the discipline and teamwork valued in industrial settings. Playing in a brass band was a source of identity and belonging with competitions bringing towns together in celebration. Similar to the brass bands, choral societies flourished, with singing providing an even more accessible opportunity for communal performance and culture.

These traditions were not just entertainment - they were expressions of spirit, creativity and pride - and evidence that creativity thrives where communities connect.

The Industrial Revolution and the textiles industry in Kirklees also provided the environment for other cultural traditions and artforms to develop, including theatre and music halls, visual and applied arts, literary traditions, sports and festivals. Grown through the social fabric of mill communities, the cultural landscape that emerged continues to shape the culture of Kirklees today.

On the journey to the current day, Kirklees' communities have become more diverse. Our culture is shaped by the many communities who have made the district their home across generations. From long established families to those who have arrived more recently, migrant communities have enriched everyday culture with new traditions, languages, artforms, cuisines and ways of seeing the world. These communities have contributed to our heritage and neighbourhood identities, helping to create a cultural landscape that is proudly diverse, constantly evolving and influencing contemporary culture.

Volunteer led and grassroots organisations also play a key role in the cultural life in Kirklees, shaping its identity in ways that are authentic, generous and rooted in community. Local knowledge and a desire to create opportunities where they are needed most. Spaces are created that bring people together, helping culture feel ordinary, accessible and part of everyday life.-led and grassroots organisations a

New genres have established themselves in the district; tradition and the avant-garde coexist and mix at points of innovation. This is true across artforms and our creative communities bring culture to every aspect of life: culture is ordinary. Kirklees is a district that can find its definition in creativity, diversity and ambition. From festivals and thriving music scenes to dynamic visual arts, literature and performance, Kirklees offers opportunities for everyone to experience, participate and create. Our communities are rich in talent and ideas; this strategy will support and embolden Kirklees and its cultural engagement with the world.

Our Mission

To make culture fundamental and champion it as a vital force for Kirklees.

Our Vision

Culture is an essential part of who we are and how we live - Kirklees is a place where culture inspires confidence, everyone can flourish and there is no limit to our potential. Together with our regional and national partners, we will create a world-class cultural offer for our communities and visitors from around the world, who will receive a warm welcome and an incredible array of cultural experiences and events.

By 2036, culture will be something people feel, shape and share wherever they are. Our towns and villages will be alive with creativity: streets animated by festivals and local voices, neighbourhood venues buzzing with activity; and public spaces reimaged through art, heritage and innovation. Communities will feel proud of who they are and confident in telling their stories, supported by a

cultural sector that is bold, connected and rooted in place. Culture will no longer be something people seek out - it will be something they live, grow and contribute to, every single day. Our confidence will inspire, Kirklees will influence at a regional and national level, with others watching and referencing the impact of our work.

A thriving cultural ecology will power the district's future. Artists, organisations, educators, health partners, local businesses and communities will work side by side, strengthening one another through collaboration and shared purpose. Skills will flourish, talent will stay and return; and new ideas will find the space they need to take flight. Our cultural infrastructure - digital and physical, grassroots and established - will be resilient and open to all. By delivering this strategy, Kirklees will become a place where creativity drives wellbeing, regeneration, learning and opportunity; and where culture is recognised as a vital force that enables every person and every place to thrive.

Our Values

Celebration and collaboration

We will work together to celebrate the vibrant culture of Kirklees and use its values and strengths to make life better across the district. We will champion quality, best practice and excellence. By working together, we can build stronger communities, improve health and wellbeing, and support opportunities in education, the economy and regeneration. Culture grows when people and organisations connect, so we will encourage partnership working across sectors to make culture in Kirklees a positive and powerful force.

Inclusion and creativity for all

Cultural activities will be open and welcoming to everyone, never feeling exclusive or out of reach. People will have chances to explore their creativity in ways that feel right for them. Our towns and villages are already full of imagination, energy and social activity, and we will help this continue to grow. We will enable those involved in arts, creative industries, events, libraries and heritage - both professionals and volunteers - to thrive and flourish.

Sustainable futures

We care deeply about our environment and the future we share. Culture in Kirklees will champion climate awareness and sustainable ways of working, inspiring people to protect our natural world through creativity, innovation and everyday choices. We will back cultural activity that respects our resources, strengthens local resilience and ensures our cultural life can thrive for generations to come.

