

# Conversations about Culture

## Film & Conversation Toolkit

### Briefing for Facilitators

The Film and Conversation Toolkit have been co-designed with cultural partners, council teams and creative freelancers to support inclusive engagement on the emerging Kirklees Cultural Strategy.

Based on ideas developed through four co-design workshops and the [Stories in Motion exhibition](#), the film is designed to reflect everyday cultural life across Kirklees using simple and relatable language. Questions in the film have been designed to get people talking about the priorities that have been identified in our area.

The toolkit provides guidance for facilitating these conversations, ensuring that contributions highlight what culture means in people's everyday lives and feed meaningfully into shaping the next phase of the Cultural Strategy.

QR code to film here:



There are two suggested ways of using the film:

- 1) A short 5-minute informal conversation suitable for events, chance encounters, open days, or visits, offering more open feedback on culture in Kirklees.
- 2) A longer 45-minute conversation structured around the proposed 5 priority areas of the strategy, suitable for community or voluntary groups, networks, or residents.

This activity forms part of the Listening & Shaping process of development for the strategy. Insight collected from these activities can be fed back to the Kirklees Cultural Strategy steering group, via the university team. This will refine the shape of the draft Cultural Strategy before formal consultation later in the year.

#### Next steps:

From March- June 2026 Culture Labs will be popping up across Kirklees. The purpose of these Labs is to think with communities about their cultural futures by co-creating local cultural action plans. Get in touch with Claire Booth-Kurpnieks or Claire Tymon at [culturesof@hud.ac.uk](mailto:culturesof@hud.ac.uk) to find out more.

## ACTIVITY GUIDE: Short Conversation (5-10 minutes)

A quick, informal conversation for events, chance encounters, open days, or visits. Aim to collect one strong insight, not a full discussion.

If you are planning to audio or video record responses you will need:

- A phone or audio/video recorder
- Audio/video permission forms and Information sheet, link here: [Audio/Video Permission Form- Conversations about Culture – Fill in form](#) or Appendix 3

If you are planning to write down or summarise responses you will need:

- A pen
- Post-it note/paper
- Short Conversation response template, link here: [Conversations about Culture- Short Conversation Feedback Template – Fill in form](#) or print template in Appendix 1.

### Step 1: Explain Purpose and watch film

Use or adapt this script:

*We are gathering ideas to help shape the Cultural Strategy for Kirklees. This isn't the formal consultation, this is just you telling us what matters in [place- add specific place if relevant e.g Holmfirth, Batley, Slaithwaite].*

*We have made a short film- made up of clips from all across Kirklees. We would like you to watch it, think about it and answer a few questions. Any thoughts you give will be fed back to a team of researchers at the University of Huddersfield and the Culture team at Kirklees Council to shape the Cultural Strategy of Kirklees.*

Confirm that participants understand that their responses are being recorded. If audio or video recording then make sure that you have read out or provided the information sheet and audio/video permission form in Appendix 3 and have got consent from members of the group.

Show the film: <https://youtu.be/qdkHTVTNNok>



## Step 2: Ask Questions

- *How did the film make you feel about culture in Kirklees?*
- *What is one thing that you value about culture in Kirklees?*
- *What is one thing that you want to see improved or developed further?*
- *Which area of Kirklees do you live in?*

Let them speak. Encourage them with simple follow-ups:

- *"Tell me a bit more about that?"*
- *"Why is that important to you?"*
- *"When does that work well / not well?"*

## Step 3: Capture

Audio or video record responses (with permission- see appendix 3) OR write down responses using a one-line capture method:

- One thing they value
- One thing they want to see improved
- Their place/town name
- Optional: A direct quote
- Optional: Name and contact information (if they would like to be added to the mailing list for updates/more information)

## Step 4: Wrap Up

Say thank you, and reiterate that:

- this will help us to shape the next version of the strategy,
- later this year there will be a formal consultation about the content of the strategy
- that this is just the shaping phase.

If they are interested in finding out more, direct them to visit the Stories in Motion exhibition at the University of Huddersfield, visit the Cultures of Film webpages or sign up to the [mailing list](#) (you can do this for them by entering their details).

