

# New Forest Creative and Cultural Framework 2026-2032

The New Forest is alive with creativity; from festivals and gigs to local makers, storytellers, and community projects. Culture is part of who we are and how we connect. This strategy is about building on that energy, joining things up, and making the Forest an even more inspiring place to live, work, and create.

## Why now

Change is on the horizon; in government, funding, and how people spend their time. If we come together as a creative community, we can have a stronger voice, support each other, and make sure the New Forest's culture is seen, celebrated, and invested in.

## Our vision

A Forest where creativity is woven into everyday life – rooted in place, open to everyone, and celebrated far and wide.

## Our four ambitions

1

### High-quality arts and culture for all

Position the New Forest as a place where everyone can experience and contribute to exceptional, high-quality creative and cultural activity – in ways that reflect the district's landscapes, communities, and distinct identity.

2

### Drive sector growth through ambitious partnerships

Grow opportunities for creative practitioners, freelancers, and young creatives. Build career pathways, connect with business and tourism, and make the Forest a thriving place to live and work as a creative.

3

### Champion culture in balance with nature

Create sustainably, celebrate our landscapes, and work with nature. Let's show how the Forest can be a national example of culture and creativity in tune with the environment.

4

### Culture for health and wellbeing

Use creativity to connect people, tackle loneliness, boost mental health, and get people moving. Culture can help us all feel healthier, happier, and more connected.

## How we will deliver

- Creative Forest will bring creative practitioners, organisations, and communities together to make this happen.
- Everyone can play their part; from local makers and musicians to community groups, venues, and volunteers.
- By working together, sharing stories, and evidencing impact, we'll show how creativity strengthens the New Forest for everyone.