Our priority areas

We will continue to support and respond to culture and its trends, but we will give priority to the areas below. We will be informed by the strategies and context already mentioned in this document. Our audiences are broad and include residents of all ages and backgrounds, Children and young people; artists, creatives, and cultural workers; Grassroots and volunteer-led groups; Heritage and community organisations; creative industries, learning providers and visitors to the district. Our priorities will feed our action plans:

Sector skills and talent

Purpose:

Support the cultural workforce through skills development, networking and knowledge sharing to enhance resilience and enterprise. Make Kirklees a great place to build a creative business and career.

Why it matters:

A thriving cultural sector boosts the local economy and retains creative talent. It also ensures that cultural activities are sustainable and responsive to local and global challenges.

Key Actions:

- Promote diverse routes into cultural careers.
- Facilitate training and business development, as well as workforce development.
- Strengthen partnerships across sectors and regions.
- Use shared data to understand audiences and impact.
- Develop the education pipeline and the importance of lifelong learning.

Our cultural expression

Purpose:

Celebrate and empower local identity through cultural initiatives and inclusive approaches, supporting residents to shape and participate in cultural activity and work collaboratively with artists

Why it matters:

Cultural expression builds civic pride and strengthens the connection between people and place. It supports diverse communities to tell their stories and shape their cultural landscape. Communities that define what culture means to them are better able to develop a sense of identity and belonging.

Key Actions:

- Embed co-creation and collaborative working into cultural planning.
- Support inclusive community-led programming and audience development.
- Bring together community-led culture and culture that receives formal funding, so that both can grow stronger.
- Place creative practice, artists and creatives at the centre of work with communities.
- Empower emerging creative strength and uncover hidden talent.

Creative health

Purpose:

Position Kirklees as a recognised leader in creative health, where culture plays a central role in improving health and wellbeing, and where creative practice and health systems learn from and strengthen one another. By embedding creativity into everyday life, Kirklees will enable people and communities to live happier, healthier lives.

Why it matters:

Creative and cultural engagement is proven to support mental and physical health, reduce inequalities, and enhance quality of life. By placing culture at the heart of creative health, Kirklees can pioneer innovative, inclusive approaches to wellbeing that complement clinical care, strengthen communities, and improve long-term health outcomes.

Key Actions:

- Grow access and participation in creative health activity, ensuring people across Kirklees can engage with culture to support their wellbeing.
- Build strong partnerships with health professionals, the NHS, VCSE organisations and academic institutions to co-develop practice, share learning and demonstrate impact.
- Design inclusive, accessible cultural programmes that reflect the needs, identities and lived experiences of local communities.

Making room for culture

Purpose:

Enhance and use public spaces to support cultural engagement and community connection.

Why it matters:

Creative use of space fosters belonging and revitalises town centres. It ensures that culture is visible and accessible across the district.

Key Actions:

- Develop cultural activity in community venues, outdoor and meanwhile spaces.
- Use cultural activity to shape regeneration, master-planning and the future of heritage buildings.
- Promote and develop cultural opportunities in regeneration schemes through their design and delivery, such as Our Cultural Heart and the Kirklees Blueprint schemes, including co-creation and co-production with cultural and creative networks in Kirklees.
- Create locally focused plans that include asset and audience development that help support festivals, venues and community projects.

Cultural visibility: a cultural destination

Purpose:

Raise the profile of Kirklees' cultural offer locally, regionally and internationally to build pride and the internal visitor economy, attract new visitors and talent from outside the district and support economic growth.

Why it matters:

Kirklees has rich cultural assets and is emerging as a visitor destination. Promoting its unique stories, events and creative talent will enhance engagement with culture and increase pride in our cultural expression.

Key Actions:

- Showcase local, national and international talent (makers, manufacturers, designers, artists and organisations) and cultural assets through dedicated campaigns - demonstrate Kirklees is a great place to live, work and visit.
- Strengthen the district's reputation in regional, national and international cultural networks and media.
- Promote Kirklees and its towns and villages as destinations for culture and creativity.
- Work with WYCA and regional authorities to develop joint initiatives for greater visibility and cultural profile.
- Bring the best of national and international culture to Kirklees, to inspire and position Kirklees among the best in the world.

How will we get there?

To act on our priorities, we need to understand what is important to the residents of Kirklees, both now and throughout the life of this strategy. We also want to share the story of our Cultural Sector and key cultural projects.

To do this we will:

- Celebrate local cultural assets.
- Work collaboratively.
- Build creative partnerships and networks.
- Co-create Local Cultural Delivery Plans with local communities.
- Create supporting plans, reports and activities that are live and reviewed regularly.

