

Arts, Culture and Creativity in Pendle 2020 - 2030

FROM A FIST FULL OF MIST ...

KIRSTY ROSE PARKER, THE EVALUATOR



in-situ



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At the moment; Pendle in 2020 is a fist full of mist.

It has a history of activism and there is a thriving cultural offer, but it is not clear – it is shrouded in mist, just like Pendle Hill often is.

We can create more for Pendle. We can create more for People.

We need more connections, We need more people to talk to each other, We need more people to attend events, We need more on offer for everyone, We need more cohesion, We need more arts and health projects, We need more socialising, We need more activity for young people, We need more for older people, We need arts, creativity and culture to transform our economy, We need more events in more places, We need more investment, We need arts, culture and creativity to be more of a priority!

By 2030 we want Pendle to be a vibrant cultural destination, where arts, culture and creativity are part of everyday life and that everyday life is better than it is now.

Introduction and Partners

The Core Partners involved in writing this strategy: Kirsty Rose Parker - The Evaluator (Author), Paul Hartley - In-Situ, Kathy Titterton - Pendle Leisure Trust, Rauf Bashir - Building Bridges, Gill Dickson - Pendle Borough Council, Laurie Peake - Super Slow Way.

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'."

Throughout the writing of this strategy one key word has been mentioned; CONNECTION. The importance of a partnership approach and the need to connect has formed the methodology of this strategy.

There is a clear Pendle Spirit, an approach to 'doing' which is clear in conversation with people and organisations within Pendle itself. Pendle is a place where

people just get on and do stuff; it is full of idealists. Recent examples include Greenfield Arts



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Working together in partnership and combining our research, strengths, resources and experiences."

Centre and Barnoldswick Arts and Crafts Centre, which have been set up by committed individuals. There is a thriving voluntary arts scene, which is quite hidden.

Overall though, Pendle does not have enough activity, it does not have enough investment and it does not have enough people employed to change this. This is the clear gap and it cannot be achieved without partnership.

John Knell from Culture Counts explains the importance of partnerships, "we can't build the taste and desire for cultural expression and participation in all areas of the country unless we are in much deeper partnerships with local authorities, libraries, health providers, and a long list of other key stakeholders" and in his review of the history of partnership in the arts and cultural sector, Dr James Doeser observed that "while there [is] complexity and scarce resources there will be the need for partnership." Complexity and scarce resources are certainly in evidence in Pendle.

There were mixed opinions on Pendle in the conversations which happened during this strategy, some mentioned Pendle as a cold spot; Sara Domville from Curious Minds explained "there is also a lack of solid infrastructure

We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Bringing people and organisations together to emphasize its importance to the community and to influence decision making and leverage funding."

described Pendle as a hot spot.

around creative art in Pendle so it can be hard to create a bridge as there isn't clarity about what needs bridging. In-situ and Super Slow Way have had a positive impact on this and it has started to grow." Others described Pendle as having its own identity. Andrew Erskine, from Tom Fleming Consultants, who are the authors of the Lancashire Economic Partnership (LEP) Cultural Investment Strategy

What is undeniably clear is that Pendle needs to connect more. In this strategy we have begun the work of connecting. We have reached as many people as possible, we have held conversations, conducted direct research and consulted widely. We believe this strategy to be well informed, fit for purpose and a chance to change arts, culture and creativity in Pendle over the next ten years.

Throughout this strategy we have quoted people, in graphics and in red text. This truly is a strategy informed by the people of Pendle.

We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

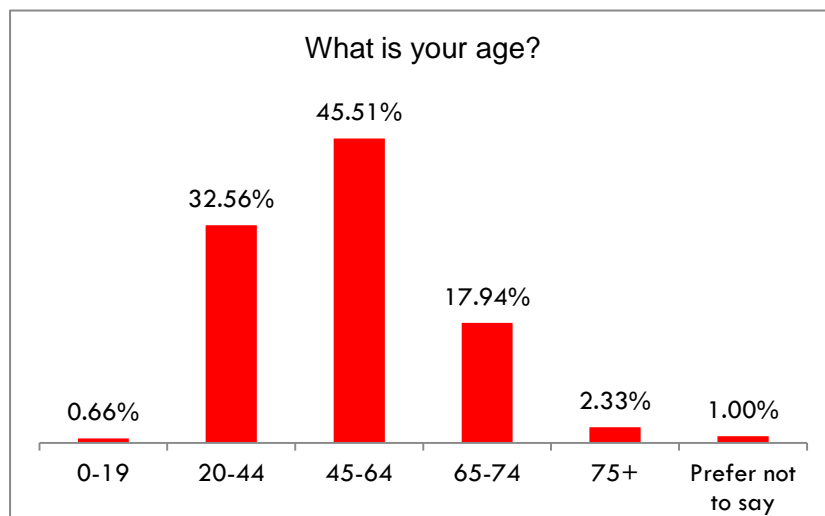
"I think we just need more of all of the arts, culture and creative activities."

Who did we speak to? Complete List of People Consulted

- Kathy Titterton, Pendle Leisure Trust
- Gill Dickson, Pendle Borough Council
- Paul Hartley, In-Situ
- Rauf Bashir, Building Bridges
- Alison Goode, Pendle Leisure Trust
- Christine Blythe, Burnley Pendle and Rossendale CVS
- Laurie Peake, Super Slow Way
- Alison Rushton, Nelson and Colne College
- Cath Coughlan, CCG
- David Gaffney, Arts Council
- Cathy Hopley, Pendle Hill Landscape Partnership
- Simon Cronshaw, Remix Summits
- Dean Langton, Pendle Borough Council
- Rachel Anderson, Idle Women
- Conversation with Imams and Faith leaders – Imam Hafiz Mehmood from Ghausia Masjid in Nelson, Christine and Marna from St Luke's in Brierfield, and Mandy from St Bartholomew's in Colne,
- Pendle families over the summer – 60 people
- Conversation with artists; Keith Parkinson from Atelier Arts, Becky Atherton from Artful, Jamie Baxter-Rhodes – freelance artist, Paul Hartley from In-Situ
- Attendance at APPL meeting with 6 people present
- Michelle Pilling, NHS
- Health Talkaoke Session
 - Attendance; Lisa Ross and Tracey Noon – CVS, Shahid Shahil from Age UK and Tracey O'Sullivan, Rachel Barnes, Kim Atkinson and Lisa Robinson from the NHS
 - Special thanks to our Talkaoke Host –
- Kathryn Pilling – NHS
 - In attendance Kirsty Rose Parker
- Venues Talkaoke Session
 - Attendance; Marilyn and Martin – The Garrick Theatre Group, Wendy Harvey – Pendle Schools Festival, Kathy Titterton, Sue Madigan, Lauren from Pendle Leisure Trust (PLT)
 - Special thanks to our Talkaoke Host – Alison Goode – PLT
 - In attendance Paul Hartley and Kirsty Rose Parker
- Artists Talkaoke Session
 - Attendance; Anita Burrows, Ellie Payne, Zoya Bhatti, Helen Oxley, Gin Crewe, Simone French, Cerise Ward, Andrew Nicholas, Alison Moore, Joe Hesketh and Peter Eric and Sian from Greenfield Arts Centre
 - Special thanks to our Talkaoke Host – Paul Hartley – In-Situ
 - In attendance – Kirsty Rose Parker
- Student Talkaoke Session
 - Attendance; staff and students at Nelson and Colne College; Freya, Molly, Molly, Sam, Adam, Minas, Max, Deborah, Liam, Faith, Sam, Alice, Caitlin, Courtney, Olivia, Amy, Roberto, Alfie, Amber, Cerise, Maisie, and some others who didn't give their names
 - Special thanks to our Talkaoke Host – Gareth Evans – Nelson and Colne College
 - In attendance – Paul Hartley and Kirsty Rose Parker
- Anne Oliver, Age UK Lancashire
- Neil Hart, Burnley FC in the Community
- Cllr Howard Thomas, Colne Town Council
- Cllr Zafar Ali, Nelson Town Council
- Sara Domville, Curious Minds
- Sian Robinson, Greenfield Arts Centre
- Helen Green, Helen Green Dance Academy
- Kev Mason, Pendle Hippodrome Theatre
- Janet Philbrook, Stage Door Youth Theatre
- Ruth Raban, UCLAN
- Pendle Health and Wellbeing Group Meeting – Cath Coughlan, Hassan Manzur, Iain Ashworth, Cllr Mohammed Iqbal, Dr Phil Huxley, Gill Dickson, Judith Dowling, Joanne Crowson, Dr Nicola Finnegan, Dr Asif Garda, Alison Goode, Christine Blythe, Alison Shields.
- Ed Matthews Gentle, Creative Lancashire
- And 312 people who filled in our 30-question survey during September 2019.



Survey Consultation: Demographics

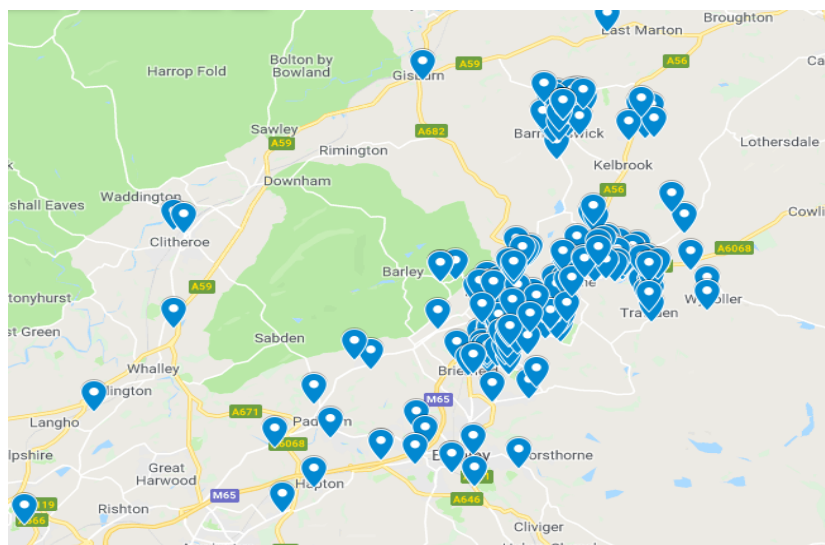


Out of the 312 individuals who completed our online survey during September 2019; 68% were female, 31% were male and only 1% chose 'prefer not to say'.

Ethnicities of those completing the survey include; 85% White British, 2% White Irish, 8% Asian or Asian British – Pakistani and less than 1% in the following; White – Gypsy or Irish Traveller, Other White Background, Other Mixed/ Multiple Ethnic Background, Asian or Asian British – Bangladeshi, Other Asian Background, Other background and prefer not to say.

We asked people about disabilities; 82% were not disabled, 2.3% were limited a lot, 14.6% were limited a little and only 1% chose 'prefer not to say'.

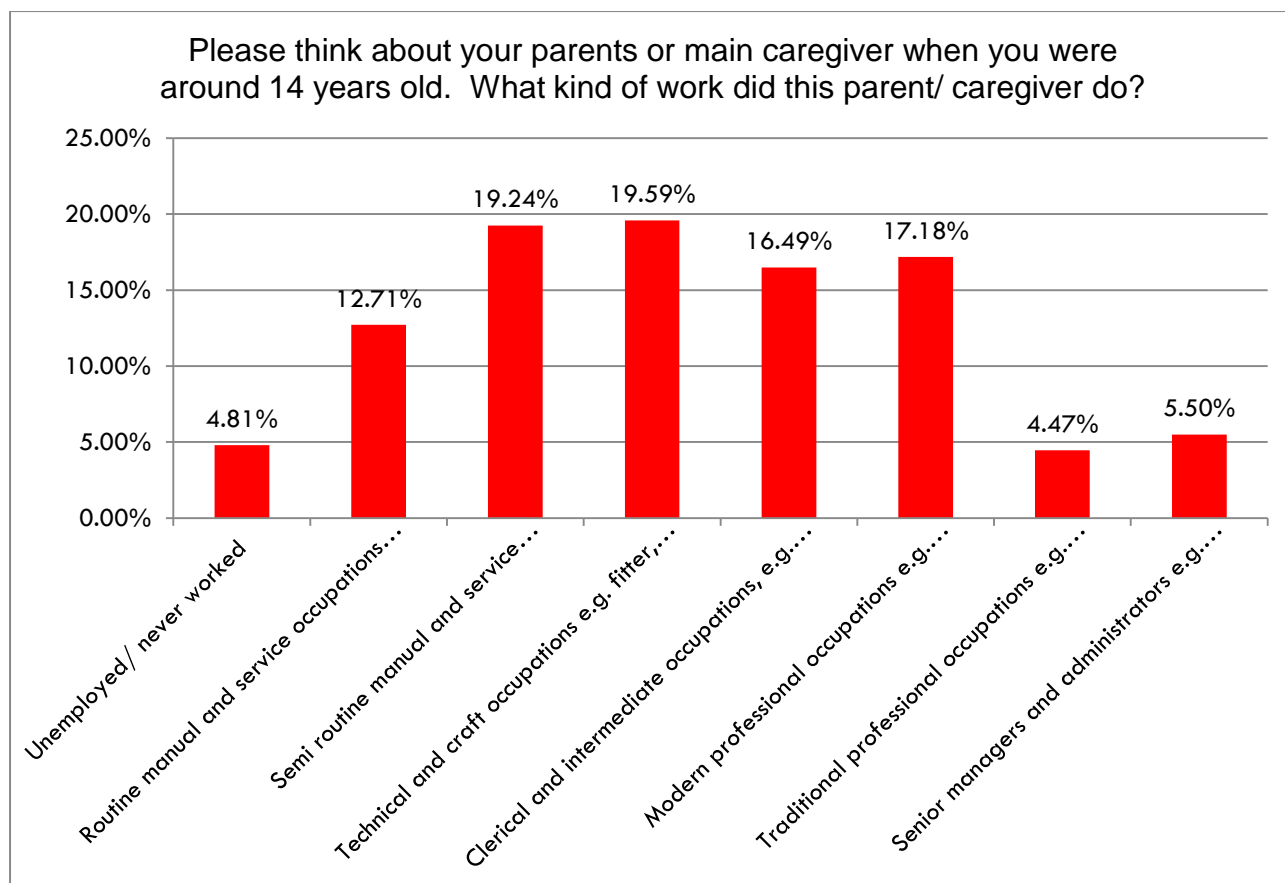
Our survey seems to have reached a good geographical spread across Pendle.



