

The logo for Cheltenham Culture Board is a black rectangle with a white L-shaped border on the left and top. The text "Cheltenham Culture Board" is written in white, bold, sans-serif font, stacked vertically within the rectangle.

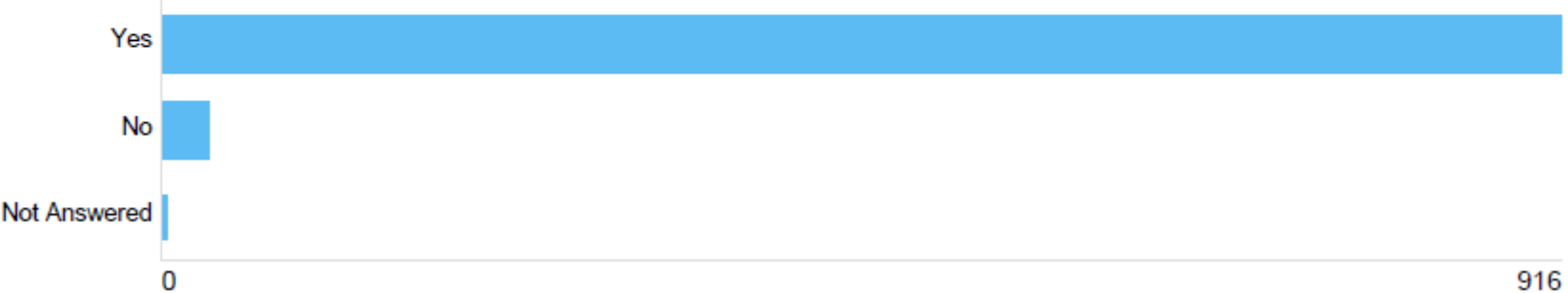
**Cheltenham
Culture
Board**

Consultation on Draft Strategy

Survey Results – from 950 responses

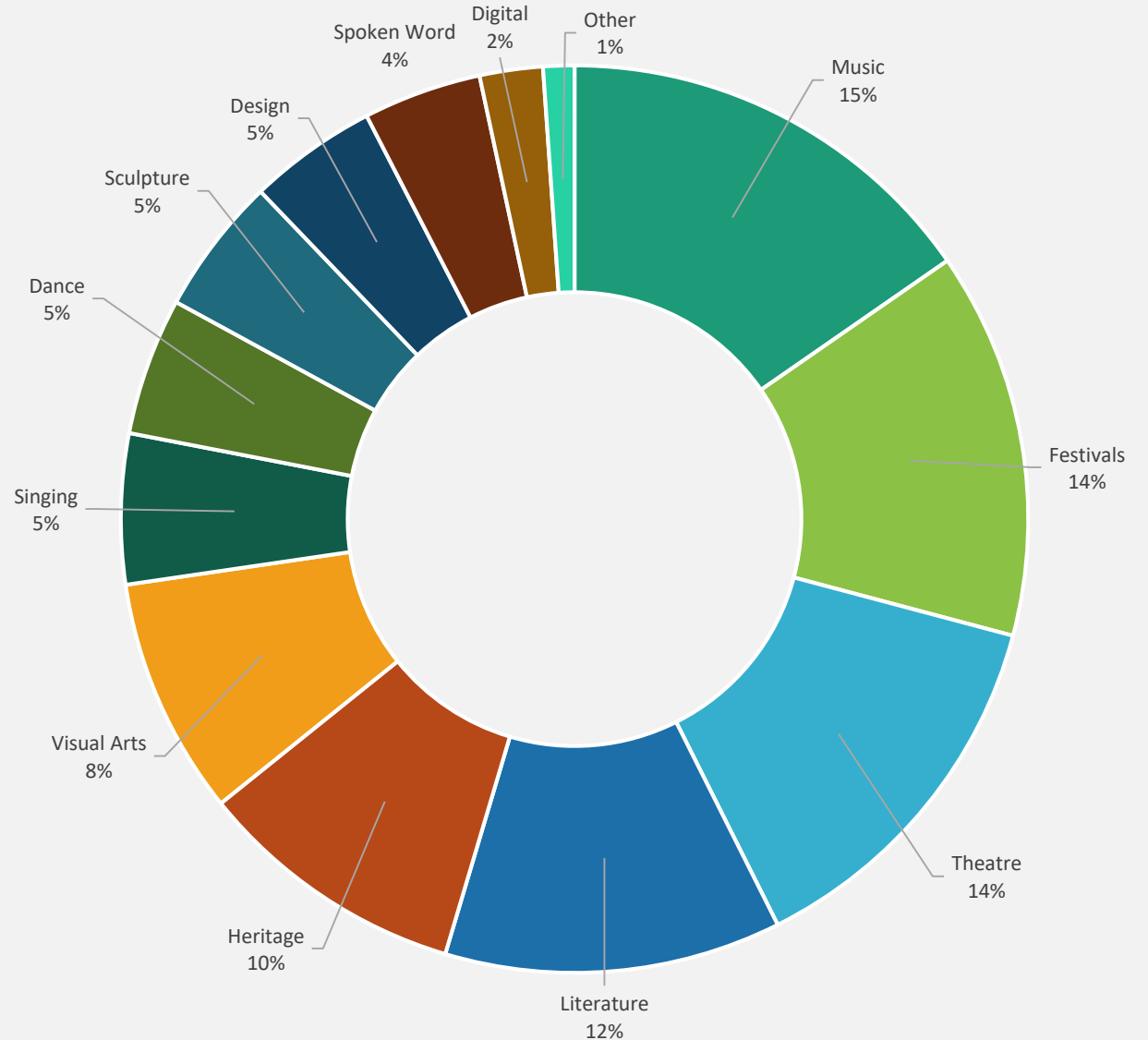
Question 1: Do you take part in cultural or creative activities?