## Step 5: Feedback your insights

Option 1: Transfer the responses to this Microsoft form: [Conversations about Culture- Short Conversation Feedback Template – Fill in form](#)

Option 2: Take a picture of the feedback template and email to [culturesof@hud.ac.uk](mailto:culturesof@hud.ac.uk) with your name/ your groups name and Conversations in Culture feedback as the subject line.

Option 3: Send video/audio recordings to [culturesof@hud.ac.uk](mailto:culturesof@hud.ac.uk) via wetransfer, or request for a private folder to be created for uploads.

## ACTIVITY GUIDE: Longer Community Conversation (approx 45 mins)

A structured, small-group format for voluntary groups, networks, young people, or residents. For a larger group you may want to divide up into smaller groups of up to 8 people and nominate one scribe from each group.

If you are planning to audio or video record responses you will need:

- A phone or audio/video recorder
- Information sheet and Audio/video permission forms: [Audio/Video Permission Form- Conversations about Culture – Fill in form](#) or Appendix 3

If you are planning to write down responses you will need:

- Marker pens
- Post-it notes and flip-chart paper/ a wall
- Longer conversation feedback template: [Conversations about Culture- Longer Conversation Feedback template – Fill in form](#)

### Step 1: Explain Purpose and framing

Use or adapt this script:

*We are gathering ideas to help shape the Cultural Strategy for Kirklees. This isn't the formal consultation, this is just you telling us what matters in [place- add specific place if relevant e.g Holmfirth, Batley, Slaithwaite].*

*We have made a short film- made up of clips from all across Kirklees. We would like you to watch it, think about it and answer a few questions.*

*Any thoughts you give will be fed back to a team of researchers at the University of Huddersfield and the Culture team at Kirklees Council to shape the Cultural Strategy of Kirklees. These will be kept anonymous.*

Set expectations:

- We're collecting insights
- All views welcome
- Place identity matters (towns/villages, not only 'Kirklees')
- This is about the development of the Cultural Strategy, while Culture may cover a broad range of different experiences and activities, feedback will focus on the key priorities areas, and if anything is missing in these from your conversations.

## Step 2: Warm-up and watch film (5 mins)

Confirm that participants understand that their responses are being recorded. If audio or video recording then make sure that you have read out or provided the information sheet and audio/video permission form in Appendix 3 and have got consent from members of the group.

Show the film: <https://youtu.be/qdkHTVTNNok>

Ask the group to think individually about:

- How did the film make you feel about culture in Kirklees?
- What is one thing you enjoy or feel proud of in your local area?



Capture an initial thought on a post-it note.

## Step 3: Main discussion linked to the 5 priorities areas (30 mins)

You will guide participants through five accessible questions, one per priority area of the strategy: creative expressions, sector skills & talent, creative health, room for culture and visibility. The questions are linked to the questions in the film but some are re-worded slightly to be more suited to a discussion activity.

Keep language simple and non-technical.

For each question give participants a minute or two to think independently, discuss in pairs or small groups then feedback to the larger group. Record responses on post-it notes as people are talking. You may want to substitute [your place] for the name of the place.

**Question: “How does creativity and culture bring people together in [your place]?”**

Follow-ups:

- Who gets to take part?
- Who might be missing?

**Question: “Where do you go to learn in [your place]?”**

Follow-ups:

- What skills or creative opportunities are available locally?
- What already works well?
- Who misses out?

**Question: “What brings you joy in [your place]?”**

Follow-ups:

- How does creativity make people feel happier and healthier in [your place]?
- What already works well?
- Who misses out?

**Question: “Where does creativity happen in [your place]?”**

Follow-ups:

- Which spaces feel welcoming?
- Are there hidden or unusual spaces that are important?

**Question: What is special about [place]?**

Follow-ups:

- What do you wish others understood about your place?
- What heritage or identity should be more visible?

## Step 4: Close & Next Steps (5 mins)

Summarise back what you heard:

*"I heard you say that the most important things in this community are..."*

Reiterate that this will help to shape the next version of the strategy, that later this year there will be a formal consultation about the content of the strategy and that this is just the shaping phase. This will minimize confusion and consultation fatigue.

Reinforce the journey:

- Now: Listening & shaping
- Spring/Summer: Strategy refined, action plans developed
- Later: Formal consultation

What's next?