Socio Economic Background

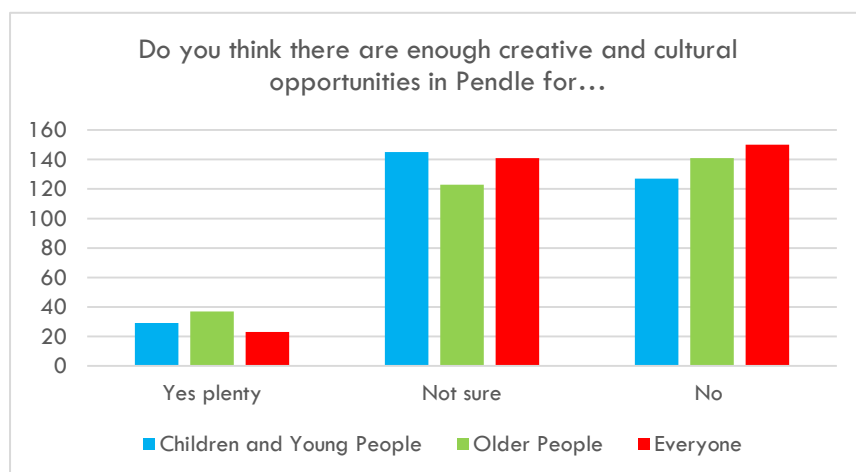
The Arts Council now recommend asking about socio economic background by using a question about parental employment when an individual was 14 years old. The selections available included:

- Unemployed or never worked
- Routine manual and service occupations e.g. van driver, cleaner, porter, waiter/waitress, bar staff
- Semi routine manual and service occupations e.g. postal worker, security guard, machine worker, receptionist, sales assistant
- Technical and craft occupations e.g. fitter, plumber, printer, electrician,
- Clerical and intermediate occupations, e.g. office manager, warehouse manager, restaurant manager
- Modern professional occupations e.g. teacher, nurse, social worker, artist, musician, software designer
- Traditional professional occupations e.g. accountant, solicitor, scientist, medical practitioner
- Senior managers and administrators e.g. finance manager, chief executive



Pendle answers included a good range of socio-economic backgrounds. For the purposes of analysis, we have split answers into the first four (Unemployed, Routine, Semi-routine and Technical) to represent those from a lower socio-economic background, and the second four (Clerical, Modern, Traditional and Senior) to represent those from a higher socio-economic background.

Experimental Culture: A Horizon Scan by Nesta states “currently, the UK’s high levels of economic inequality and low social mobility are reflected in the polarisation of audiences for art and culture in the UK” and goes on to explain “data from the DCMS (department for Digital, Culture and Media) Taking Part survey and the Warwick Commission on the future of cultural value both suggest that there has been no substantive progress towards closing the gap in audience participation between different socio-economic groups across English Society”. For this reason, our analysis has looked at the impact of different socio-economic backgrounds throughout the data analysis.

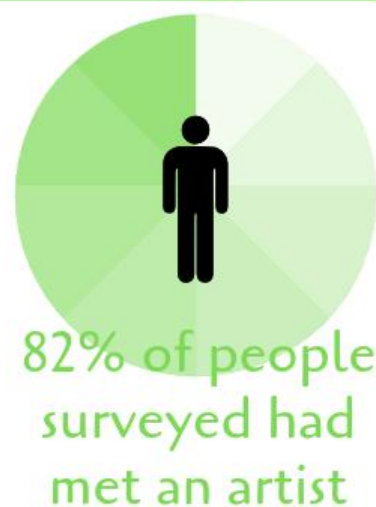
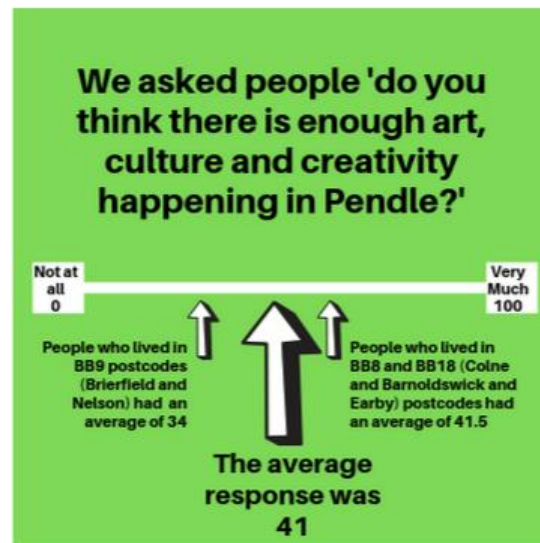
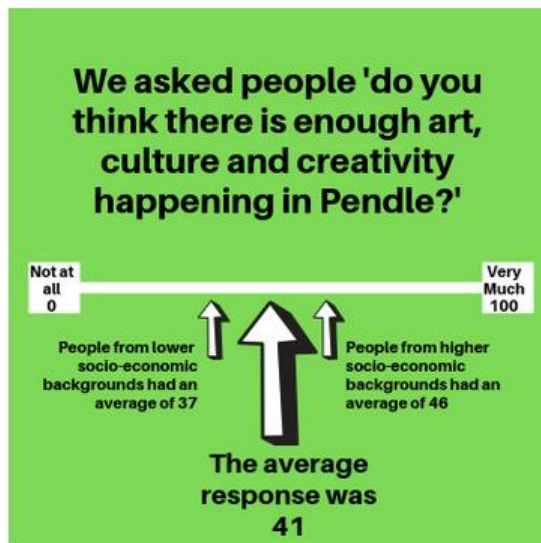


Opportunities

Over 90% of respondents did not think, or were unsure if there were enough creative and cultural opportunities for young people. 88% thought the same for older people and more than 92% of respondents did not think there were, or were unsure if there were enough creative and cultural opportunities for everyone in Pendle.

Only 23 individuals thought there were plenty of creative and cultural

opportunities for everyone in Pendle.



We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

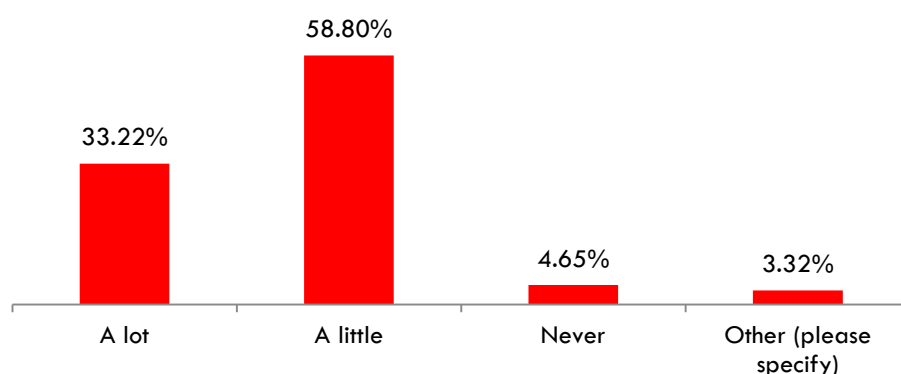


"Anything as it's virtually non-existent. There is so much in Skipton, especially for younger people."



Evidence about participation:

How often do you go and see something creative? Like a play, an art exhibition, a live music gig or something else

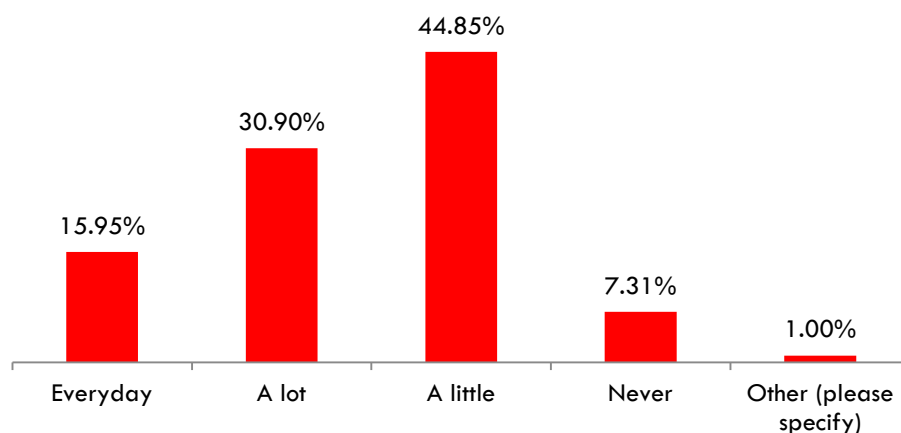


Very few people never go and see something creative. The most common answer was 'a little'. One third of all respondents answered 'a lot'. If we can shift a few of those who attend 'a little' into the 'a lot' category, we can increase audiences. This is an easier shift than moving those in the 'never' category and implies there is hope for change in Pendle.

Other answers included; As often as my finances will allow, sometimes, often but rarely in Pendle, not anything in Nelson to attend, I'd like to go a lot more but it can be expensive and "I go when I can but disability prevent me

from doing as much as I would like" {sic}

How often are you creative?



We also asked people how often they were creative, as everyday creativity is a goal for Pendle. Again, it's a relatively positive picture.

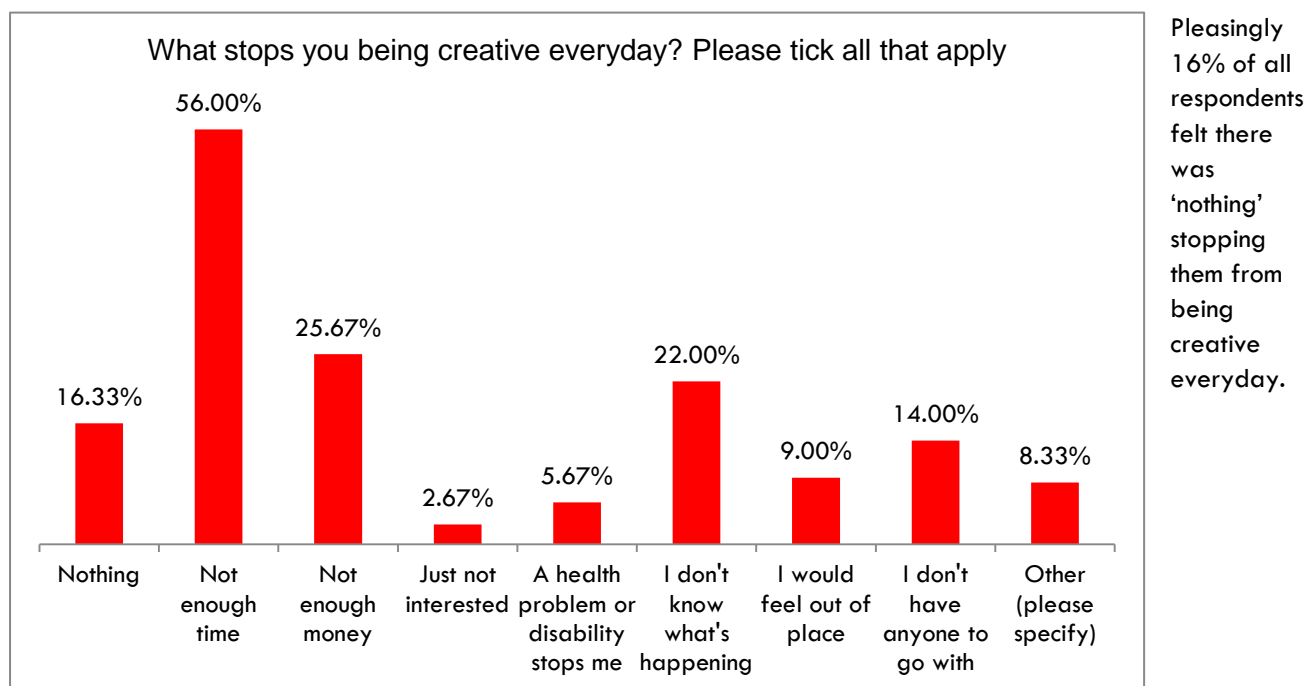
We segmented the answers to creativity in the table below.

