

# ARTS, CULTURE, AND HERITAGE

STRATEGIC PLAN  
2022-27

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UNIVERSITY OF  
LINCOLN

# Our Strategy

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**At the University of Lincoln, we believe in the power of arts, culture, and heritage to challenge and change the world. Through our rich cultural assets, vibrant programming, and meaningful collaborations with students, partners, and publics, we will develop our reputation as a creative cultural powerhouse that transforms lives, communities, and economies throughout Greater Lincolnshire and beyond.**

## Our Principles

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1

Arts, culture, and heritage are foundational to the future reputation and success of the University of Lincoln. They are important not only in and of themselves, but in enabling all parts of the University to fulfil its vision and mission.

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2

Our creative work faces both ways: inwards to the University and outwards to the city, region, and beyond, creating synergistic connections between them, for the benefit of all.

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3

We are a staff/student community of makers and thought-leaders. Our approach is entrepreneurial, responsive, and collaborative. Through arts, heritage, and culture, we seek and publicly celebrate better ways of living, being, and relating.

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4

Our cultural assets are crucial to the achievement of our ambitions. Grown in consultation with stakeholders and organised to achieve multiple strategic objectives, they are creatively led, effectively governed, and financially robust.

# Our Objectives

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We have pulled together a number of objectives as part of our arts, culture, and heritage strategy. These include:

- **A well-publicised and highly accessible calendar of events and festivals that capitalise on our cultural assets, and showcase staff, student, and other local talent.**
- **A curated, co-created, and environmentally sustainable set of permanent and temporary artworks, exhibits, installations, and performances, featuring across outdoor and indoor campus spaces.**
- **Refreshed, expanded, and mutually beneficial partnerships with external organisations that are rooted in arts, culture, and heritage.**
- **A talent pipeline, from teenagers to lifelong learners, built via our degree programmes, short courses, live projects, consultancy opportunities, placements, volunteering, and schools and community-based initiatives.**
- **Cutting-edge heritage and creative activities developed with, by, for, and about under-represented groups.**
- **New understandings of, and appreciation for local arts, culture, and heritage, that is developed through our research, teaching, consultancy, and knowledge-exchange activities.**
- **Entrepreneurial arts, creative business, and humane science and medicine graduates whose skills, experiences, and attributes are highly in demand by employers.**
- **Use of arts, culture, and heritage perspectives to enhance challenge-based interdisciplinary research, and as modes of engaging non-academic audiences with all kinds of academic knowledge and practice.**
- **Developing our people through opportunities for residencies and secondments with our cultural assets and projects.**







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