We will develop clear narrative and advocacy tools that describe the Kirklees cultural sector. We will build on the successful Kirklees Creative Industries Report and produce a further account of the district shaped by the priorities of this strategy. These reports will give us a clear picture of the sector, helping to guide strategic delivery, highlight development needs, showcase strengths that promote the district and provide evidence to support funding bids and advocacy.

We want collaborative tools and processes to work with residents. Two key strands of work are developing to support conversations and create tools for the future:

- A research-led approach in partnership with the University of Huddersfield exploring film and work with a Community Innovation Practitioner to explore the potential of *Culture Labs*. Through 2025 and 2026 we will support the development and research of film-based approaches and *Culture Labs* to test methodologies and possibilities.
- *How Good is Our Place?* is a scheme being led by the Kirklees Council Active Citizens and Places team. Using a tool called the Place Standard, the team have supported conversations about Kirklees with residents across the district to help shape activity in their area.

This work will improve understanding of the cultural aspirations in Kirklees. We will also gain knowledge and understanding from the cultural organisations and networks engaging with communities to strengthen the dialogue, rather than duplicate it.

Kirklees' [constituencies](#) will be used as a starting point to create plans from the conversations that reflect the different areas of the district. They will be defined using the areas illustrated below:



We are proposing four area plans, with the Kirklees element of the Wakefield West and Denby Dale constituency to join the Colne Valley constituency for this process.

Governance and planning

Crucial to the delivery of the strategy plans will be:

- A Cultural Partnership which will comprise of representatives of key networks and organisations to ensure the greatest reach across the district. We will also invite regional and national key strategic partners to engage with the Partnership, to advise development and identify support. The purpose of the Cultural Partnership is to enhance the cultural sector, it will be a collaboration between organisations that share responsibility for shaping, delivering and supporting culture - the Kirklees Cultural Partnership will provide oversight and guidance in the delivery of this strategy.
- A Kirklees Council Cultural Strategy Oversight Group - representatives from relevant Council departments, particularly those with related projects or expertise in an area where delivery needs to take place, to ensure buy-in and responsibility.

The Kirklees Council Culture & Visitor Economy service will be the custodian of this strategy. An annual action plan will be devised that responds to the strategy and its priorities. This will be accompanied and informed by a three-yearly review of risks, assets and opportunities, with other planning documents to make the strategy robust and responsive. The plan will identify opportunities in the local sector and across Council delivery whilst considering the regional/national picture.

Monitoring, evaluation and learning

This strategy has been developed through meaningful discussion and consultation, we will ensure the strategy stays dynamic, evidence-based and accountable by considering how we measure success and apply learning and review to our work. Through our planning, we will collaboratively:

- Establish clear success measures for planning and priorities.
- Review our progress and learning annually to inform planning
- Build the ability to adapt to findings from evaluation processes based on learning and ‘what works.’
- Use our community feedback tools and links to stakeholders and the sector to review progress.

Resources

This strategy will be implemented through a collaborative, resourceful and phased approach. The strategy will act as a framework to align existing activity, influence future investment and unlock new opportunities. We will:

- Develop stronger partnerships - working with local organisations, artists, businesses and anchor institutions to co-deliver actions and share resources.
- Seek external funding - work strategically with funders such as Arts Council England and National Lottery Heritage Fund. Build new relationships with other cultural, social and economic development bodies.

- Activate in-kind support - by doing more together through mobilising venues, expertise and volunteer networks to boost the outcomes of the strategy.
- Phase implementation - we will prioritise low-cost, high-impact actions in the short term while building capacity for larger-scale initiatives over time.
- Establish shared goals with wider agendas - cultural objectives will be identified through regeneration, education, health, and community initiatives to embed culture within broader societal work.

This strategy is designed to be adaptive, empowering stakeholders to contribute, collaborate and co-invest in a culturally-powered future for Kirklees.

Conclusion

This strategy affirms our commitment to celebrating the rich and diverse culture of Kirklees, recognising it as a powerful driver of transformation across the district. By further embedding cultural values, practices and expressions into wider initiatives - from education and regeneration to economic development and social cohesion - we will ensure that culture is not an afterthought, but a central force in shaping our future.

Our approach is culturally-powered: it places creativity, identity and community at the heart of a positive future. Through collaboration and innovation, we will build confidence, unlock potential and create spaces where everyone can thrive. Culture will be an ordinary part of our lives in Kirklees.

