Arts, Culture and Creativity in Pendle
2020 - 2030
Kirsty Rose Parker, The Evaluator
We asked: Imagine Pendle in ten years; if we have managed to transform creativity and culture in Pendle, what does it look like now?

"It isn’t separate from daily life but woven through it. It isn’t definable but draws from the souls of the community by being planted in the community. People will feel like they are culture, they are creative because they haven’t just looked on but have ‘become’."
We asked people how much they agreed with the phrase; 'Pendle - Small Place, Big Ideas?'

The average response was 49

People from lower socio-economic backgrounds had an average of 47

People from higher socio-economic backgrounds had an average of 54
478 people have been consulted while writing this strategy
This is Art

This is not Art
We asked people 'do you think there is enough art, culture and creativity happening in Pendle?'

The average response was 41.

We asked people how much they agreed with the statement; 'creativity and culture can bring me joy?'

The average response was 82.
The Muni Centre
The ACE Centre
In-Situ
Pendle Hippodrome
Pendle Heritage Centre
Idle women - medicine garden
Sculpture Trail
Cultural or creative activity at a Village Hall
Cultural or creative activity at a library
Great British Rhythm and Blues Festival

Heard of
Been
Don't know it
**Strengths**

- Pendle Spirit - do-ers, resilient, idealists
- In-Situ as NPO
- Lot of activity happening
- Vibrant voluntary arts sector
- Demand is there - audiences and participants
- History of activism
- Internationally known for Pendle Witches

**Weaknesses**

- Seen as only In-Situ
- Low income, Low time
- Lack of one person/organisation to pull it all together
- Geographical challenges
- Much of the current infrastructure and activity is hidden
- Aspirations are low
- Pendle Witches is ‘disneyfied’
- Almost no networking happening currently

**Threats**

- Technology bringing us all closer
- Aging population with time on their hands (and money for this generation of boomers retiring)
- Real appetite for more
- Arts Council wants to fund more in Pendle
- Aspirations are low - but they can improve
- Flat White Economy could have real potential here

**Opportunities**

- Aging population at risk of social isolation
- Loneliness across all ages
- Huge issues around health and poverty
- Community Cohesion is seen as poor
- Brexit threatening whole economy
- Not enough collaboration currently - competition
- Overshadowed by other parts of Lancashire
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Our Strategic Priorities

**Wellbeing**
- Arts to help Pendle feel well
- Reduce isolation
- Create self-care opportunities
- Better connected

**Children & Young People**
- Celebrate culture and creativity
- Build lifelong interest
- More joy
- Raise ambitions

**Creative Economy**
- One voice
- Partnership working
- More opportunities
- Better connected
- More creative projects

**Older People**
- Celebrate culture and creativity
- Build lifelong interest
- More joy
- Better connected

**Cohesion**
- People mix more across all ages, ethnicities and place
- Partnership working
- Better connected
- More creative projects

**Place**
- Underpinning everything is the need to connect the places of Pendle more
People are not networking enough

The creative economy is worth £19.8 million a year

The Flat White Economy is a growth area nationally

Pendle Borough Council want to focus on the economy

The Arts Council want to fund projects in Pendle and employment and economy is a priority

Individual Artists & Graphic Designers

UCLAN who want to start a creative leadership programme

?? Creative Lancashire as they develop a new toolkit for freelancers

Who should collaborate on this?

We need to include young people so they can see that careers in these areas are not only possible but desirable

How can we measure it?

The numbers attending grow

People win work and get paid

Jobs are created

The 'flat white' group make other ideas happen in Pendle

Create a network of artists, designers, computer and technical - these are the growth jobs of the future. A place to work, talk and share ideas.

Strategic Fit

Most impact on economy; although the projects they carry out and the people who take part will impact on everything else

Creative Economy

Cohesion

Older people

Wellbeing

Place

Likely Funders

Arts Council

England

Pendle Borough Council

What does success look like?

An established network, one voice, advocates and a place for ideas to become reality
Thank you