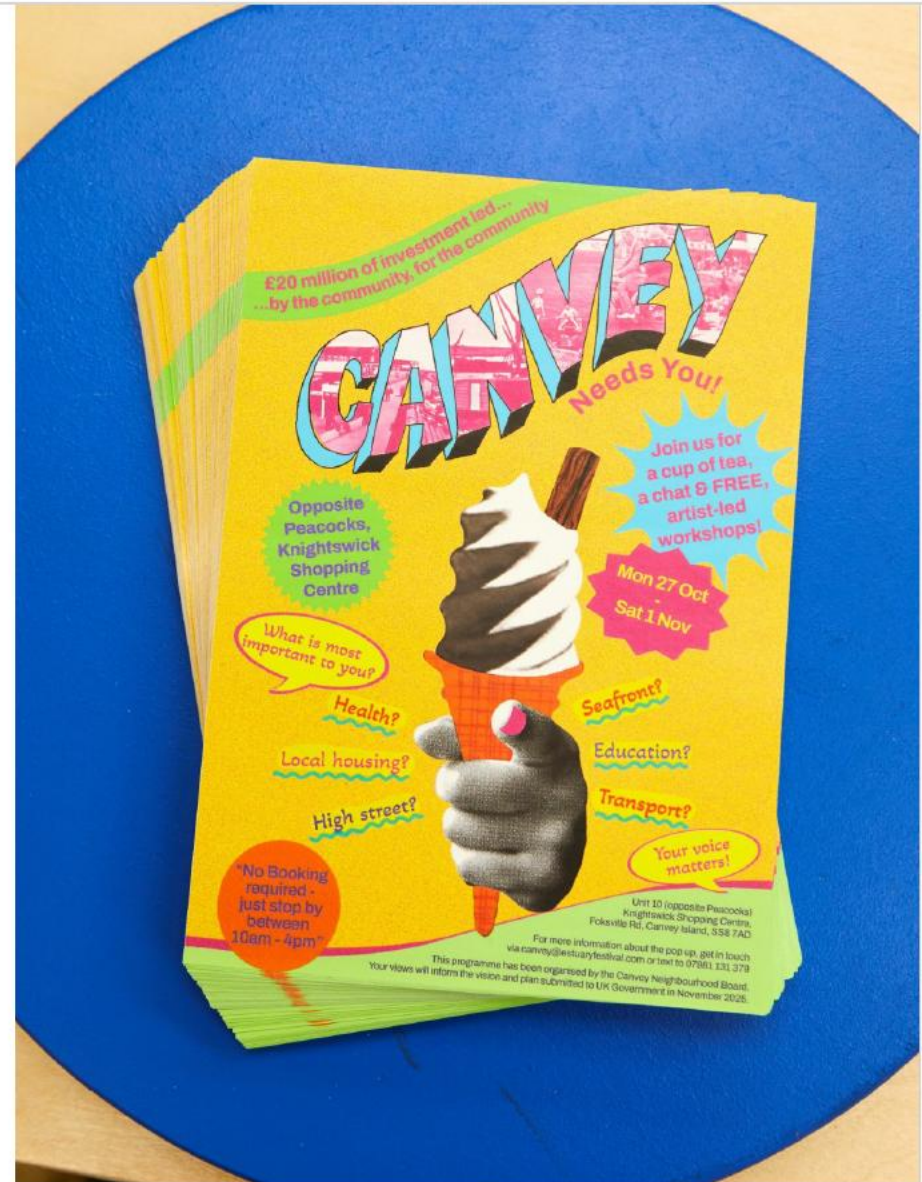




The role of culture & creative industries

Canvey Pride in Place engagement flyers. Photo: Tessa Hallmann





About Estuary Festival

- Place-based cultural organisation with significant track record of securing partnership & funding
- Work on Canvey & based in Castle Point
- Delivering funded programmes at scale
- Coordinating partners across culture, wellbeing, education and local government
- Experienced in aligning delivery with policy frameworks rather than standalone events.