Do you take part in cultural activities



What cultural activities do you want more of?

Response	#
Music	539
Festivals	484
Theatre	473
Literature	421
Heritage	338
Visual Arts	297
Singing	188
Dance	172
Sculpture	172
Design	161
Spoken Word	148
Digital	79
Other	39



Themes:

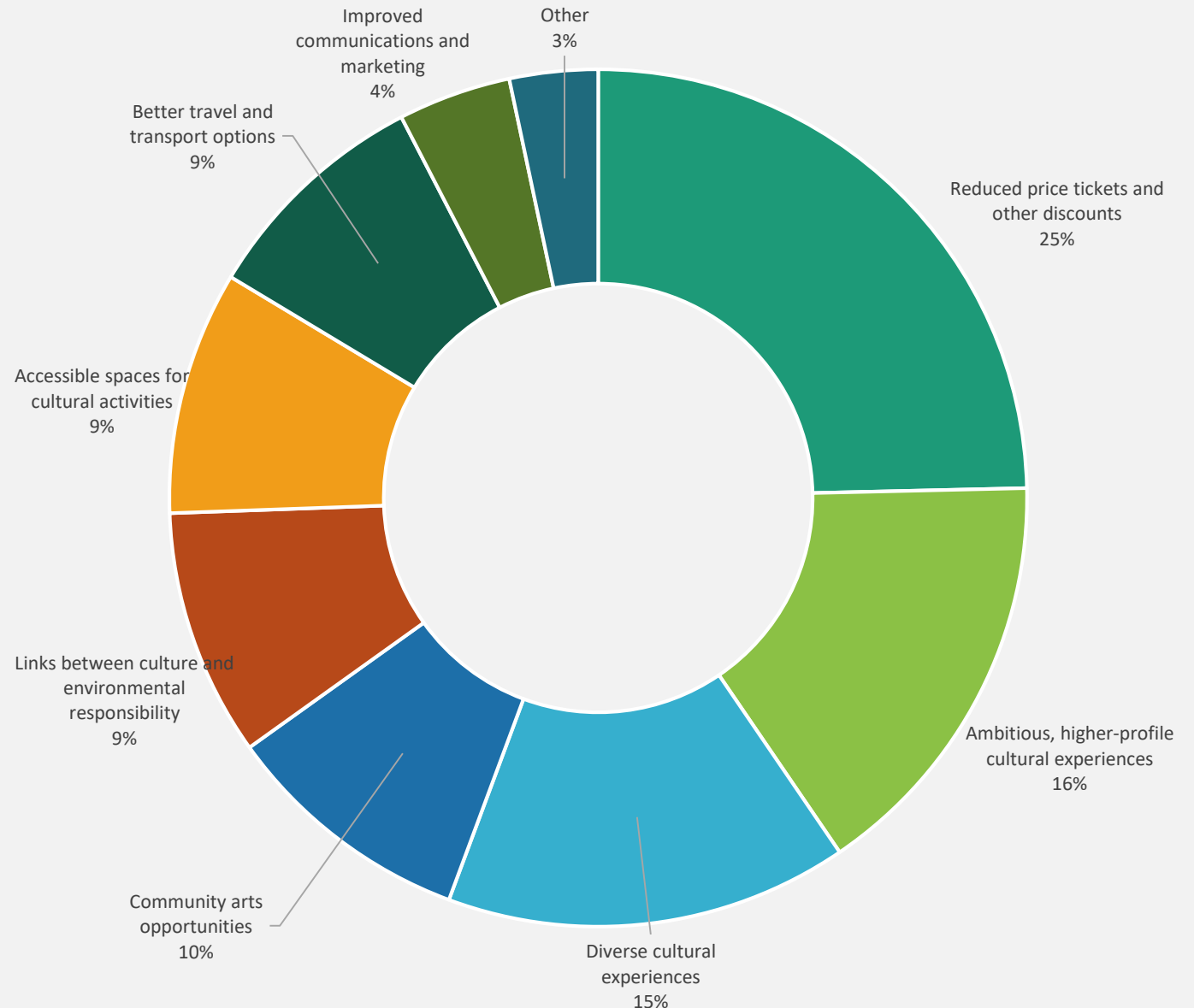
- Music / Music venues
- Festivals and diverse programming
- Theatre & performance
- Use of public space and place
- Activities & networks

How could we get you more engaged with cultural activities?

Response	#
Reduced price tickets and other discounts	185
Ambitious, higher-profile cultural experiences	119
Diverse cultural experiences	114
Community arts opportunities	71
Links between culture and environmental responsibility	70
Accessible spaces for cultural activities	69
Better travel and transport options	66
Improved communications and marketing	32
Other	25

Themes:

- Funding and ticket subsidies
- Improved Comms/Marketing
- Ambitious/diverse/higher profile cultural experiences
- Sustainable culture/Accessible spaces
- Better local infrastructure and network



Support for vision and big ideas.....

Question 6: Do you think this is a good vision?

