Warwick's Culture: The 2030 Strategy
Inspires - Connects - Excel
Warwick’s Culture embraces a broad and inclusive view of what culture is and means to Warwick and how a strategic approach will add cultural value and distinctiveness to the experience of living in, studying, working and visiting across the campus.

The strategy’s outcomes and impacts will enable new innovations and creative collaborations for research and teaching. The strategy will inspire our engagement with local and regional communities and their aspirations and needs and develop the University’s active connections with key civic and regional cultural partners.

The strategic emphasis is on the extent to which an inspiring, connecting and enabling cultural offer will contribute to the success of wider University objectives and policy initiatives. The strategy will support the University’s Inclusion, Innovation and Regional Strategies, the work on Warwick’s Values, Placemaking and the Masterplan refresh.

The strategy will make a significant contribution to the delivery of the University’s 60th anniversary celebrations in 2025.

Culture-led change on campus and beyond will depend on aligning interventions from multiple stakeholders. Initially, these include: Warwick Institute for Engagement; Campus and Commercial Services Group; Estates; Regional Engagement Team; Warwick Art Centre and the Cultural Quarter; Student Union; Research Services; Marketing Communications and Insight.

The initial stage of delivery brings these stakeholders together into a devolved delivery model based on a common set of cultural objectives for 2030.

The focus of this cultural ecosystem approach is to:

Align and develop:
- investments and activities across the ecosystem;
- multiple interventions from multiple stakeholders
- stakeholder-led outputs with the outcomes and impacts for 2030
- tactics for advocacy and implementation.
WARWICK’S CULTURE & CULTURE AT WARWICK

CULTURE

CULTURE IS the full range of arts and cultural experiences offered on and off campus for entertainment, pleasure, reflection and provocation.

CULTURE INCLUDES the architecture, sculpture and design of our built and green spaces – the look and feel for students, staff and visitors.

CULTURE INSPIRES distinctive and innovative teaching, research, knowledge exchange and engagement.

CULTURE IS the felt experience of the campus, its people and how we relate to each other.
STARTING FROM SUCCESS

£1,400,000
INCOME FROM 120,000 TICKETS SOLD FOR WAC EVENTS

15,000
LIVE AND DIGITAL ATTENDANCES FOR RESONATE EVENTS

11,500
MEMBERSHIPS IN 214 S.U. CULTURAL ASSOCIATIONS

1,700
LOCAL PEOPLE ENGAGED IN RESEARCH PROJECTS

240
STAFF INVOLVED IN RESONATE FESTIVAL

223
ARTIST ENGAGEMENTS IN COLLABORATIVE RESEARCH AND RESONATE

186
INDIVIDUAL RESONATE EVENTS

150
STUDENTS DIRECTLY ENGAGED IN RESONATE

110
PROJECTS DELIVERED BY ACADEMICS

81%
OF RESPONDENTS AGREED RESONATE HAD IMPROVED THEIR PERCEPTIONS OF WARWICK

51%
INCREASE IN CULTURAL PARTICIPATION IN CANLEY & TORRINGTON THROUGH UNIVERSITY AND WAC ENGAGEMENT

30+
DEPARTMENTS AND CENTRES INVOLVED IN RESEARCH COLLABORATIONS

20
SCHOOLS ENGAGED

2
MAJOR NEW CULTURAL BUILDINGS OPENED – WAC & FAB

CULTURAL ENGAGEMENT, EXCHANGE AND RESEARCH IN 2021-2022
The cultural strategy will learn from and build on evidence and opportunities created through the University’s substantial engagement in Coventry UK City of Culture 2021 (UKCoC21).

**CULTURE**

**STRENGTHENS CONNECTIONS WITH OUR LOCAL COMMUNITIES**
- rates of cultural participation in Canley increased by 51% with Warwick Arts Centre and wider University support.

**IMPROVES LEVELS OF POSITIVE WELL-BEING, ACTIVISM AND PRIDE IN PLACE**
- evidence shows that engagement in cultural activities leads to improved levels of wellbeing, agency and positive self-image.

**ESTABLISHES NEW PARTNERSHIPS AND CONNECTIONS LOCALLY AND REGIONALLY**
- our relationships with local government, the cultural sector, education, charities and key third sector organisations are significantly enhanced and rooted.

