Date: TBC

**A cultural blueprint for Salford: Brooklyn’s cultural gurus to ‘set the SatNav’ for next phase of city’s success**

Salford Cultural and Place Partnership (SCPP) has commissioned [AEA Consulting](https://aeaconsulting.com/) (AEA) to devise a new cultural strategy for the city.

The organisation, which was responsible for a similar ‘plan of action’ for Brooklyn in New York, has been tasked with ensuring future cultural developments chime with the criteria of government and independent-investor funding models.

They will also outline how they believe the city’s existing cultural assets can bolster the city’s appeal to new business start-ups in the creative and cultural industries – thereby fuelling growth across the city-region economy.

The SCPP, which comprises Salford City Council, The Lowry, The University of Salford, Islington Mill and Arts Council England appointed AEA following an open tender process.

Their decision to commission a new cultural strategy forms part of the Partnership’s objective to: promote Salford as a national and international centre for culture; embed culture in the everyday life of Salfordians; and to preserve the city’s cultural heritage.

Salford city mayor, Paul Dennett said: “Art and creativity are the spirit and soul of any thriving city and I am excited to be working with world-leaders in the field on developing a new and radical approach to culture and the arts in Salford.

“The contribution of Quays Culture alone to the Greater Manchester economy has been valued at £94.5million in just one year. That is from almost one million people, 330 per cent above target, visiting exhibitions, events and shows at Salford Quays and MediaCityUK. This reinforces the fact that the cultural regeneration of Salford Quays is benefitting the whole of Greater Manchester, making Salford a key tourist destination for culture, arts and creativity.

“The SCPP has been established to champion, develop and invest in artistic and cultural experiences which build stronger communities and enrich people’s lives. The development of an ambitious new Cultural Strategy for Salford will ensure we are in a position to continue to develop our world-class cultural infrastructure to the benefit of all of our communities, across Greater Manchester and beyond.”

Julia Fawcett OBE, chief executive of The Lowry, said: “Culture is inextricably linked with a city’s economic success and standard of living. The Lowry is a great example of the power of culture as a cornerstone for regeneration and renewal – and AEA will help ensure we maximise each and every opportunity we can in the years ahead.”

Helen Marshall, vice-chancellor of The University of Salford, said: “This strategy will ensure that our students understand the history which placed Salford at the heart of the industrial and social movements of the 19th Century, and positions Salford as a pivotal leader in the digital revolution today. As a University we are committed to support community regeneration through new forms of cultural production, using our heritage sites as well as our UK-leading facilities on the Crescent and at Media City, to contribute through the creative industries.”

Darren Henley, chief Executive of Arts Council England, said: “As active members of the Salford Cultural Partnership we were pleased to be able appoint consultants AEA as its track record is perfectly suited to creating the kind of ambitious plans needed for this challenging brief. We look forward to supporting our partners towards the delivery of an outstanding strategy for the city of Salford.”

AEA has twenty -five years of experience in cultural planning and strategy around the world, working with governments, funding agencies and many of the world’s leading arts organisations from the British Museum to Washington’s Kennedy Center to Manchester’s Royal Exchange. They have also led thinking about how the arts and culture can invigorate communities and propel social and economic development.

Commenting on the appointment of AEA, company director Adrian Ellis said: “We are thrilled to be appointed to work with the Salford Cultural Partnership. The exercise is well-timed – Salford appears to have many opportunities on its cultural horizon and a robust strategy will help to ensure that they are grasped with both hands.”

AEA’s report is due back before the SCPP in February 2018.

ENDS

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NOTES TO EDITORS:

In February 2017, Salford City Council, The Lowry, The University of Salford and Arts Council England signed a Memorandum of Understanding (MoU) to allow the organisations to work together to achieve ambitious shared objectives for arts, culture and heritage in the city. The MoU highlighted how all kinds of cultural activities and events, from theatre and dance to animation, digital and street arts, will reflect the fast-changing landscape and make up of Salford.