Do you think this is a good vision

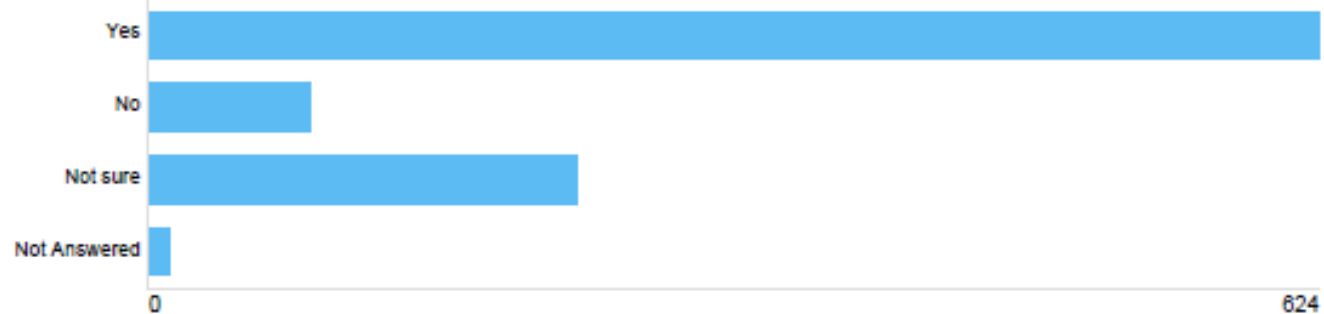
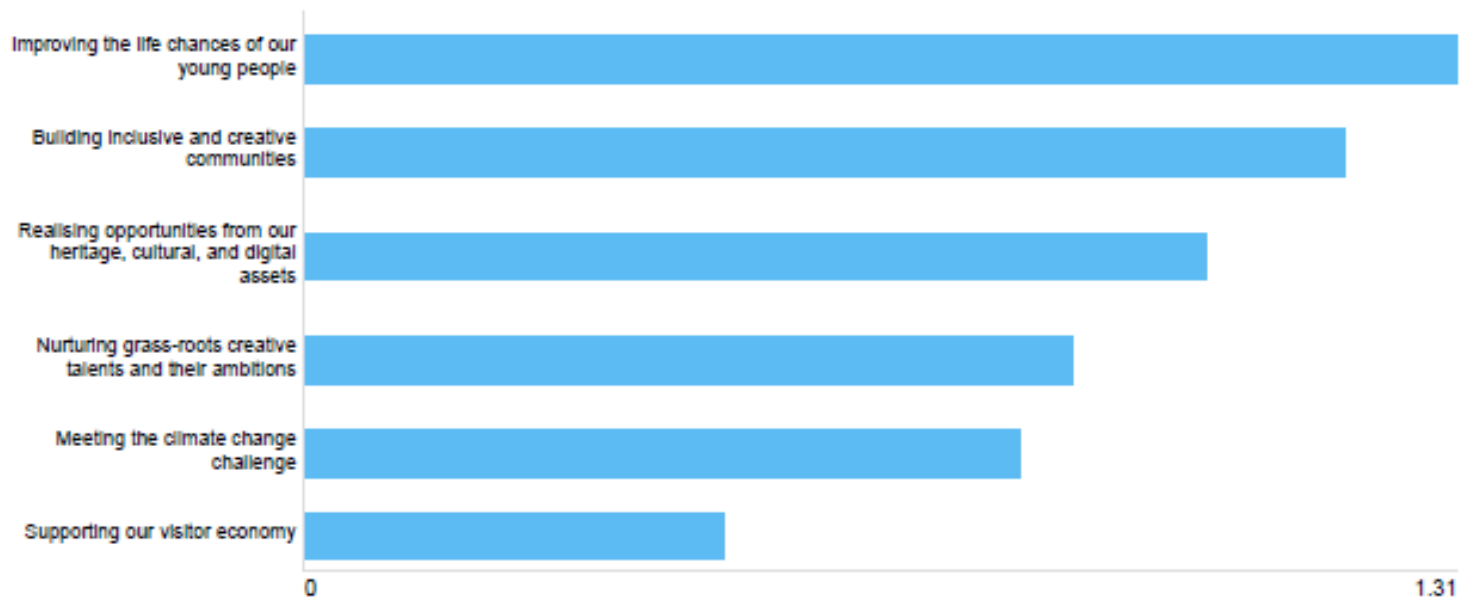


Table of "Please choose your top 3 big ideas" in rank order



What else could we be doing to support?

Response	#
More diverse culture & support	83
Subsidised/lowered costs/funding	60
Access to info	42
Space and place challenges	39
Arts centre/hub/space	37
Infrastructure improvements	26
Young people involved	25
Live music	18
Further outreach	17
Community programming focus	14
Education in arts & culture	4
Nothing	3

Themes:

- Diversified practice and opportunities
- Cross culture networking
- Funding & Subsidies
- Comms/Marketing offer
- Space & Place provision