Nelson and Brierfield residents and non-white respondents were much more likely to be creative everyday. Residents from

Barnoldswick and Earby were much less likely to be creative overall, and those from a BB18 postcode and non-white respondents were much more likely to say never. Those from lower socio-economic backgrounds were slightly more likely to be creative everyday than those from higher socio-economic backgrounds, which is the opposite of what most people would expect.

How often are you creative?	Everyday	A lot	A little	Never
Everyone	16%	31%	45%	7%
Those from lower socio-economic backgrounds	18%	30%	43%	5%
Those from higher socio-economic backgrounds	12%	32%	47%	8%
Those whose postcode starts with BB18 (55	11%	22%	52%	13%

respondents)				
Those whose postcode starts with BB8 (73 respondents)	11%	40%	47%	3%
Those who postcode starts with BB9 (96 respondents)	21%	25%	42%	10%
Non-white individuals (30 respondents)	23%	23%	33%	13%



What stops you being creative every day?	Average number of barriers per person	Not enough time	Not enough money	I don't know what's on	I don't have anyone to go with
Those from higher socio-economic backgrounds	1.6	32%	15%	14%	7%
Those from lower socio-economic backgrounds	1.7	36%	17%	14%	10%
Those whose postcode starts with BB18 (55 respondents)	1.7	32%	15%	18%	14%
Those whose postcode starts with BB8 (73 respondents)	1.6	39%	22%	12%	3%
Those who postcode starts with BB9 (96 respondents)	1.6	35%	12%	14%	11%
Non-white individuals (30 respondents)	2	33%	18%	13%	15%
National equivalent barrier*	n/a	33%	10%	6%	6%

*Source – taking part survey

We also looked at people's barriers to being creative. Not enough time was far and away the main barrier, which fits with the national picture (this is taken from the Taking Part Survey). Those from lower socio-economic backgrounds and those living in Colne were slightly more likely to struggle with time. This is likely to be a barrier that is almost insurmountable.

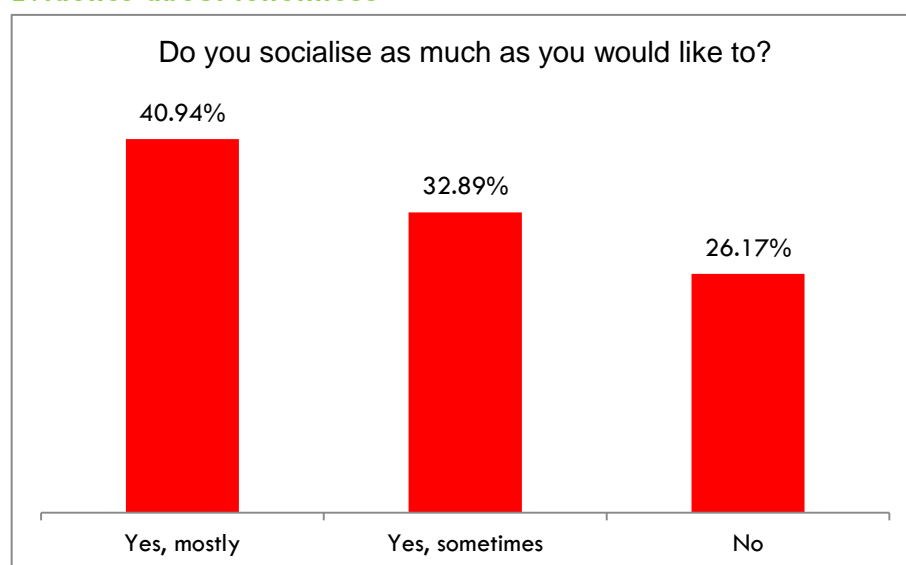
All of Pendle felt money to be more of a barrier than nationally, and Colne residents were more than double the national average! Arts, Culture and Creative activity needs to be affordable in Pendle. In-Situ are leading the way

on this, with many of their events either free or 'pay as you feel' but this is not a model many other organisations are able to adopt, as they don't have Arts Council Funding.

Everyone in Pendle was much more likely than average in the UK to not know what is on. This is a barrier that can be fixed, and this strategy seeks to address this.

Finally, people were quite likely to not have anyone to go with, much more so than the rest of the UK, with the exception of Colne residents and those from higher socio-economic backgrounds. This again is a barrier that can be fixed.

Evidence about loneliness



Loneliness is a huge issue for Pendle, with 1 in 4 people not socialising as much as they would like to.

We segmented the analysis and it is not older people who are lonely, it is everyone; men and women of all backgrounds.

People from lower socio-economic backgrounds were slightly less likely to say 'no' (25%) and those from higher socio-economic backgrounds were more likely to say 'no' (28%)

Do you socialise as much as you would like to?	Yes, mostly	Yes, sometimes	No
Everyone	41%	33%	26%
Those from lower socio-economic backgrounds	40%	35%	25%
Those from higher socio-economic backgrounds	43%	29%	28%
Non-white respondents (30 respondents)	20%	40%	33%
Men (97 respondents)	40%	34%	26%
Women (201 respondents)	42%	32%	26%
Aged 65 and over (62 respondents)	57%	31%	13%

We asked; Imagine Pendle in ten years; if we have managed to transform creativity and culture in Pendle, what does it look like now?

"Children will be engaged and interested in doing things within and for the community. Old folk will be less isolated and more stimulated"

Those aged 65 and over were amongst the least lonely in our survey, we need to make sure those who are younger are not excluded from loneliness activity.

Pendle is lonely. If that was scaled up to the whole population of Pendle (population 90, 696)– that would mean almost 24,000 people in Pendle want to socialise more.

People were concerned about loneliness and their comments reflected this.

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 won't be advertised because it will have been born out of the community it comes from. It will grow not because it entertains but because it is an essential part of the soul. But first we need to grow community and reduce isolation."

With ageing populations, longer working hours, and fragmented families a key part of modern life, this is only going to get worse and should be a top priority for everyone.

PENDLE IS LONELY

OUR RESEARCH
SHOWED THAT

1 IN 4

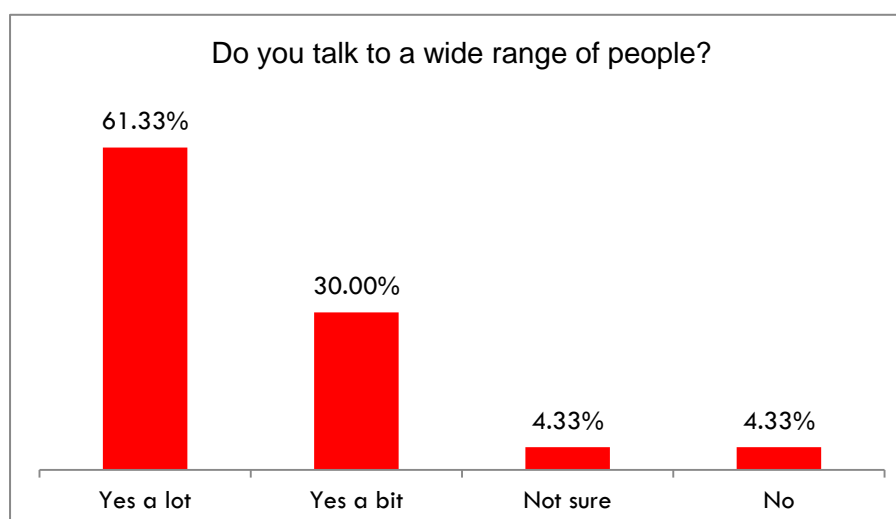
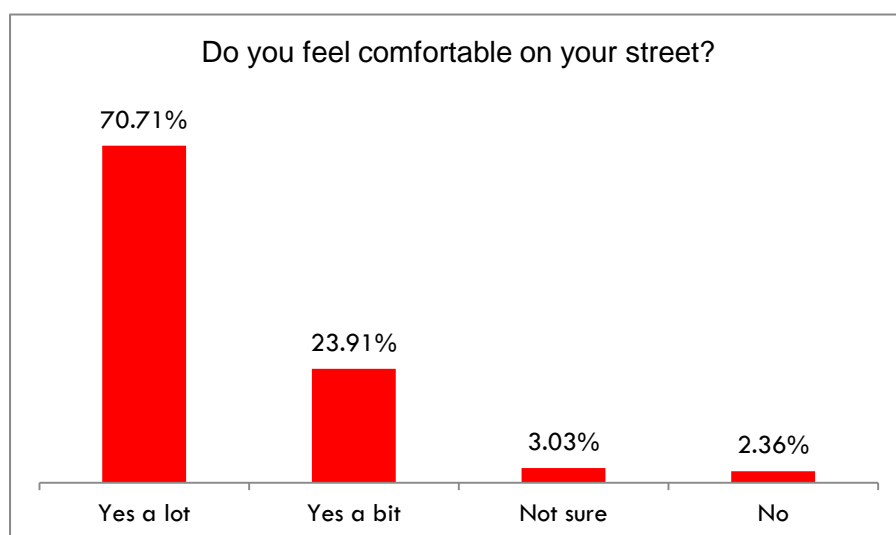
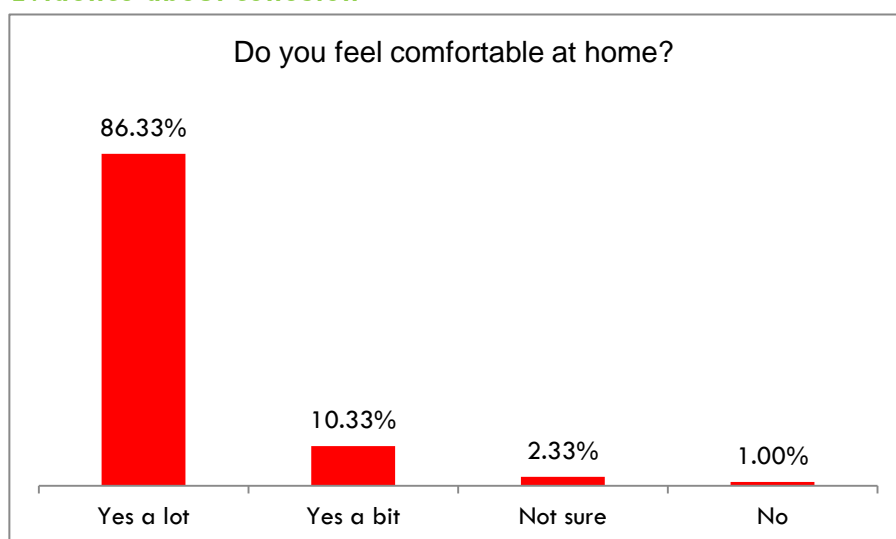
PEOPLE IN PENDLE

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Evidence about cohesion



After extensive research during 2019 The Evaluator developed their own cohesion scale which is based upon identifying 'trust' in those who you share a home with, in neighbours, and in the ability to speak to a wide range of people (and not be conversationally isolated).

The National Policing Improvement Agency Cohesion Guide states that "it's worth noting that people's personal characteristics do not affect cohesion negatively. Therefore, you should make sure your work does not fall into the trap of assuming that work on equalities and diversity will naturally result in increased community cohesion." For this reason, we have not segmented analysis by personal characteristics here, but have looked at postcodes to see if cohesion is the same across Pendle.

If each answer is scored; where an answer of 'yes a lot' receives a score of 4, 'yes a bit' is scored at 3, 'not sure' a 2 and 'no' is 1 – using the three questions gives us a range of cohesion scores from 3 – which is the least possible cohesion, to 12 which is a perfectly cohesive society where everyone feels comfortable and mixes well.

Pendle has an average score of 10.93.

Split by postcodes; BB18 is the least cohesive with a score of 10.7, BB8 has a score of 10.89 and BB9 a score of 10.89.

The higher overall figure is accounted for by other postcodes who completed the survey; some from BB12, some from BB11, some from BB7 and some people did not answer the postcode question.

Answers	Comfortable at home	Comfortable on street	Talk to a wide range of people	Overall score
Everyone	3.82	3.63	3.48	10.93
BB8	3.77	3.66	3.46	10.89
BB18	3.75	3.59	3.36	10.7
BB9	3.81	3.58	3.5	10.89

We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

"Helping people find what they have in common - not what sets them apart."

For example, those who live in BB18 postcodes score the lowest overall, but are particularly low when asked if they 'talk to a wide range of people' and BB9 residents are the least likely to feel comfortable on their street, while BB8 residents are most comfortable on their street.



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"The Asian Community need to join in with what is going on. Trying and not be as segregated. Coming from a white person, I don't feel included in Pendle."

Although cohesion scores are high, and seem to show a

positive picture of cohesion in Pendle, this was not reflected in people's comments. Does this mean that cohesion in Pendle is positive, but the perception of cohesion is not? If so, it is the perception that needs to be addressed.

It is also worth exploring projects or activity that focus on the streets in Nelson and Brierfield, and talking to a wider range of people in Barnoldswick and Earby.

We asked; Imagine Pendle in ten years; if we have managed to transform creativity and culture in Pendle, what does it look like now?

