

# WARWICK'S CULTURE- THE 2030 STRATEGY

INSPIRES > CONNECTS > ENABLES



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.

## DEVOLVED DELIVERY MODEL





## 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.



Photo Credit: University of Warwick



## 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

# CULTURAL ENGAGEMENT, EXCHANGE AND RESEARCH IN 2021-2022

**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



*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



Photo Credit: George Archer

Playing out in Canley - WAC

## 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.

## ADDS 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



## THE 2030 STRATEGY PILLARS

# INSPIRES:

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.**



Inside the new Faculty of Arts Building

Photo Credit: Hufton + Crow





Local artists John Barnard and Black Voices Warwick Arts Centre

Photo Credit: Richard Elmes (InPress Images)

## 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.



Photo Credit: Richard Nelmes (InPress Images)

Lighting up the Resonate Festival



# WARWICK'S CULTURE - STRATEGIC OUTCOMES & IMPACTS

AMBITIONS FOR AN ECOSYSTEM APPROACH  
TO DELIVERING ACTIVITIES AND OUTPUTS.



PILLAR:

INSPIRES

OUTCOMES

2030 IMPACT

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.



PILLAR:

CONNECTS

OUTCOMES

2030 IMPACT

The University makes a significant contribution to cultural production and programming in our local communities.

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.

Culture connects a wide range of non-cultural University and civic policy initiatives in areas including planning, public health, education, wellbeing and social cohesion.

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.

The Cultural Quarter on campus is a hub for formal and informal cultural activity; a place for connections, entertainment, discussion and sanctuary.

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.



PILLAR:

ENABLES

OUTCOMES

2030 IMPACT

Internal and external funding supports collaborative and co-created research, engagement, and knowledge exchange with a cultural dimension.

WIE & Research Impact Services broker, facilitate and market relationships with artists and creatives to support research, engagement and knowledge exchange.

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.

A vibrant, culturally enriched and open campus landscape contributes to increased business and visitor economies.

CULTURE  
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.