

Analysis: Where are we now and where are going?

VIBRANT ABERDEEN

has been developed through extensive research and consultation carried out to fully examine the current cultural climate of the city. This analysis took various forms including consultation with cultural organisations and the public as well as research into local and national statistical records. The aim was to discover where the city's cultural strengths and weaknesses lay and what the challenges and opportunities are for future cultural development in Aberdeen.

The results from the research and consultation were significant. Not only was the response provided by individuals and organisations both passionate and constructive but displayed remarkable consistency with the findings from statistical based information. This consistency thus allowed for the shared priorities and overall vision for the city to be clearly established. The below section provides a snapshot of this work, providing a list of the key strengths, weaknesses, opportunities and threats that were identified.



2010/2015
EXECUTIVE SUMMARY

VIBRANT ABERDEEN

A Cultural Strategy for Aberdeen

Our Vision:
Aberdeen will be a vibrant, creative and ambitious city