"Would like to see more people come together, not us and them. More sociability, feeling safe, respect between cultures and differences"

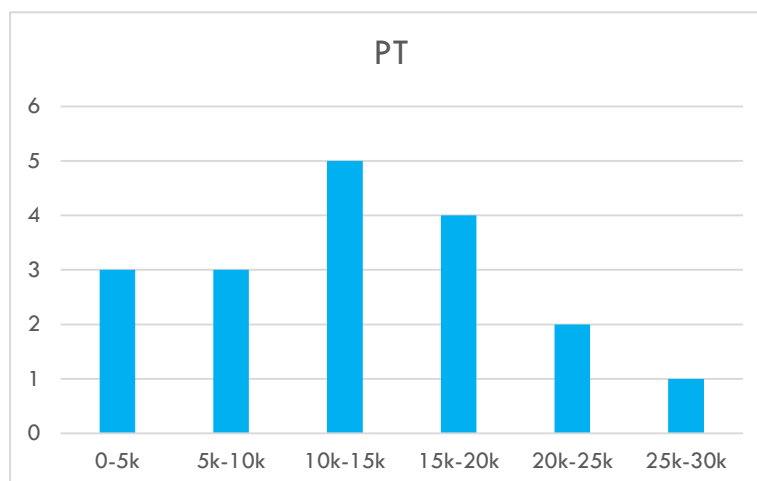
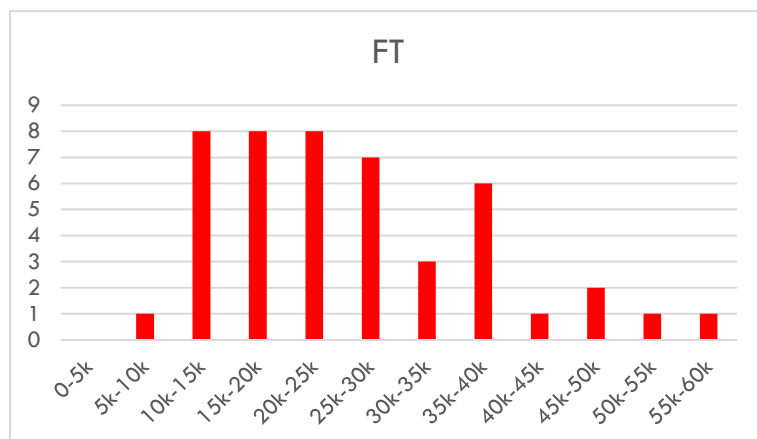
"WE ALL WANT TO HEAR OUR STORIES AND OUR PASSIONS REFLECTED IN THE ARTS WE ENJOY"

Arts Council England - The Creative Case for Diversity

"Different cultures coming together"

The Arts Council is committed to cohesion and diversity and this is an opportunity to explore how arts and culture and creativity can help cohesion activity, with particular reference to the perception of cohesion.

The Creative Economy



We asked people directly if they worked in the creative and cultural sector in Pendle and how much they earned. 47 people told us they worked full time in a creative industry with an average wage of £26,361. This can be compared to the national picture, where Arts Pay 2018; A summary of pay and earnings in the arts and cultural sector, produced in 2019 by Arts Professional listed the average full-time wage at £30,000. A further 18 people told us they worked part time in a creative industry with an average wage of £14,051. This means the average creative wage across both full and part time is £22, 952. This is not dissimilar to the average Pendle wage of £23, 920.

Although we have used averages, the actual spread of salaries is shown in the two charts. There are considerable differences in the amounts earned, with the lowest full time worker earning £8,000 and the highest almost £60,000, a difference of £50,000. Eight people told us they earned full time wages which are less than minimum wage. Almost half of the people surveyed earned more than the average wage in Pendle. The part time spread is smaller ranging from

£2,000 to £30,000, still a large range for part time salaries. There is a small chance that people were confused and wrote a part time salary in the full-time column, which is why we have used average salaries.

We looked at both the Office of National Statistics, employment by sector who revealed that the total creative employees in Pendle equalled 265 and the Census 2011 revealed 1461 people employed in arts, entertainment and recreation; other service industries. People might be working in creative fields, but not in a creative sector – which accounts for the disparity in the two figures above. The best solution is to use an average; therefore, we can confidently say 850 people are working in the creative sector in Pendle, some full-time employees, some part time employees and some are likely to be self-employed.

The creative economy is therefore worth £19.8 million pounds a year to Pendle.

The 'Flat White Economy' is a new term to describe the jobs of the future; where creative jobs, design jobs and technological jobs start to mix together. It is a term coined by Professor Douglas McWilliams and is likely to be a core part of future growth.

Pendle has a smaller than average Information and Communication Sector. Information and Communication as a business sector is significantly behind the national average in Pendle, less than 4% of businesses are in this sector, compared to a national average of over 8%. We looked at both the Office of National Statistics, employment by sector who revealed 300 employees in this sector, and the Census 2011 revealed 763 people working in Information and Communications. We can confidently use an average again, to say 530 individuals are employed in

this sector, and we can assume they earn the Pendle average wage of £23, 920 which makes this sector worth £12.7 million pounds each year.

This means the total 'Flat White Economy' is worth £32.5 million pounds in Pendle.

Pendle does not have enough jobs, and does not have enough people working at present. The percentage of Pendle's working age in employment is currently 10% lower than the Lancashire average. 30% of Pendle's working age population are 'economically inactive'. (Source Profiling Pendle, November 2018, Pearson Insights).

**"MY FOCUS IS ON EMPLOYMENT
AND ECONOMY BECAUSE IT
CHANGES
EVERYTHING ELSE"**

Dean Langton, Chief Executive, Pendle Borough Council

We know how important the economy is to Pendle Borough Council and how Pendle needs to rethink, as manufacturing jobs start to decline in the future.

If Pendle was able to grow it's Flat White Economy by 10% over the next ten years, and build a workforce with the skills this

economy needs, then arts, culture and creativity could become leaders in Pendle, rather than a 'nice-to-have' element.

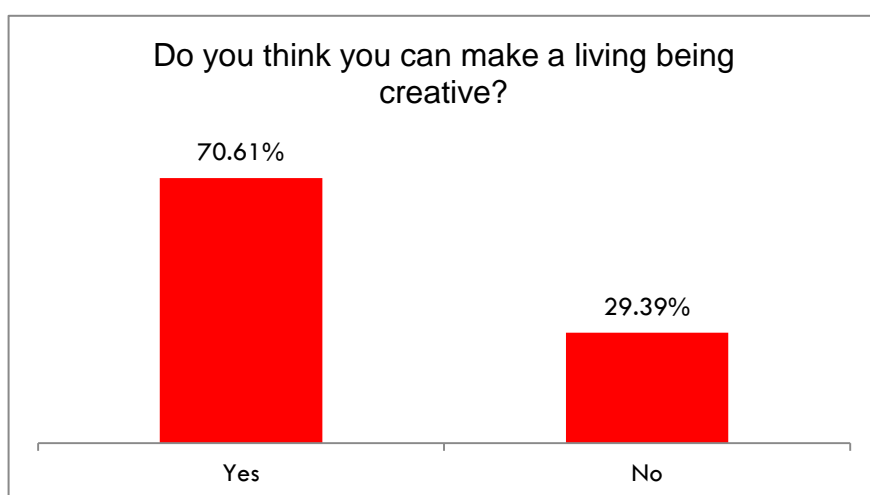
Growth in the Flat White Economy has huge potential for Pendle as a whole.

**"IT CONCERNS ME THAT WE
HAVE FEWER STUDENTS TAKING
ARTS SUBJECTS THAN EVER
BEFORE"**

Alison Rushton, Vice Principal, Nelson and Colne College

However, there are some barriers to achieving this goal. Currently Lancashire has fewer students studying creative arts and design than nationally (11% in Lancashire vs 17% nationally) and this gap needs to be addressed.

After direct conversations with Nelson and Colne College, it is clear that Pendle is mirroring the Lancashire trend and fewer people are taking creative subjects.



Maybe the reason for this is low aspirations for careers in this sector?

Aspirations are linked to future career growth, if people don't think they can make a living, then of course they are less likely to study these subjects.

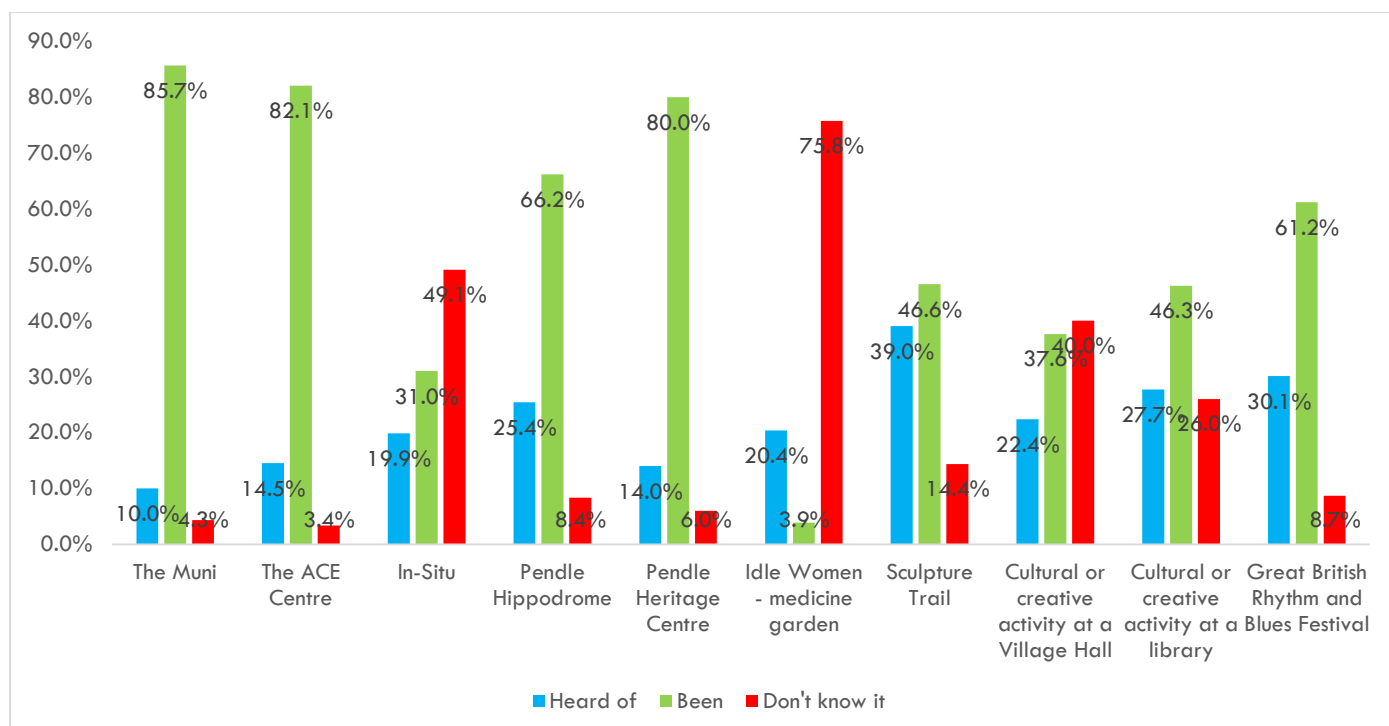
We need to reduce this imbalance.

Encouraging a 'flat white economy' needs to be supported by work with the future workforce, something that

Nelson and Colne College, In-Situ and Remix Summits are all working hard to address. With more funding and a partnership approach it is clear these early stage plans could progress further and this work is vitally needed.

Our cultural infrastructure

We asked people who completed our survey about our venues, they were asked if they had 'heard of' 'been' or 'don't know' our key cultural venues. We also gave people a chance to tell us about anywhere else we might not have included.



Other answers for places included; The Little Theatre, Exhibitions at Colne Town Hall, Wycollar Country Park, Northlight events, Higherford Mill, Panopticons, Victoria Park, Clarion House, Pubs, and other places outside Pendle.

Our venues are mostly well known, and often well used. Our newest venues; idle women medicine garden and In-Situ have the highest amount of people not knowing them, which is to be expected. Quite a high proportion of people had heard of the sculpture trail but not visited. Overall, the problem is not people attending, its people attending frequently enough. We carried out a Talkaoke session in The Ace Centre, in Nelson in September 2019 to discuss our venues.

"The Muni is a beautiful theatre, I can't understand why people don't flock to it like they do in Manchester, it's excellent quality, good parking, the product is fantastic" explained Wendy Harvey, Pendle Schools Festival. Local theatre company The Garrick continued **"our problem is ageing audiences... they don't like driving on the motorway in darkness... people are dying off or becoming infirm.... And younger people don't tend to come."** People were concerned that society is changing and people don't want to go out and about as much and that it is a struggle to get new audiences. Schools are hampered by health and safety and frightened to go out, which limits new younger audiences. The group did think we were 'heading towards an am dram cliff'.



Public messages were about wanting more, of plays and productions, and more variety. Yet, in the next section, we talk about the public wanting better marketing. The likelihood is that there is a good offer in Pendle, but that offer is not communicated well enough.