If they are interested in finding out more then direct them to visit the Stories in Motion exhibition at the University of Huddersfield, visit the Cultures of Film webpages or sign up to the [mailing list](#).

If you and your group would like to contribute to the development of future action plans for Culture in your area then contact [culturesof@hud.ac.uk](mailto:culturesof@hud.ac.uk) for further information on Culture Labs and an activity pack.

## Step 5: Feedback your insights

Option 1: Summarise and transfer the responses to this Microsoft form:

[Conversations about Culture- Longer Conversation Feedback template – Fill in form](#)

Option 2: Take a picture of post-it notes/ flipchart paper and email to [culturesof@hud.ac.uk](mailto:culturesof@hud.ac.uk), or request a private folder to upload to.

Option 3: Fill in and take a picture of the feedback template and email to [culturesof@hud.ac.uk](mailto:culturesof@hud.ac.uk) with your name/ your groups name and Conversations in Culture feedback as the subject line.



Supported by:



Arts and Humanities Research Council



## Appendix 1: Short Conversation Capture Template

Fill in online here: <https://forms.office.com/e/SWWUrbUj5K>

Facilitator Name: \_\_\_\_\_

Facilitator Contact Information: \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

Context (event, venue): \_\_\_\_\_

I confirm that I provided and or/summarised the information sheet (appendix 3), gave an opportunity to ask questions and got permission from members of the group to record and share their responses.

What is one thing they value about their place: \_\_\_\_\_

\_\_\_\_\_

What is one thing they want to see improved: \_\_\_\_\_

\_\_\_\_\_

Quote (optional): \_\_\_\_\_

\_\_\_\_\_

## Appendix 2: Longer Conversation Capture Template

Fill in online here: <https://forms.office.com/e/SWWUrbUj5K>

Facilitator Name: \_\_\_\_\_

Facilitator Contact Information: \_\_\_\_\_

Place: \_\_\_\_\_

Session Date: \_\_\_\_\_

Context/Group type (youth, arts org, residents, etc: \_\_\_\_\_

I confirm that I provided and or/summarised the information sheet (appendix 3), gave an opportunity to ask questions and got permission from members of the group to record and share their responses.

HEADLINES FROM INITIAL THOUGHTS (3–5 themes):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

KEY INSIGHTS (from 5 questions), include direct quotes if relevant:

**Question: Where does creativity bring people together?**

**Question: Where do you go to learn?**

**Question: What is special about [place]?**

**Question: How does creativity make people feel happier and healthier in [your place]?**

**Question: Where does creativity happen in [your place]?**

**Any other reflections**

## **Appendix 3: Information Sheet- Conversations about Culture**

You are being invited to take part in research on place-based cultural development in Kirklees, funded by the Arts and Humanities Research Council. Dr Rowan Bailey at the University of Huddersfield is leading this research. Before you decide to take part it is important you understand why the research is being conducted and what it will involve. Please take time to read the following information carefully.

### **What is the purpose of the study?**

Cultures of Film is a community-led programme that uses filmmaking techniques to explore and generate stories of change. Conversations about Culture is a film and toolkit to facilitate conversations and gather insights about culture in Kirklees to help shape the development of Kirklees Cultural Strategy.

### **Why have I been chosen to take part?**

You are invited to participate in this study because you are in a place where a Conversations about Culture event is taking place or are part of a group that has been invited to take part.

### **What are the benefits of taking part?**

By sharing your insights and feedback with us, you will be helping Dr Rowan Bailey and the University of Huddersfield to better understand place-based cultural development in and for Kirklees and shape the development of Kirklees Cultural Strategy.

Are there any disadvantages or risks associated with taking part?

This study has been reviewed and approved through The University of Huddersfield's formal research ethics procedure.

### **Do I have to take part?**

No – it is entirely up to you. If you do decide to take part, please keep this Information Sheet and complete the Informed Consent Form to show that you understand your rights in relation to the research, and that you are happy to participate.

### **What will happen if I decide to take part?**

You will be invited to take part in either a short 5 minute conversation or a longer 45 minute conversation with a conversation facilitator. Your feedback will be recorded by the facilitator and then shared with the research team.