*Sleeping with the Dead by YoHa commissioned for Estuary 2025.
Photo: Sam Wainwright*



Greater Essex context

1.4m adults engage with culture
(91% of adult population)

54.2m visitors adding £3.5bn to economy

6,360 creative businesses (96% SMEs)

36,000 workers

13.8% growth in music, performing & visual arts

16.5% growth in our film & TV sectors

53 major creative health initiatives

X3 job creation (3 times the national average)

*Changing Tides by Raybel commissioned for Estuary 2025.
Photo: Sam Wainwright*





Culture as a driver of place identity and pride

- Celebrate what makes Canvey distinctive and help residents feel proud of their town.
- Heritage assets and local stories are key elements of Canvey's future identity.

Estuary Festival Pride in Place engagement. Photo: Tessa Hallmann





Culture & creative industries as an economic growth sector

- Culture & creative industries are a growth opportunity for the local economy.
- Artist studios, performance spaces, exhibition venues & support for creative businesses.
- Jobs, investment & diversification of the economy beyond traditional sectors.

*Estuary Festival Pride in Place engagement pop-up workshop session.
Photo: Amy Ryall*





Culture as part of town centre regeneration

- A revitalised town centre with new cultural hub, public art, enhanced market square & event spaces.
- Cultural activity to increase footfall, support local businesses and create a more vibrant town centre.

This Is Us exhibition at Knightswick. Photo: Thea Behrman





Culture supporting tourism and the visitor economy

- Seafront and heritage improvements to make Canvey a stronger visitor destination.
- Heritage interpretation, events, cultural activities and better connections between the seafront and town centre.
- Increase visitor numbers and visitor spending through a stronger cultural offer.