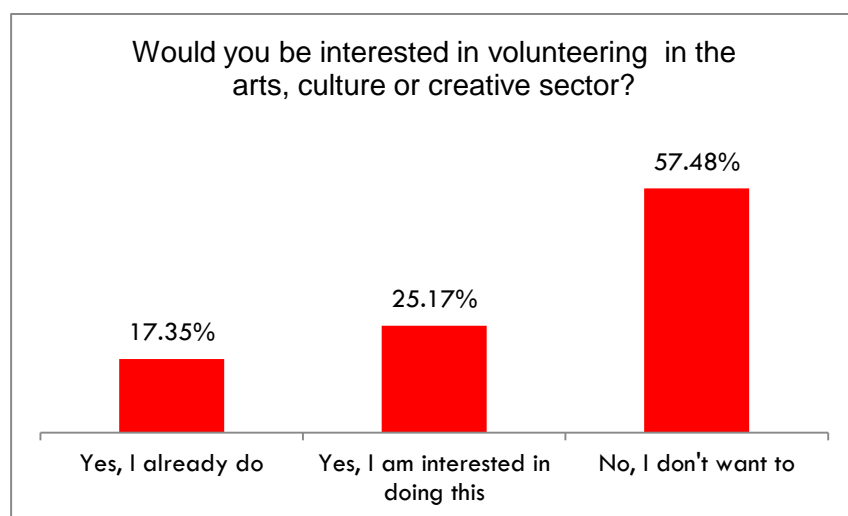


We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"I think Pendle leisure need to make better use of the muni and ace centre. A lot of the productions are amateur dramatics and tribute bands. Need to attract more variety."

Through a telephone conversation with Pendle Hippodrome; we identified they are feeling the same. The venues are underused, and people attending and volunteering are getting older.

In our survey we asked people if they would be interested in volunteering...



We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

"Everything. Plays, theatre productions"

The potential volunteers outnumber the existing ones. In conversation with Christine Blythe, Burnley, Pendle and Rossendale CVS, it was clear that they have the systems in place to support volunteering, but lack the funds to make this happen more.

With a staggering 1 in 4 people showing an interest in volunteering in the arts, culture and creative sector this is a huge amount of untapped potential which could truly effect change in Pendle.



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Use more of the facilities and buildings available e.g big parks and community spaces e.g. town centre or community centres where people gather and the cultural and creativity sector can be advertised"

We need to think about building capacity in terms of activity and people, not in terms of physical space.

On the next page, we show the results of the survey when we asked about the voluntary arts scene in Pendle.

The answer is clear that it is extensive. Maybe we can connect these organisations more? Maybe we can mobilise some of the registered charities to bid for projects in partnership and help Pendle to attract more investment. For example, The Garrick is a registered charity; if they have an idea to explore, maybe Pendle Leisure Trust can support them to do this, rather than always feel like they have to do it themselves.

We asked people if they were a member of a voluntary arts, culture or creative organisation?

The responses were extensive with 33% of people involved.

1/3 of Pendle Folk are involved in the voluntary arts, culture or creative sector

Too many to mention
 Tenovus art group.....general art: painting, drawing etc
 Nelson brass band
 I am a member of a local craft group
 Amateur dramatics, perform onstage
 Ccan, designing events to show people of the work we do
 Craft group. Wood crafts
 Sufi chanting, interfaith work
 Yes - sing
 Blackburn Knitting & Crochet Meet Up
 Yes - Marketing at In-Situ
 I am chairman of the trustees at Pendle Heritage Centre and am involved in the restoration of Colne Town Hall. I founded Colne Commemorates and was head of the Town Council's Events Committee.
 Yes, pottery, printing, art, screen printing, crafts.
 Marketing Director
 The Garrick - I do front of house and backstage (props) for plays at the Ace Centre
 Support co-ordinate Brierfield Childrens Community Allotment with volunteers
 Yes the Banner Group Christ Church Nelson.
 In-situ - Engagement support worker
 Colne in Bloom
 samba drumming, singing group
 I was ... lost funding!
 Colne in Bloom design and maintain flower displays
 I am a youth worker so I get involved with creative arts regularly, often freelance artists
 Yes, Barrowford Community Choir
 Atelier Arts owner artist teacher
 Yes, Press Officer & Social Media Manager (was manager & organiser)
 FOH Colne Little Theatre. Volunteer Team Leader Ilkley Literature Festival Fest
 Pendle Patchers (patchwork and quilting group)
 Joining Ludus dance as a trustee soon
 Bottom drawers quilting group, trawden come and craft group
 Lancashire Dialect Society, share stories, perform our own stories etc. Also Skipton Folk Club. Both of which are outside Pendle.
 Hopefully curating the zine collection of In-Situ's Art Library
 We participate in creating mosaics, face masks, painting stones at the river bank, putting in performances with Burnley youth theatre, working with poets.
 Clarion Cycling Club
 I do a lot of crafts
 I used to be apart of In-Situ. I now wrote for a online magazine named VIVA magazine. I often write theatre reviews etc
 Was Secretary but in Skipton area. SWADFAS
 Reading Group
 Deliver community art projects
 Secretary of independent charity, Friends of St John's Churchyard, where we renovate, conserve and maintain the churchyard, encouraging the public to get involved with their local heritage and social history. Member of creative textile group, meet monthly, share techniques and creative ideas.
 Friends of Pendle Heritage Centre- work for them!
 Been involved with In-Situ with work recently on Brierfield Station Scheme
 Not anymore. Used to be a member of a photography club
 Season ticket holder at The Little Theatre
 Burnley and District Writers' Circle - creative writing
 burnley film makers club
 Daughters are members of Basics theatre group
 Pendle patches, quilting and other crafts
 I am a founder member of a local not for profit crafting group, whose aim is to teach traditional crafting skills (sometimes with a modern twist eg using recycled materials etc) to all ages, abilities, cultural backgrounds etc or to provide a safe environment where like minded people can come together and share their common love of crafting
 WI member Secretary Gardeners Society
 Amateur Dramatics/Amateur Operatics/Choir
 Help and work with young people on similar issues using the latter medium to have a voice such as art
 Malkin Morris
 Sketching.
 I paint at home
 Earby theatre going group. Theatre, films plays
 Director/performer
 Help run Burnley folk club, play and sing.
 Blackburn festival committee member
 crafts to gift at beginners level
 Host performances at Roughlee Village Centre with Spot On Lancashire - act as local volunteer promoter
 Building Bridges Pendle
 I sell merchandise and help set up and pack down Barnoldswick bands on the square
 Yes - founding director of In-Situ
 Musician at Opera North
 I follow a motorsport called brisca, a stockcar racing organisation that races across the country
 Barnoldswick Art Group
 Singing, Acting, Directing, Reciting poetry
 These exist through the parish church's life.
 Burnley Creative Alliance
 community cohesion - conversations/festivals and events which provide a creative platform for cross cultural expeirnces
 local dance group
 I run Harves Farm CIC - my own personal creativity is engaged in developing the work; I would like to see real use of this space in the arena of Arts & music, but I need artists and musicians to support us to achieve that.
 yes - artist & community worker
 Yep. Pendle Social Cinema @ the garage (in situ). Volunteer, I help choose the films, plan the evenings, create the posters, work the door, and introduce the films.
 Whatever needs doing
 I am part of Colne Orchestra
 A coach at pendle bmx club
 Yes. Creative rhyming workshops
 I am secretary of the Red Wyvern Society, a reenactment group. We spend a lot of time creating things to wear or use
 Craft Culb on Wednesday morning, making different things

Marketing



We wanted to understand the practical aspects of marketing, in our survey and to be able to recommend some well-researched suggestions. We asked people where would you go or look to find out what is happening in arts, culture and creativity in Pendle?

We also asked where could we best tell you about art and creative activities in Pendle? It was overwhelmingly apparent that people mostly wanted to be told online. Out of the total 298 respondents who answered this question, 30% mentioned either a website or the internet or online. 42% of people mentioned social

We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

06 "I think Pendle has a good mix of activity, whether that be in the countryside or towns, plenty to do if you know where to look"

media, and of those 78, two-thirds mentioned Facebook by name. In comparison email was mentioned by 15% respondents. Although we didn't ask arts organisations about marketing methods, it is clear that most energy should be spent on social media and online methods and that people are not as keen on receiving emails. Pendle people told us we should "have a notice in each town possibly on a notice board, plus maybe have some info in the library. I tend to find out most things on Facebook. Maybe have a communications champ who can advertise on social media" and "how about a dedicated social media presence bringing together the varied opportunities

We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

66 "It's probably there but not advertised well. Whatever people ask about on facebook someone always provides evidence of such a facility"

activities” {sic}.

We asked; What kind of arts, cultural or creative activity would you like to see, or see more of, in Pendle?

06 "Don't like to be prescriptive, I'm always up for anything I just need guiding and for the thing to be there, and I'd gladly try anything"

We clearly need better marketing that joins up all the existing offer. The focus here needs to be on communicating to existing audiences and connecting audiences more across the range of artists and arts and creative organisations before truly starting to try and build new ones.

The best bet is to create one place on Facebook which everyone can share information to.

or creative activity would you like to see, or see more of, in Pendle?

"Art journalling,
Street art, textiles,
conceptual art,
contemporary dance,
arts on prescription to
come back, artists
working in our more
everyday lives"

Programming

A number of people we surveyed mentioned the need to

We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

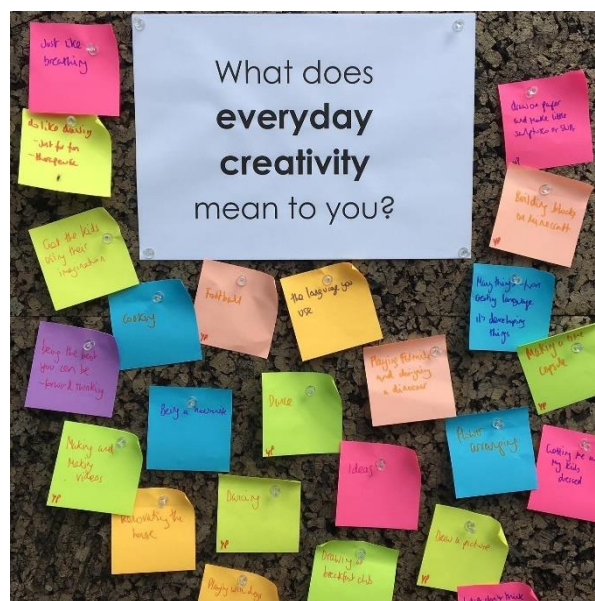
"Activities like evening classes in painting and drawing like there used to be in evening classes - not just

We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Lots of art, pottery, jewellery, glass classes but at different times so that people who work can have access. There are classes on now but if you work you are penalised as they are on during working hours"



12 years old. Almost all attended as a family group,



although very few fitted the 2.4 model.

We asked people – what do you do to be creative everyday? And what does everyday creativity mean to you?

Adults told us; express my thoughts and feelings

through ideas, handcrafts, singing, making up stories, dance, look, playdough, think outside the box – think from a child’s perspective, I don’t, being a housewife, renovating the house, being the best you can be – forward thinking, flower arranging, getting me and my kids dressed (styling outfits), I just don’t think I’m a creative person, I do like drawing – just for fun – as it’s therapeutic, cooking, many things – from creating language – it’s developing things, ideas, playing with the dogs, get the kids using their imagination, the language you use. **“Everyday creativity is just like breathing”** said one adult.

Young People told us; art at school, play with clay, colouring, I draw, I do arts and crafts, making, I like drawing, something, I don't know, daily life, draw a picture, making a time capsule (had done that today with Grandma), making and making videos, dancing, building blocks on Minecraft, making up a new sport, drawing at breakfast club, football, dance, playing fortnite and designing a dinosaur. "I draw on paper and make little sculptures of stuff" one child told us.

Then we asked; what stops you being creative everyday?

Answers included; time or tiredness, no – cos I feel quite free, not at all, stress and over-analysis of everything, work and tired, when I have to look after my brother or am on my phone (YP), homework (YP), mental load of being a single mum, kids, always on my phone, ideas, work!, stress and finding the time, time, nothing, school (YP), laziness, having to go shopping (YP), sometimes cost implications, nothing (YP), I don't always know where I can go, excuses, being too tired (YP), I'm not a very creative person, running out of paper and pens (YP), time, going out to the

cinema (YP), policies and procedures, nothing, nothing – I need to make myself do more, none, work, and finally, just stuff!

One young person explained **“being busy stops creativity”**



We asked every person to vote yes or no to the question – can you make a living as an artist? In Brierfield, 16 people answered this question and 69% said yes, with 31% saying no. In Colne, 45 people answered the question and 80% said yes, with 20% thinking no. This is roughly in line with our survey respondents, with only 70% of people thinking you can make a living being creative.

Pendle still has a way to go in addressing aspirations locally.