### **What is the legal basis for processing personal data for this study?**

The legal basis for processing your personal data in this research is GDPR Article 6(1)(e), as it is necessary for the performance of a task carried out in the public interest, and that task is research into community-led cultural participation, lifelong learning on the high street, creative health, and inclusivity in heritage settings. Where special category data is processed, such as information revealing racial or ethnic origin, health data, or philosophical beliefs shared as part of feedback, the additional legal basis for processing is GDPR Article 9(2)(j), as the processing is necessary for scientific and historical research purposes. All data will be handled with strict confidentiality in line with ethical good practice and data protection requirements.

## **Data Protection and Confidentiality**

Your data will be processed in accordance with the Data Protection Act 2018 and the General Data Protection Regulation 2016 (GDPR). All information collected about you will be kept strictly confidential. Your data will only be viewed by the conversation facilitator and research team. The data in the form of your written, audio or video responses will be shared with the project team (Cultures of Film research team) and summarised for project partners which include Kirklees Council Culture team and the Kirklees Cultural Strategy Steering Group. All electronic data will be stored on the University of Huddersfield data storage system (OneDrive/Sharepoint) and will be access protected. All paper records will be stored in a locked filing cabinet in the lead researcher's office. Your consent information will be kept separately from your responses in order to minimise risk in the event of a data breach. The lead researcher will take responsibility for data destruction and all collected data will be destroyed on or before 01/09/2035.

## **Data Protection Rights**

The University of Huddersfield is a Data Controller for the information you provide. You have the right to access information held about you. Your right of access can be exercised in accordance with the Data Protection legislation. You also have other rights including rights of correction, erasure, objection, and data portability. For more details, including the right to lodge a complaint with the Information Commissioner's Office, please visit [www.ico.org.uk](http://www.ico.org.uk). Questions, comments and requests about your personal data can also be sent to the University's Data Protection Officer at [data.protection@hud.ac.uk](mailto:data.protection@hud.ac.uk). Please provide information about the research project and specify the name of the researcher when contacting the Data Protection Officer.

## **What will happen with the results of this study?**

The results of this study may be summarised in published articles, reports and presentations. Quotes or key findings will always be made anonymous in any formal outputs unless we have your prior and explicit written permission to attribute them to you by name. Video responses may be used in public facing outputs with your explicit written permission (via the audio/video consent form)

## **Making a Complaint**

If you are unhappy with any aspect of this research, please first contact the lead researcher, Dr Rowan Bailey, [r.bailey@hud.ac.uk](mailto:r.bailey@hud.ac.uk).

If you still have concerns and wish to make a formal complaint, please write to Professor Parik Goswami, Director of RIKE.

Professor Parik Goswami  
Director of RIKE

The University of Huddersfield, Huddersfield, HD1 3DH  
Email: [p.goswami@hud.ac.uk](mailto:p.goswami@hud.ac.uk)

In your letter please provide information about the research project, specify the name of the researcher and detail the nature of your complaint.

# Audio/Video Permission Form



Conversation facilitator: \_\_\_\_\_

**Research team:** Dr Rowan Bailey, Dr Claire Booth-Kurpnieks,  
Dr Laura Mateescu, Dr Claire Tymon, Claire Bend

I confirm that the purpose of the ‘Conversation about Culture’ has been verbally explained to me by the conversation facilitator or I have been given the information sheet, and that I have had the opportunity to ask questions.

I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.

I understand that my responses will be anonymised, but I may be identifiable by the content of my responses.

I give permission for my contributions/responses to be audio recorded, photographed, and/or video recorded by the conversation facilitator as part of gathering the research data for this project.

I give permission for my written, audio recorded, photographed and/ or video recorded responses to be shared with the research team listed above.

I give permission for summaries of my anonymised responses to be shared with project partners (Kirklees Council and Kirklees Cultural Strategy Steering Group) and used in report findings, policy briefings, publications and to shape local area action plans.

I give permission for extracts from my contributions/responses in the project to be used in future activities or publications related to this project.

I agree to take part in the above study

Name of Participant: \_\_\_\_\_

Contact information (optional): \_\_\_\_\_

Signature of Participant: \_\_\_\_\_ Date: \_\_\_\_\_