

Glossary to accompany Creative People and Places Guidance

Asset Based: In this instance we are primarily referring to asset based community development. Nurture development have a good definition of this on their [website](#), which we would encourage people to explore. Essentially it is about focusing on local assets (people, physical assets, resources and skills etc.) and building on and harnessing these assets; it challenges the traditional deficit-based approach that tries to solve urban and rural development problems by focusing on perceived needs and deficiencies of communities.

Action research: In this context we mean research carried out in the course of activity – through doing – to improve practice and approaches as part of a change process. All Creative People and Places programmes should explore the three core questions:

1. Are more people from places of least engagement experiencing and inspired by the creativity and culture and what are the most effective ways to achieve this?
2. What approaches enable us to deliver on our aspiration for excellence, both in the process of community engagement and the creative and cultural experiences on offer?
3. Are we learning anything else new that facilitates better public engagement in creativity and culture?

Consortium: A consortium means several (we recommend between 3 and 5) organisations working together in partnership to govern a programme. A consortium should be formalised using a written partnership agreement.

Creativity: ‘Creativity’ describes the process through which people apply their knowledge, skill and intuition to imagine, conceive, express or make something that wasn’t there before. While creativity is present in all areas of life, we use it specifically to refer to the process of making, producing or participating in ‘culture’. We also recognise that the traditional boundaries between and around cultural activities are disappearing as new technologies and other societal changes alter the ways in which people make and share culture.

Culture: ‘Culture’ means all those areas of activity associated with the types of artforms and organisations in which Arts Council England invests: collections, combined arts, dance, libraries, literature, museums, music, theatre and the visual arts. By describing all of this work collectively as ‘culture’, rather than separately as

'the arts', 'museums' and 'libraries', we aim to be inclusive of the full breadth of activity that we support.

Grantium: Grantium is our grant application portal. You will need to use it to make an application to this programme and if you are successful, we will use it to manage your grant. Further information is available here: [Grantium support | Arts Council England](#)