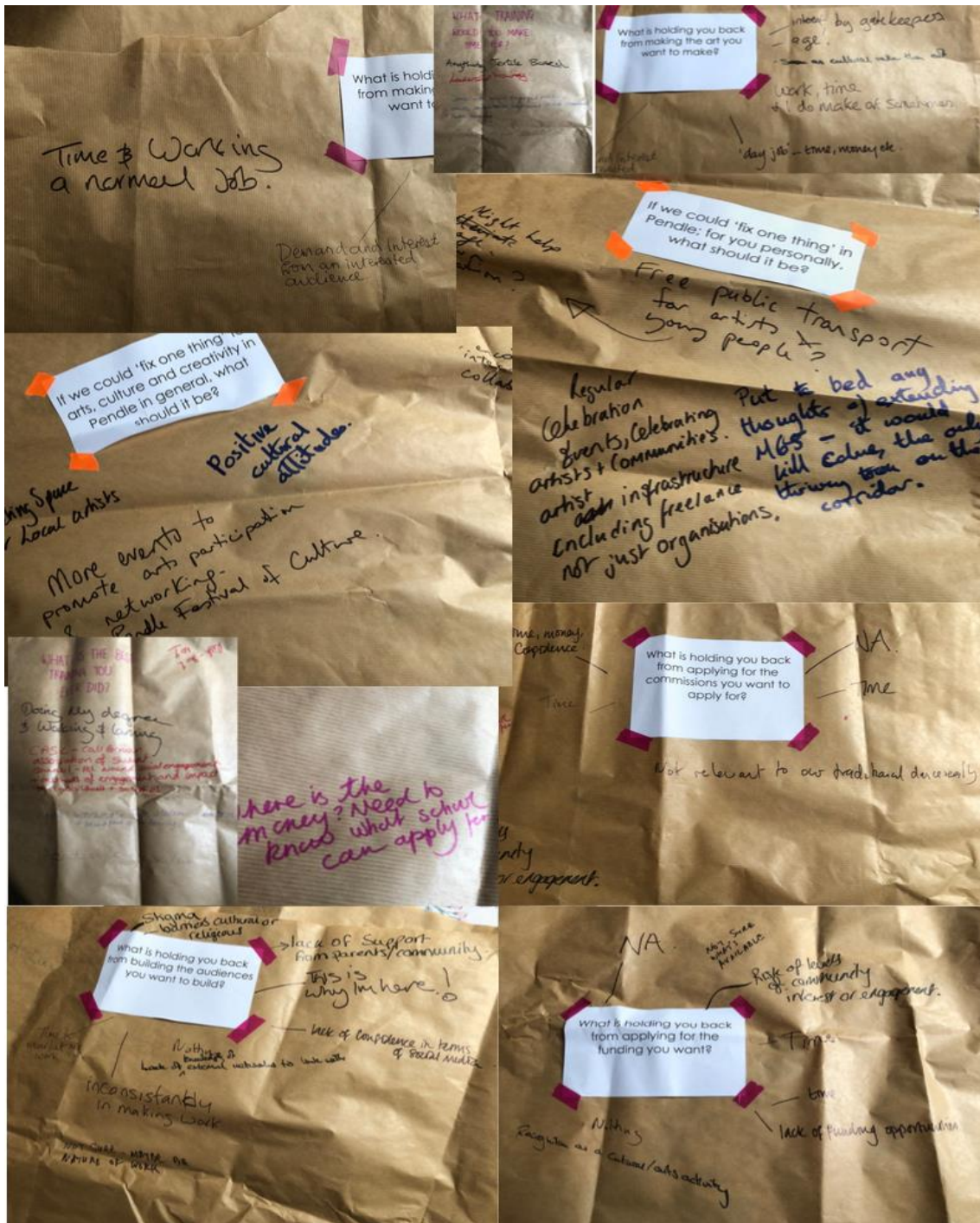
One of the other questions we asked during the summer events was to categorise what was ‘art’ and what was ‘not art’ and it turned out that almost everything was art! Pendle folk are an open-minded lot.

It is clear that Pendle has an appetite for arts, culture and creativity. The demand is there. Our focus needs to be on supply and for that we require consultation (which this strategy covers in detail), ideas, investment and the staff to make this happen.

The key drivers of change need to include; connecting, collaborating and convincing investors.



What do our artists need?



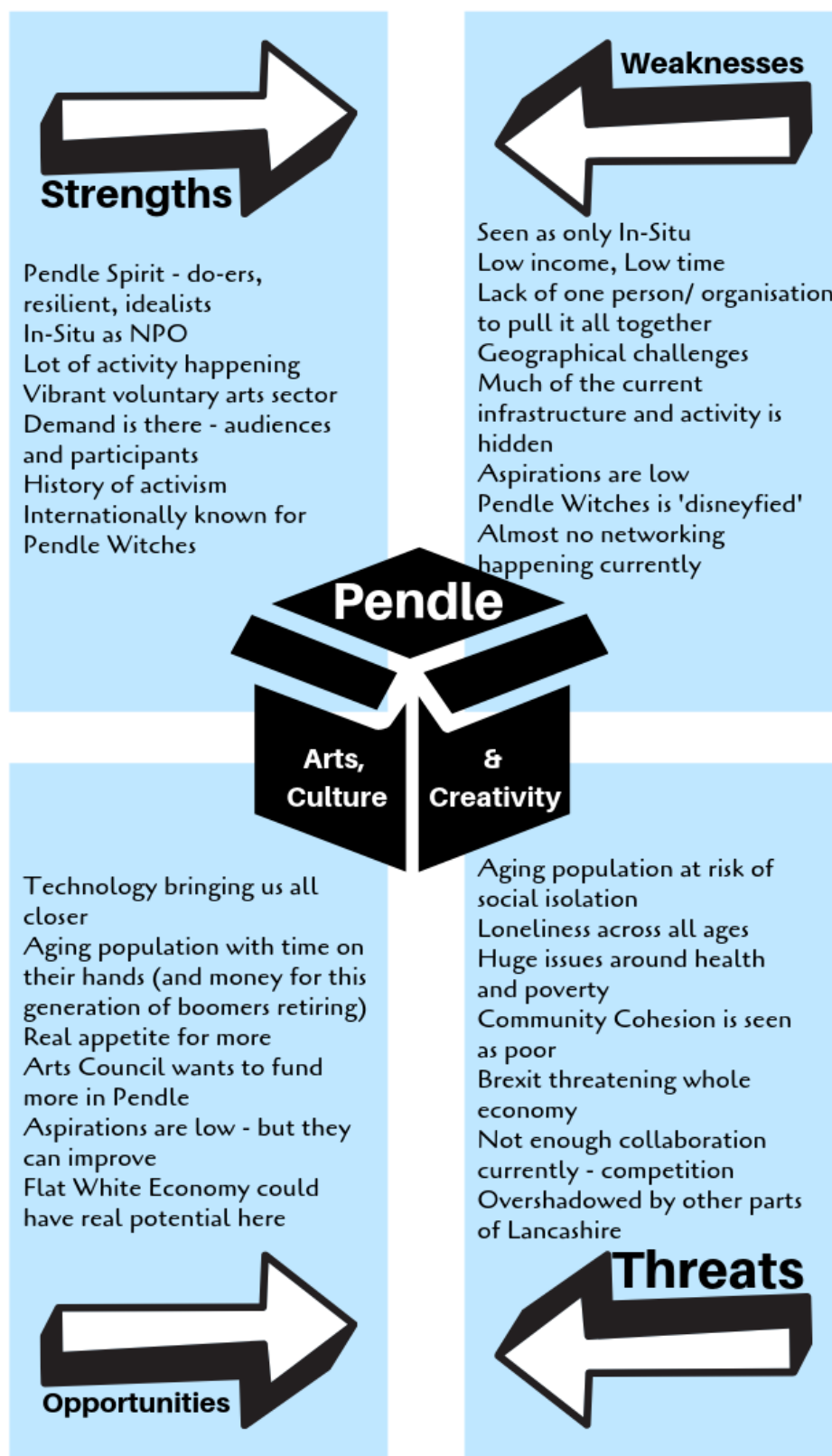
Artists wanted more networking. They wanted to see a creative infrastructure, which helped them to learn the processes and skills to apply for more funding, to find out about more opportunities and to share ideas around building audiences. They seemed keen to talk to other artists more, and to make sure freelance artists were included as much as artist organisations. There were connections made in the room and one artist explained “I’ve learned more today than I have online”.

Face to face opportunities were very valuable.

We asked artists to tell us if we were taking enough risks and it was clear we were not.

Time is a big barrier, and one compromise solution may be to have networking events more regularly, but to back this up by either a website or social media presence.

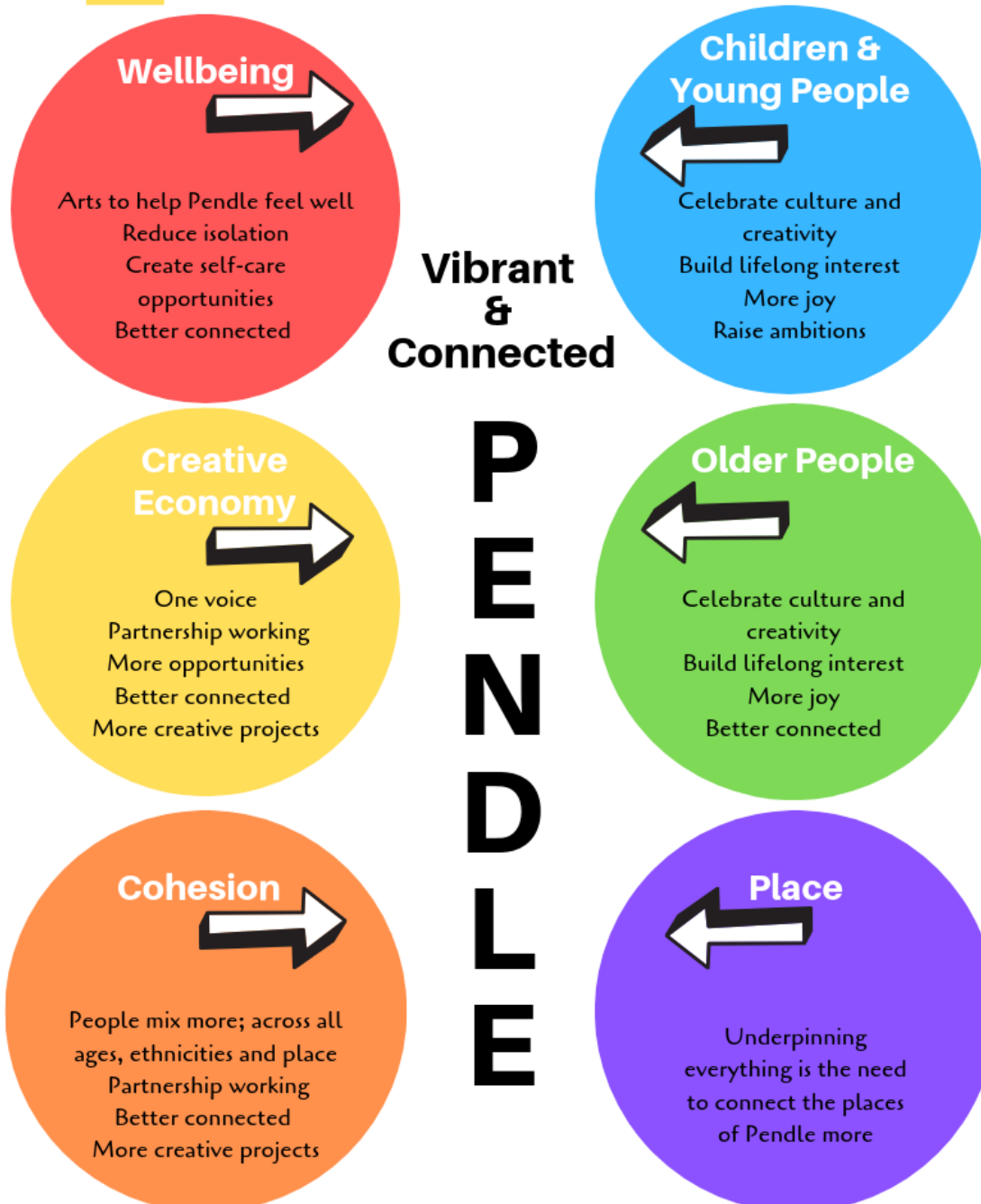
A SWOT for Pendle





Arts, Culture and Creativity in Pendle 2020 - 2030

Our Strategic Priorities



Possible Projects

Health and Wellbeing Research

During the research and consultation for this arts, creative and cultural strategy we found out the following information:

Alison Goode, Chief Executive at Pendle Leisure Trust had missed the arts development service, which used to run arts on prescription and wanted it back. Pendle Leisure Trust as a whole felt that the arts were a gap they needed to address.

"WE NEED TO REDUCE THE BURDEN ON GP'S AND SOCIAL PRESCRIBING IS HIGH ON THE AGENDA FOR DOING THAT"

Cath Coughlan, East Lancashire Clinical Commissioning Group

The Clinical Commissioning Group are very concerned about health in Pendle, with particular reference to the burden on GP's.

Michelle Pilling, the patient voice lead for the NHS locally agreed with the concerns, explaining **"Health is very stuck; it's stuck in a medical model where you are not a**

person, you are a collection of diseases" and that mental issues like anxiety, self-worth, self-esteem and sometimes suicide are big issues and concerns, especially for young people. Michelle said **"We need to have less stress in our lives, less inflammation, we need to prescribe stress relief that doesn't come in a bottle."**

We hosted a conversation all around health; attended by health experts and NHS staff, working across Pendle.

