



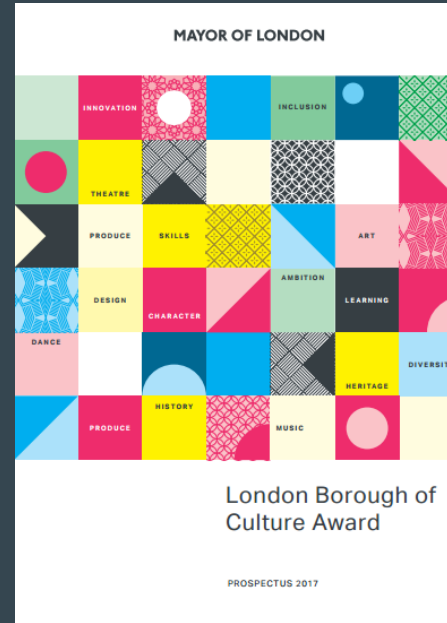
REGENERIS

Cultural Investment and Return

Stuart Merali-Younger, Associate Director

8th March 2018

Regeneris and Culture-led Regeneration



What has the cultural sector ever done for us?

Creating direct employment	Bringing enjoyment for residents	Helping attract skilled people to the area	Enhancing the area's image, helping it attract investment	Enhancing community cohesion
Attracting more visitors, boosting the visitor economy				Developing the skills and knowledge of residents
Stimulating town centre footfall, boosting retail spend	Stimulating and supporting creative sector growth	Supporting enhanced resident health	Developing the confidence of individuals	



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How can local authorities harness these benefits?

1. Culture Hubs
2. Community Based programmes
3. Arts / Cultural Festivals
4. Strategic-led Approaches



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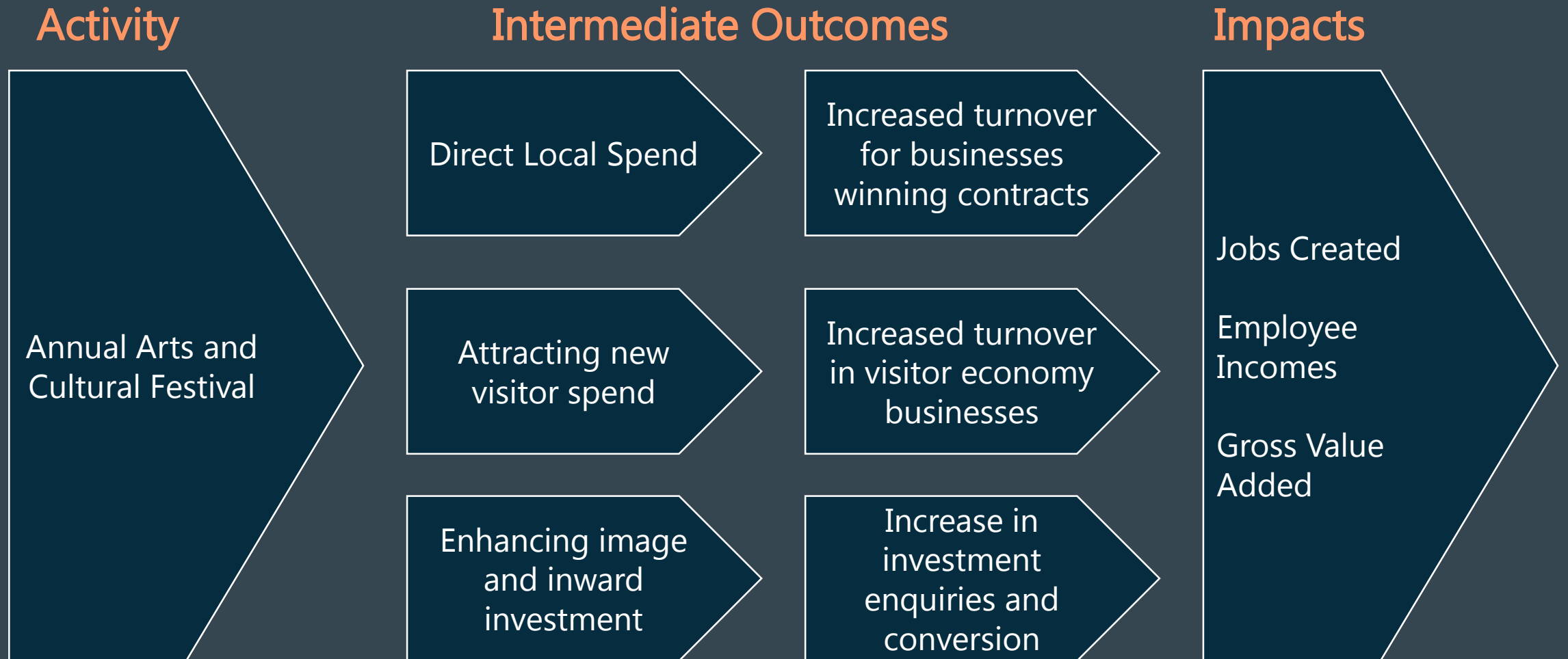
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Strategic Questions

1. What do we want to achieve through cultural led regeneration?
2. What local assets can we build upon?
3. How can we best invest to achieve this?
4. How do we measure success?



Logic Chain and Measuring Success





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