**IS SUCCESSFUL AS A VEHICLE FOR MULTI-DISCIPLINARY PUBLIC ENGAGEMENT AND GENERATING IMPACT FOR RESEARCH**
- the success of the Resonate Festival and the focused independent research programme.

**REFLECTS AND INSPIRES US TO RESPOND TO AND UNDERSTAND A CHANGING WORLD**
- the cultural responses to the pandemic, BLM, the environmental crisis and the war in Ukraine fed into the University’s own responses and engaged researchers with expertise and relevant interests.

**ADDRESSES VALUE TO A WIDE RANGE OF DISCIPLINARY RESEARCH INTERESTS**
- including public health, sustainability, STEM and the environment. Transformative research collaborations with artists and communities combined with the extensive research-led engagement programme created innovations in methods and ways of connecting with multiple publics.
CULTURE AT WARWICK: THE 2030 STRATEGY PILLARS

Sculpture inspires young visitors.

Photo Credit: Avtarjeet Dhanjal
the campus and its communities through inclusive cultural programming, infrastructure and public art and design in the campus landscape; through shared experiences that inspire wellbeing, pride and a sense of belonging.
The 2030 Strategy Pillars

Connects:

Local and regional communities, cross-faculty creative ventures, policy initiatives, global cultures and communities; audiences and participants with new ideas and ways of seeing.
THE 2030 STRATEGY PILLARS

ENABLES:

creative and imaginative teaching and learning;
dynamic routes for multi-disciplinary impact &
engagement; civic leadership and responsibility;
a culture of innovation and a productive visitor
and conference economy.
WARWICK'S CULTURE: STRATEGIC OUTCOMES & IMPACTS

AMBITIONS FOR AN ECOSYSTEM APPROACH TO DELIVERING ACTIVITIES AND OUTPUTS.
A broad and diverse range of new audiences and makers increases the social and economic value of culture at Warwick.

An increase in cultural investment in the public realm has a significant effect on the quality of life for students, staff, visitors and conferences.

Cultural activities and programming are geo-distributed across the campus and local communities to deliver hyper-local events that connect our communities and values.

An enhanced campus cultural experience and the new Cultural Quarter and Creative Village inspire pride and positive perceptions of the University.

CULTURE INSPIRES

the campus and its communities through inclusive cultural programming, infrastructure and an arts infused campus landscape; builds shared experiences, wellbeing, pride and a sense of belonging.
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<thead>
<tr>
<th>OUTCOMES</th>
<th>2030 IMPACT</th>
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<tr>
<td>The University makes a significant contribution to cultural production and programming in our local communities.</td>
<td>CULTURE CONNECTS local and regional communities, cross-faculty creative ventures, policy initiatives, global cultures and communities; connects audiences and participants with new ideas and ways of seeing.</td>
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<td>Research collaborations with local cultural sector, organisations and communities strengthen the University's ties with place and its reputation as a centre of excellence for place based research.</td>
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<td>Culture connects a wide range of non-cultural University and civic policy initiatives in areas including planning, public health, education, wellbeing and social cohesion.</td>
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<td>The Creative Village provides opportunities for staff and students to develop creative innovations, activities and businesses and connect them with regional cluster strengths in Creative Industries and esports.</td>
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<td>The Cultural Quarter on campus is a hub for formal and informal cultural activity; a place for connections, entertainment, discussion and sanctuary.</td>
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<td>Internal and external funding supports collaborative and co-created research, engagement, and knowledge exchange with a cultural dimension.</td>
<td>CULTURE ENABLES</td>
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<td>WIE &amp; Research Impact Services broker, facilitate and market relationships with artists and creatives to support research, engagement and knowledge exchange.</td>
<td>creative and imaginative teaching and learning; dynamic routes for multi-disciplinary impact &amp; engagement; civic leadership and responsibility; a culture of innovation and a productive visitor and conference economy.</td>
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<td>The University is active and recognised at every level of governance and stewardship for the local cultural ecosystem and in key regional and national cultural agencies.</td>
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<td>A vibrant, culturally enriched and open campus landscape contributes to increased business and visitor economies.</td>
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