"WE ACTUALLY WANT TO REACH PEOPLE BEFORE THERE IS A PROBLEM, IT'S REALLY EARLY INTERVENTION WE WANT AND THAT'S HOW WE MAKE A DIFFERENCE"

Kathryn Phillips, Pendle East Lead, NHS

Their main concerns were around; an ageing population, dementia, fragmented families, the burden on the voluntary sector, and that **"A lot of the health needs are met, but the social needs are not"**.

Loneliness and isolations are huge issues and the group agreed that early intervention is needed. Young people have

many issues; self-diagnosis is on the rise and young people are not as resilient as they need to be. The group agreed that young people are judged a lot, often unfairly. Children and Adolescent Mental Health Services (CAMHS) are seeing lots of young people who struggle with anxiety and

while the amount of young people with low levels of anxiety hasn't changed that much, the amount of young people presenting with high levels of anxiety is rising fast.

"WE ARE SEEING 13-YEAR OLD'S WHO SAY THINGS LIKE 'I THINK I'M BIPOLAR', AND THAT WHOLE VOCABULARY IS NEW AND SHOCKING IN THAT AGE GROUP"

Lisa Robinson, CAMHS, NHS

The group felt concerned about the effect of changing society on young people and how that was likely to get worse; 24-hour culture and connection, are changing our young people and they need help to gain

the skills to address this. Attention spans are changing; young people don't stop, reflect, think and plan the same way as life is more instant now. **"Young people don't have time to process their emotions!"** and they have no filter; **"If only they filtered their writing and thoughts as much as they filter their images"**

CAMHS often used tools like doing jigsaws or simple crafts to help people switch off, and the group all agreed how important the state of 'flow' is – and how it could be likened to a form of meditation.

They felt it was important to teach people how to do creative things; to create a mindset where being creative is just normal and everyday and that it's for everyone, patients, and staff and it's just **"what we do to make sure we all feel well."**

Knowing what's out there is hard is a message that clearly came through! We need to help those on the front line of health services know what is on, in an easy way – we do not need a mapping exercise, but a creative solution to lack of information.



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Mental Health art and craft groups or Mum groups and children"

Lots of health staff are struggling to know what to refer to currently and an artist led project to visually communicate the existing offer, and the new would be a great starting point.



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Yes, beginning with the discovery afresh of the creative skills many people already have but without the confidence or invitation to bring them into use...I'm confident there is a wealth of skills available to make more possible."

In our research with individuals from Pendle people told us we needed more "Creative activities. Nothing has to be complicated, just getting folk learning new skills, getting them out of the house, meeting new people, making new friends etc helps to build confidence, improve mood, reduce anxiety and depression etc. Sharing or learning skills

can break down barriers between different age groups, differing backgrounds etc" and that they wanted Pendle in 2030 to be "A happier place with less mental illness and loneliness."

We spoke to Nelson and Colne College and interviewed the Personal Development Manager, Gareth Evans. It was clear that the college is noticing more and more mental health issues but they have a number of activities to address that for their students; support services like college counsellors and nurses, sessions on suicide prevention, extracurricular activities which they aim to reach everyone; arts and crafts clubs, Lego building groups, animal petting, do activities for world mental health day, mindful colouring, mindfulness sessions, guided meditation, yoga. The college works on the five ways to wellbeing; connecting through playing board games or being social, giving back through volunteering and offers like duke of Edinburgh, being active like sports clubs and the gym and even have female only sessions.



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"It would be good to involve teens more. There is little for them to do that helps their creativity"

Any activity run could ideally be aimed at those who were younger than college age, or those who don't attend college.

The sustainable plan for arts and health needs to include teaching people their own skills, and supporting them to facilitate their own groups once courses are finished. There are local partners who could be involved for this



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Yes, spend money putting on fun creative class at no cost to the public. You start this up, and the effect will spiral, and people will start their own classes and groups."

sustainable plan. Community Restart would be a good partner to support this if they have capacity, as they are facing some challenging funding circumstances at present or Age UK Lancashire if the age ranges match. Age UK Lancashire have previously set up a number of sustainable local groups including the group at

Trawden, who are often mentioned as exemplar practice as this group formed a community interest company and now run a community centre, a shop, a library and about to buy their own electric vehicle.



MENTAL HEALTH IS THE DEFINITIVE ISSUE OF OUR GENERATION

**GEN Z
IS
ANXIOUS**

Vice carried out research with young people internationally and discovered that

**60% OF GEN Z IS
ANXIOUS RIGHT NOW**

Steph Winkler, VICE
Remix Summits Talk 2019

ISOLATION +

YouGov announced in July 2019 that

**'MILLENNIALS ARE THE LONELIEST
GENERATION'**

with 30% of millennials saying they are always or often lonely. 20% of Gen Z said the same, and 15% of Baby Boomers.

YouGov Loneliness
Survey 2019

LONELINESS +

**STRESS
AND
BURNOUT**

**IN MAY 2019, THE WORLD HEALTH
ORGANISATION (WHO) ADDED
BURNOUT TO IT'S LIST OF
WORLD DISEASES**

**"IN THE 20TH CENTURY, ILLNESSES
WERE INFECTIONS. IN THE 21ST
CENTURY, ILLNESSES ARE MENTAL
WELL-BEING"**

MICHELLE PILLING, NHS DIGITAL



It has been shown that “arts engagement has a beneficial impact on health over time” (Gordon-Nesbitt) and the people we spoke to during the consultation for this strategy often mentioned missing arts on prescription. Arts on Prescription, for reference, was a project which worked with 300 individuals a year across East Lancashire providing access to professional-artist taught classes designed to help those suffering with mild to moderate mental health issues. The project closed in 2015, after running for almost 8 years, due to lack of funding and its loss has been noticed.

**"EVERYDAY CREATIVITY IS A
MUCH MORE REALISTIC AIM
AND TOOL"**

Laurie Peake, Director, Super Slow Way

Arts on Prescription used to use the tagline ‘Make Stuff. Make Friends. Make Life Better.’ And this form of everyday creativity is very beneficial and eminently do-able. It worked due to the peer support, of people who realised they weren’t the only one to feel low, and by helping people to access a state of ‘flow’.

“‘flow’ is understood as a ‘psychological state of high but subjectively effortless attention, low self-awareness, sense of control and enjoyment that can occur during the performance of tasks that are challenging, but matched in difficulty to the skill level of the person’. Several studies have established links between proneness to flow and self-esteem, life satisfaction and psychological wellbeing.”

Rebecca Gordon-Nesbitt, Exploring the longitudinal relationship between arts engagement and health, 2015

Flow can be thought of as the state of being on ‘auto-pilot’. It is clear we need a version of Arts on Prescription to come back which can teach Pendle Residents how to experience ‘flow’ and in which we can use arts, creativity and culture to build mentally healthy citizens, to address anxiety in young people, and to bring joy into everyday lives.

Arts and health projects need to be for all ages. After school clubs may be one avenue to explore and libraries are a clear partner. Referral paths are also quite clear with Community Connectors from the CVS, new Social Prescribing Roles and Pendle East and West hubs, referrals would be able to mobilise quite quickly. The NHS now has community hubs in Pendle; Yarnspinners in Nelson is the hub for Pendle West, and Colne Health Centre First Floor is the hub for Pendle East. **“We want the hub recognised as a community hub, not a health hub”** Pendle East NHS.

The local CCG are willing to invest £30,000 to support a larger Arts Council bid, and want to be involved in determining the shape of the project. Due to the time constraints accompanying this funding, Pendle Leisure Trust, and their Grant Funding Manager would be the ideal partner to lead on arts and health in Pendle.

The space is available, the desire is there, the need is there and there are clear referral pathways. This project would employ local artists and this would also be of benefit to the area.

Creative Economy Research

The Flat White Economy

The Flat White Economy is likely to represent the jobs of the future and is currently worth £32.5 million pounds a year in Pendle. This is a growth opportunity. One potential project would be to create the conditions in which these people can flourish.



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Investing in attracting creative industries rather than community arts"

People told us they wanted this, artists wanted to network more and it was clear from our direct research that people thought this would be an idea which could create more activity in arts, culture and creativity. When asked to imagine Pendle in ten years, Pendle residents explained that **"At a careers event, schoolkids suggest**

'digital artist', 'games developer' or 'sound technician' as a viable career path rather than only hearing about nurses and plumbers" and that there were **"Interesting features in each community, availability of facilities for new technologies, spaces available for creative work"** and that **"Combining creativity and tech, esp for the opportunities it provides for young people (eg podcasts, Youtube channels, digital art, product design, VR experiences, gaming etc)"** would be pivotal in transforming the sector.

"ARTISTS NEED PROFESSIONAL DEVELOPMENT THROUGHOUT THEIR CAREERS, NOT JUST AT THE BEGINNING"

Ether Ferry-Kennington, Executive Director, The Boo

Through our direct conversations with professionals in the borough, concerns over pay for artists and creatives were raised. Laurie Peake, Director of Super Slow Way suggested that even if people were paid enough, they may not be paid frequently enough. Cathy Hopley, Programme Manager on the Pendle Hill Landscape Partnership (and arguably, the

largest artistic commissioner in Pendle at present) asked if anyone was paid enough in Pendle. One artist told us that **"It's not for everyone, we all know that panic of nothing next month"** and another explained **"it has become more and more difficult to make a living as an artist in Pendle."** Artists further explained they wanted to network more, and there are very few networking opportunities, explaining that **"freelance is quite a solitary world"** and there is always a cost to attend sometimes in terms of lost earnings, **"most of my work is in the evenings, so I don't get to go to things"** said one artist.

"THERE NEEDS TO BE THINKING ABOUT USING THE ARTS TO DRIVE CITY PLANNING OR DRIVING HEALTH OUTCOMES...THERE NEEDS TO BE A SPOTLIGHT, THAT THERE EVEN IS A CREATIVE ECONOMY!"

Simon Cronshaw, Director, Remix Summits

Others mentioned how the creative economy was hidden (back to that concept of Pendle being a fist full of mist!). Creating a vibrant creative sector can transform many other areas.

"MY FOCUS IS ON EMPLOYMENT AND ECONOMY BECAUSE IT CHANGES EVERYTHING ELSE"

Dean Langton, Chief Executive, Pendle Borough Council

This was something clearly recognised by Dean Langton, Chief Executive of Pendle Borough Council who explained how his main focus was the economy.

"WE'VE BEEN ASKED TO MENTOR ORGANISATIONS AND ARTISTS ALL OVER THE WORLD, BUT NOT HERE!"

Rachel Anderson, Founder, idle women

The conditions for artists and creatives to flourish are certainly lacking in Pendle.

One arts organisation, Idle Women, explained that they were willing to share their learning and recommended that sometimes it is the basic business skills which are missing; skills like self-assessment, self-employment and sales skills. "Art

is a business; whatever bit you work in you need to sell your work, your ideas or yourself" explained Rachel Anderson, Founding Director of Idle Women. In Lancashire, Boost is a programme which teaches business skills to Small and Medium enterprises, and although focussed on the business-to-business side, none of the artists we spoke to had even heard of the programme, let alone considered attending some of the business training and coaching on offer.

"I REALLY FEEL THERE IS A NEED FOR CREATING STRONG LEADERS IN CREATIVE FIELDS. ALL THE EXISTING LEADERSHIP PROGRAMMES ARE FOR BUSINESS OR PUBLIC SECTOR WORKERS.

BUT IF WE REALLY WANT THE NORTH TO ATTRACT FUNDING AND BE CONFIDENT TO APPLY AND SUCCEED IN DRAWING MONEY AWAY FROM LONDON, WE NEED TO ACTIVELY CREATE CONFIDENT LEADERS."

Ruth Raban, Partnership Development Manager, UCLAN

Ruth Raban from UCLAN also agreed, explaining "We have been talking internally about what the workforce of the future need – we agreed it's 3 things; digital skills, creative thinking and entrepreneurial skill and ambition."

Creative Lancashire have also recognised this gap and are currently working with NESTA to

develop an updated toolkit for freelancers and creative industries and this could be a useful development to keep an eye on.

Panic! The report on Social Class, Taste and Inequalities in the Creative Industries explained that "knowing other creatives is essential for finding work." Meanwhile Professor Jonothan Neelands of the University of Warwick said "the creative industries and absolutely essential to our social and economic futures" and this has an impact on the future workforce. We already know that not enough young people are choosing creative subjects, which is holding Pendle back as between 2011 and 2016 "employment in the broader creative industries has grown at 25.4%, over three times faster than the UK workforce." This is clearly a problem Pendle needs to address.

Experimental Culture, A Horizon Scan by Nesta continued "meanwhile, universal access to cultural education, which could act as a leveller in terms of introducing young people to arts and culture – both as audiences and participants – has been affected in England by a decline of 15 per cent in teaching time between 2010 and 2015" and that "the growth in 'everyday creativity' and in particular voluntary participatory arts, digital activity among the young and the rediscovery of craft and making may create opportunities for arts and cultural organisations to meet audiences and participants on their own terms."



We asked young people directly through a talkaoke session at Nelson and Colne College, 'Can you make a living as an artist?' They told us that "I think it would be easier in a city" and others agreed "I feel like, you need to present your work in big cities to get it out there, you can make it here, but not show it here."

