

# **Northern Heartlands**

## **Mission Statement Draft**

### **Vision**

Our vision is of vibrant and creative communities proud to shape the character and identity of their places.

### **Mission**

Our mission is to take a cultural landscape perspective, using the arts to engage targeted communities and communities of interest in;

- understanding the past and how that has transformed the landscape and its people
- understanding what people value in their communities
- identifying and exploring new challenges
- influencing their own future

### **Strategy**

Working in partnership we will adopt an active, listening, reflective, learning and sharing approach.

We will act to fund existing organisations across the area to achieve objectives consistent with our mission through our Community Initiatives Fund.

We will act to work directly with communities in both the upper and lower reaches of Teesdale and Weardale.

Recognising real and perceived barriers we will aim to draw together geographically disparate communities via collaborative events, not least with Opera North.

We will reflect with our collaborators on our experiences and use university staff to help us to clarify and utilise our learning.

We will share our learning through a network of events for agencies, policy and decision makers

## **Objectives**

### **Outputs**

- Community Initiatives Fund      XX grants awarded to a value of £xx
- Community Engagement      XX communities engaged involving YYY people
- Cross community activities      XX events involving YYY people
- Network events      XX events involving YYY organisations and ZZZ people

### **Outcomes**

- Stronger community organisations
- More active, engaged and resilient communities across our Great Place area
- Greater understanding of the drivers of change and pressures on their own communities and knowledge of the pressure points.
- Greater degree of collective engagement with local policy pressures.
- Greater sense of place and connection to the wider landscape.
- Greater understanding of the potential for heritage, the cultural landscape and the arts to be drivers in economic and social development.