

For immediate release

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Its time for Imaginative Action

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Seed Sedgemoor adds its voice to the growing body of councils, businesses and community groups around the world declaring a climate and biodiversity emergency. Seed delivers the local Community People and Places programme which aims to sow and grow more cultural activities within Sedgemoor. The increasingly extreme weather and failing natural environment present serious practical challenges to the delivery of cultural events and activities, but it is also the health of communities that concern the Seed team.

CEO Scott O'Hara says *"the Seed consortium has identified environmental change as our number one risk factor. Because of its coastline and the low lying Somerset Levels Sedgemoor is particularly vulnerable to floods, drought, storms and rising sea levels. Impacts from this would have a devastating effect on the community and on what our project is trying to achieve, and there is only so much we as a small community arts organisation alone can do about mitigating or preventing it"*.

Seed may be small but it is joining a rising tide of organisations adding its voice to the national campaign Culture Declares and Seed is pledging its commitment to take action during Bridgwater's Green Week as Bridgwater Council is one of Somerset Councils who have also declared a climate and biodiversity emergency.

There are many ways that the cultural sector can help improve the situation, imagination is the key and every action small or large matters – from organising travel options to events that reduce fossil fuels, to using recyclable and non-toxic artist materials, reducing paper and plastic waste when organising events, to sourcing from local businesses who share these values. Seed will be recognising and celebrating the natural world around us and telling honest truths about the changes that are happening, their causes and practical and imaginative ways to reduce further harm. We'll be looking out for examples of good practice and creative ideas in Sedgemoor that we can share.

Cultural activities that bring people together have a strong role in building the resilience necessary to cope with the changes that are happening. Projects that Seed has commissioned have already brought people together through theatre, music events, art clubs, community bookmaking and public art. From

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supporting the Axbridge Pageant, to creating Cheddar's Window Wonderland, community theatre and public art on the Sea Wall in Burnham, to Sounds of the Streets festival in Sedgemoor organised by and for local residents. Phil Shepherd Seed's Climate Lead says – *"Strong and imaginative communities are going to be more resilient to climate change and better able to find local solutions"*. Seed will continue to support local communities to create projects which bring people together and foster the creativity needed to respond to the climate changes that are now unavoidable, to help take action to reduce further harm and to create a future that better supports life.

For more information about Seed

visit www.seedsedgemoor.com/climate-emergency/

For information about Culture Declares

visit www.culturedeclares.org/ #culturetakeaction



IMAGES

Full size Images to accompany this release can be downloaded via:

<https://drive.google.com/drive/folders/1SaYVPpd0eBVAfnCUZdBgcJD4uoLhnhoz?usp=sharing>

Seed Sedgemoor

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Seed is a Consortium of local organisations comprising:

- Homes in Sedgemoor,
- Community Council for Somerset,
- Bridgwater Senior Citizens Forum,

Somerset Film; and
Bridgwater Town Council.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

Seed is part of Arts Council England's **Creative People and Places** programme (**CPP**). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. There are 33 projects, each located in a place where people are least likely to engage with arts and culture. We've committed £108 million to the programme so far, covering 33 Projects, 33 Places, 30 consortia and 45 local authorities. Since 2013, there have been 4.5 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

www.creativepeopleplaces.org.uk

www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects

If you would like further information about Seed, this announcement or to arrange an interview please contact Liz Fox via liz@seedsedgemoor.com or on ph. 07586 348372

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