

## Gosport Cultural Strategy: Logic Model

**RATIONALE:** Gosport tells its proud story in its buildings, green spaces and its waterfront – and in the energies and ambitions people have for making things happen. Raising shared ambitions for Gosport will make this story stronger, richer and more resilient, as culture becomes embedded as a way of life for everyone, creating new ways to connect communities, grow ideas and bridge to opportunities.

<p><b>ASSUMPTIONS:</b> That the horizon for achieving short term outcomes is within three years (2024), medium term outcomes is ten years (2032) and long term outcomes is 15 years+ (2037+); funding will be forthcoming for the activity plan; that adequate resourcing will be maintained</p>	<p><b>EXTERNAL FACTORS:</b> Impact of COVID on provision and participation; levels of funding available; 2023-25 NPO commitments in region; Gosport’s designation as an ACE priority place</p>
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AIMS & OBJECTIVES	INPUTS & RESOURCES	OUTPUTS	OUTCOMES		
			SHORT TERM	MEDIUM TERM	LONG TERM
<p><b>CULTURE ON OUR DOORSTEP:</b> We will programme accessible activities to ease and ingrain participation</p>	<p>Cultural Development team Partner network Heritage sites Community venues Outdoor/natural settings Activity budget</p>	<p>More events (both experiential and participatory) Borough-wide cultural calendar More free events More hyper-local venues equipped for cultural delivery</p>	<p>Arts and cultural provision is increased Arts and culture are more visible Barriers to access are reduced</p>	<p>Attendance and participation habits are formed New audiences are reached</p>	<p>Larger and more diverse audiences are engaging with culture in Gosport</p>

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			SHORT TERM	MEDIUM TERM	LONG TERM
<p><b>CONNECTED COMMUNITIES:</b> We will embed delivery and practice through a devolved and networked approach</p>	<p>Cultural Development team</p> <p>Partner network</p> <p>Heritage sites</p> <p>Outdoor/natural settings</p> <p>Activity budget</p>	<p>A formalised cultural network</p> <p>Channels for support and skills development</p> <p>Growth in established events</p> <p>New co-created projects</p>	<p>Existing cultural producers are better connected</p> <p>Existing cultural producers are better supported</p> <p>Target audiences are supported to engage</p>	<p>Increase in collaboration between cultural producers</p> <p>Increase in quality and/or resource efficiency</p> <p>Greater community ownership</p>	<p>Gosport has a reputation for high quality, community-led culture</p>

AIMS & OBJECTIVES	INPUTS & RESOURCES	OUTPUTS	OUTCOMES		
			SHORT TERM	MEDIUM TERM	LONG TERM
<p><b>A CLEAR FOCUS ON CHILDREN AND YOUNG PEOPLE:</b> We will transform the lives of young people and their families with arts and culture</p>	<p>Cultural Development team</p> <p>Partner network</p> <p>Activity and capital budget</p>	<p>Cross school / cultural sector working</p> <p>Teacher CPD</p> <p>Co-created projects</p> <p>Digital projects</p> <p>New spaces and venues for participation in arts and heritage</p>	<p>Teachers are equipped to better engage students in arts and culture</p> <p>Young people have clear and accessible training pathways</p> <p>Young people have a voice in the development of arts and culture</p> <p>Young people have spaces where they can express themselves and flourish</p>	<p>Arts and culture are embedded in education</p> <p>Young people are equipped for a career in the arts and cultural sector</p> <p>Arts and culture are more relevant and accessible to young people</p>	<p>Arts, culture and heritage contributes to improved outcomes for young people</p>

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<p><b>FRESH CONTENT WITH A HERITAGE CONTEXT:</b> We will curate outstanding experiences framed by Gosport's rich heritage</p>	<p>Cultural Development team</p> <p>Partner network</p> <p>Heritage sites</p> <p>Outdoor/natural settings</p> <p>Activity and capital budget</p>	<p>Contemporary interpretation of heritage</p> <p>More events in more historic settings</p> <p>Digital content</p> <p>Immersive storytelling and digital-only experiences</p> <p>Better interpretation of the borough's stories</p>	<p>Heritage is more relevant to audiences</p> <p>More visitors and investment are attracted to Gosport</p> <p>Gosport's heritage is more accessible</p>	<p>Increase in use of, and revenue for, historic sites</p>	<p>Arts, culture and heritage is more relevant and sustainable in Gosport</p>

AIMS & OBJECTIVES	INPUTS & RESOURCES	OUTPUTS	OUTCOMES		
			SHORT TERM	MEDIUM TERM	LONG TERM
<b>ENTERPRISING CREATIVE CULTURE:</b> We will support cultural innovation and creativity in our people and sectors	Cultural Development team Partner network Heritage sites Outdoor/natural settings Activity budget required	Training and mentorship programmes Shared digital resources Spaces and facilities for making	Expanded routes into cultural sector employment are created Existing creative businesses experience growth New creative businesses are established Cross sector partnerships are developed	Local and diverse cultural workforce More innovation in the sector	Arts, culture and heritage support economic regeneration in Gosport