

TEES CITY REGION CULTURAL STRATEGY 2016–2026

AIMS

- To forge a confident cultural identity for the Tees City Region
- To be an exemplar for inclusivity, using culture to join communities and improve prospects for all
- To be a home to thriving, sustainable cultural and creative businesses
- To support people who live, work, play, study and visit the Tees City Region to enjoy a culturally active life

OBJECTIVES

- To raise the profile of cultural organisations – locally, regionally, nationally and internationally
- To promote a strong programme of events and festivals
- To achieve UK City of Culture status in 2025
- To improve people's mental and physical health
- To improve educational attainment for children and young people
- To reduce social isolation and develop more active communities
- To support existing cultural and creative businesses to grow
- To develop conditions to support new cultural and creative businesses
- To develop a skilled, creative workforce