SALT by Arbonauts commissioned for Estuary 2025. Photo: Nina Photography

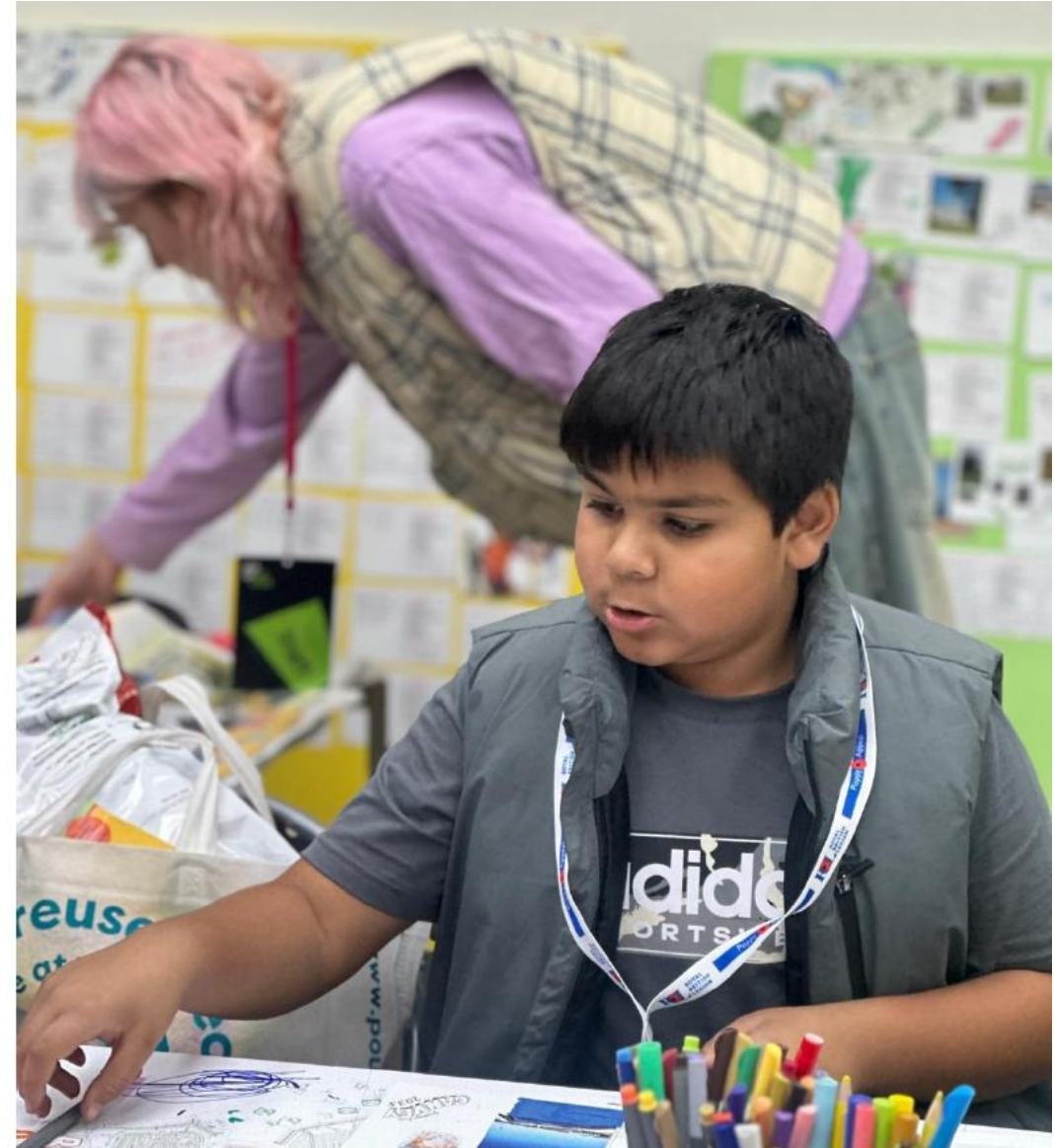




Culture to support engagement and social cohesion

- Long-term, relationship-led engagement rather than short-term interventions.
- Community co-design embedded from the outset.
- Local artists deployed as trusted facilitators, not just producers.
- Delivery responsive to local context, embedded, active and highly visible.

*Estuary Festival Pride in Place engagement pop-up workshop session.
Photo: Amy Ryall*





Culture & young people

- Linking creative activity with youth development, leadership and skills.
- Activities can include creative awards, cultural participation and opportunities for young people to contribute to regeneration projects.
- Culture to increase aspiration, confidence and community involvement

Call Me Back! Commissioned for Estuary 2025. Photo: Lillith Freeman





Creative Health & Wellbeing

- Improves wellbeing and reduces loneliness
- Supports preventative health and resilience.
- Brings communities together through creativity.
- Builds confidence, skills and belonging.
- Gives residents a voice in regeneration.
- Supports health hub and wellbeing programmes.
- Strengthens pride in place through arts and heritage.

*Together for Tomorrow workshop led by Sylak Ravenspine.
Photo: Amber Merry-Turansky*





The Vision

- A permanent creative hub, exhibition space & studios at King George V Pavilion
- Town centre and seafront cultural activation programmes
- Major annual cultural festivals
- A creative health programme
- Heritage interpretation and museum partnerships
- State-of-the art performance venue & co-working spaces at The Paddocks

Canvey Pride in Place postcards. Photo: Tessa Hallmann





How do we get there?

Development & Match Funding:

- **Outcomes:** leverage additional external funding beyond Pride in Place e.g. resource to develop larger capital & revenue bids
- **Example funding:** Arts Council England, National Heritage Lottery & external funding beyond Pride in Place

Creative Health Pilot Programme:

- **Outcomes:** reduced isolation, improved wellbeing, stronger community connections
- **Example projects:** intergenerational creative programmes, walks, craft & nature activities

Community Cultural Programme:

- **Outcomes:** increased pride in place and engagement/footfall
- **Example projects:** music, dance, youth, older people, celebrate Canvey festivals

Youth Creative Futures:

- **Outcomes:** increased aspiration, participation and skills development
- **Example projects:** creative leadership programmes, youth-led exhibitions & commissions



Next steps

1. Discussion on the points above
2. Estuary Festival to present paper for consideration at the next meeting

*HOP ABOARD! by Maraid McEwan commissioned for Estuary 2025.
Photo: Sam Wainwright*