Some young people had plans for how to address this and one young person explained they would turn work into a reality by social media; make a website, share it on Facebook and then ask family and friends to share, do some volunteering and get the word out. The rest thought a website would be useful, although none of the young people we spoke to

had a website yet.

The jobs of the future and future workforce was a concern for Pendle Borough Council, Dean Langton explained "we need young people who have the skills that future jobs need, we can't rely on manufacturing in the future, creative is an opportunity" and Ruth Raban from UCLAN agreed "they will be in and out of jobs in whatever sector they work in, they will need to be able to challenge and question, see and grasp opportunities and all of it will need to link to

the use of digital technology.” Throughout the research for this strategy, it was clear that we were making more connections than had ever happened before. The reason for this project is that it would be a shame to stop now.

Evidence and consultation

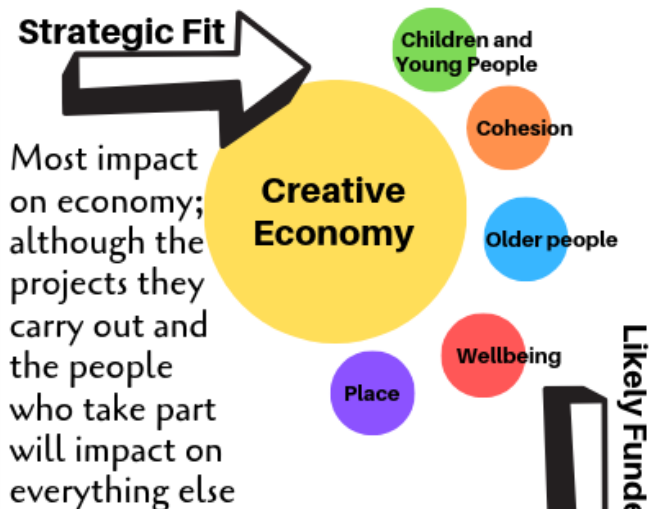
People are not networking enough

The creative economy is worth £19.8million 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 & People working in Information Technology

UCLAN who want to start a creative leadership programme

Who should collaborate on this?

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

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

The Flat White Economy

Arts Council
England
Pendle Borough Council

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.

Place

Does not need a dedicated co-working space at first, can start in cafes.

Could start this in Colne - Eadies Cafe and Greenfield Arts Centre

What does success look like?

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

Building audiences

Part One; Effective marketing

Throughout our consultation one message was very clear; people don't know what is on. The public wanted better marketing, it's a common enough message, but there were some good quotes:

 <p>We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?</p> <p>"Encourage bands, comedians to come to local venues. There are some local events but these are so badly advertised that they are then poorly attended"</p>	 <p>We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?</p> <p>"More local representatives active on local social media groups"</p>
 <p>We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?</p> <p>"Marketing would help a lot and get the ideas out there. More things for the elderly i.e. coffee and art days (or other things) would be nice to see more of."</p>	 <p>We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?</p> <p>"Support the organisations, charities, community groups that already exist to develop and promote their activities"</p>
 <p>We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?</p> <p>"Better advertising of events. Talk to people in the street rather than those already involved with cultural and artistic activities. Like this survey!"</p>	 <p>We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?</p> <p>"Not really, the talent is there it's just a question of harnessing that talent and somehow creating a platform so that it can display itself to the public."</p>

Artists agreed, explaining "the strength is that there's lots and lots going on, but the weakness is that no one has a clue what's going on." This wasn't just about audiences, often it was also about knowing where there are opportunities to participate. One local artist explained "People don't ask me what I want, I'm a doer, I don't want to watch." This, is at least something that can be easily fixed. We know people want to find out what is on through Facebook, so an easy and immediate fix is to create a Facebook group that everyone involved in this process can become an 'admin' of and start sharing every post about activity to it.

Sian Robinson, from Greenfield Arts Centre explained she was "passionate about using social media to allow people who perceive there to be barriers such as disabilities, to see other people like them, engaged in art in all its forms." And had had a lot of success attracting audiences by sharing on social media, particularly through local talk groups.

ACTION FOR ALL:

Set up one group on Facebook which everyone has 'admin' access to and start sharing posts. Share that the group exists on Colne Talk, Barnoldswick Talk, Nelson Lancashire Now and Then groups and other similar local pages.

Part Two; Branding

Pendle needs a stronger identity; this could be either a branding campaign or a manifesto and could link the two previous projects; get the Flat White Economy network to build audiences and brand the Facebook page just created.

"PENDLE IS AN AMAZING PLACE WITH SOME STAND OUT FEATURES - THE LEISURE BOX, BOUNDARY MILL, PENDLE HILL AND SOME INCREDIBLY SUCCESSFUL BUSINESSES THAT ARE WORTH MILLIONS OR HAVE STRONG REPUTATIONS LIKE SILENTNIGHT - BUT NO ONE IS TAKING A LEAD ON CELEBRATING PENDLE."

Neil Hart, CEO, Burnley FC in the Community

It's time to start celebrating Pendle more, and this strategy is the first step.

Councillor Zafar Ali from Nelson Town Council thought this was one of the main priorities "Probably 3 key things are social

media use, accessible and engaging websites and displays and adverts that get people drawn in."

This needs to be an effective marketing campaign which doesn't include jargon. The Flat white group could run a branding campaign as project one. Local artist; James Baxter-Rhodes told us "We all know about eating 5 a day – why don't we have something similar for arts and creativity?" although there is a need to be careful about wording, and avoid elitism. Simon Cronshaw, Director of Remix Summits, explained "We do need to bring organisations and

people together more – it's culture by stealth, where we need to avoid the thought of 'it's not for me' and avoid jargon." Artists in general agreed, suggesting that "an arts festival will just bring people who are interested in the arts" and that what is needed is to bring in people who don't know they like the arts!



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Make it feel less elite. I feel like I missed out on the qualifications to be able to engage in artistic circles. I avoid hence I am further isolated and so the distance grows. There must be others like me with a perception that art is for the arty"

Part Three; Someone to see something with

During our direct research we heard many people say that their first experience of the arts was when a friend or relation encouraged them to try something. We also heard that there is a large untapped amount of people willing to volunteer. These two specifics could be linked to build a volunteer scheme where people have the opportunity to have someone to see something with. This could have a large knock on effect on the loneliness issue in Pendle.

One person told us "I watched ballet at the Muni, and then I took my daughter to see a ballet in London... we are



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Older people often have enough money to attend events but experience difficulty getting there."

just a ballet family now" and The Garrick mentioned that some of their audiences no longer attend at The ACE Centre, because they don't like to drive on the motorway in the dark. How many small issues like this occur across all our voluntary organisations and could possibly be fixed by a matched buddy scheme?

With the help of the Flat White group, this could also be used to engage people digitally; audiences can participate digitally. Through our health discussions we heard about the growing numbers of elderly housebound patients who are chronically lonely. "Ideally there would be something that could be done for physically housebound patients" Tracey O'Sullivan, District Nurse in Pendle. The public agreed, with one of our survey respondents explaining they wanted "Things for the elderly who don't/can't get out without help. Old and lonely people." Other public responses included "Activity's for older people, exercise, classes etc where people can meet and enjoy the company of others." And "Art exhibitions, music, especially for people with dementia."

This scheme does not have to be specifically aimed at older people, as our research showed people are lonely across all ages. However, during conversations with professionals, we heard heart-breaking stories of lonely older people, so they could be a priority in this project. We were told about people using different methods to try and connect with people; where a cleaner can be company, a podiatrist can be company or even paying someone to

take you shopping, but not everyone can afford these solutions. We heard that “one person used to ring Earby surgery 40 times a day, desperate to talk to someone” and stories of people ordering 7 items from Tesco online so they got to talk to the driver for a minute or an older man who had broken his back and was scared to tell his daughter in case she put him in a home. Health professionals told us of people who cry every time they visit them because they are so lonely. This was felt across Pendle, with one Age UK Lancashire worker explaining “Loneliness is a great issue, and the BME community is feeling it just the same”.

There were specific concerns around Asian women in Pendle. Anne Oliver from Age UK Lancashire was mindful of a generation of Asian women who are becoming increasingly isolated as they become widows and their daughters are busy working and not able to care for them as they may have expected. Rachel Anderson from Idle Women concurred; “If your destination is four kids and a husband, and you’ve reached that at 25, what is next?” arguing that “Children and food are not enough for women” and that women are often unseen and unappreciated, although that is not specific to black and Asian women, it affects white women too.

"VOLUNTEERS ARE ALSO A STRENGTH IN THAT WE COULDN'T RUN WITHOUT THEM; WE HAVE NO PAID STAFF. OUR VOLUNTEERS KEEP US GOING...BUT...WE ARE AT CAPACITY AND CAN'T EXPECT THEM TO DO ANY MORE THAN WE ALREADY DO. IT CAN BE HARD TO KEEP FINDING ENOUGH VOLUNTEERS TO COVER EVERY PRODUCTION AND ALL OF OUR VOLUNTEERS SEEM TO BE OF A CERTAIN AGE."

Kev Mason, Pendle Hippodrome Theatre

At the same time, the volunteer culture in Pendle has real opportunity but it needs support. The local town councils all had good links with volunteers; with Councillor Howard Thomas from Colne Town Council explaining they had lots of volunteers, particularly for The Blues Festival and Nelson Town Council also mentioned the

strength of their volunteers. As did local theatre companies like The Garrick and The Hippodrome.

The Experimental Culture report from Nesta explains “The Voluntary Arts Network estimates that there are approximately 63,000 voluntary arts groups operating in the UK and Northern Ireland with some ten million people actively involved in creative activities”, yet our research showed 1 in 3 people being involved in the voluntary arts sector locally, that’s double the UK as a whole.

But, and it’s a big but, the volunteers tend to be older and are not being replaced by younger volunteers. The demand is there, we discovered but this needs to be strategically linked and this does not happen for free. Burnley, Pendle and Rossendale Council for Voluntary Services would be a key partner and this would support lots of our smaller and voluntary organisations, but they need resources to make it happen. “The Voluntary Sector is not free” explained Christine Blythe, Chief Executive, Burnley, Pendle and Rossendale Council for Voluntary Service.

The Boo are looking at working with Lancashire Adult Learning around a formal volunteering programme and this could potentially be a good link, once the capacity issue is sorted.

Place making and Cohesion

We created a cohesion scale and used it across Pendle, during the research and consultation for this strategy and found that overall Pendle was relatively cohesive. People mostly felt comfortable at home, and on their street and they talked to a wide range of people. There were some differences, where those living in Nelson and Brierfield were least likely to feel comfortable on their street and Barnoldswick and Earby residents were less likely to talk to a wide range of people.

However, when we asked people what they wanted; lots and lots mentioned more a more cohesive society, although they tended to use words like multi-cultural or diverse. This could indicate that the lack of cohesion in Pendle is more



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Pendle is becoming more diverse. Need to encourage people to share their cultures more, bring people together through shared activities. We do a lot between Asian/British but not so much with people from Chinese and Eastern European countries"

of a perception than a reality but this isn't something we would be able to confirm at present. People told us that they wanted to "celebrate diverse cultures and bring more respect to Pendle" and to see "a Multicultural Society Living Together." Where Pendle becomes a "safe multi-cultural place, with lots of opportunities for people to meet and socialise and take

part in creative activities" or a "warmer place where different cultures understand each other and are more involved".

One Pendle Resident explained "I think Art is a great way of bringing different communities/social classes together and this is what i want to see. Art that has a purpose and aim of improving community relations."



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"The building bridges scheme that goes on in school is a wonderful thing. Bringing children together from different schools with different back grounds. These children will grow up together and with our even realising they are learning to live together in harmony. With out prejudices."

Pendle does have some very good organisations who are committed to cohesion. Building Bridges, Pendle describes cohesion as "our bread and butter really" and works in partnership across the borough carrying out projects that bring people together, and which build bridges.

In May 2016, Pendle Borough Council in partnership with Building Bridges Pendle created the Community Cohesion Action Network (CCAN). This forum consists of representatives from community groups and agencies across Pendle with a commitment and responsibility to maintain Cohesion as a priority local agenda.

This network has a membership of 46 people from 32 agencies/organisation which represent a cross-section of our community and across the full geographical range of our borough. This includes, Community, Education, Police, Health, Housing, Faith, Young People, Refugees and Asylum seekers, older people, Women and BME communities.

Building Bridges also have a very strong partnership with In-Situ, who in turn have a long history of socially engaged practice. Together these organisations are working to address cohesion, with success. However, with additional funding, and an expanded partnership, these organisations are ideally placed to deliver even more.

We know from the Super Slow Way evaluation that they have had considerable success in attracting diverse audiences, especially on projects which work in partnership with Building Bridges and In-Situ. The Super Slow Way evaluation, carried out by UCLAN also states that "A key learning point was that short-term projects with a strong focus on particular artistic outcomes were often frustrating for artists and participants alike. Longer term projects which had time to embed themselves and work emergently with communities were more successful in establishing the relationships that overcame obstacles and allowed the work to flourish." Rachel Anderson from Idle Women had a similar understanding, that longer term embedded artist practice has made the most difference.

It is clear that a longer term, embedded project would have most chance of success in tackling either cohesion, or the perception of cohesion locally. Due to the research carried out, while writing this strategy, a benchmark now exists for cohesion in the borough and any project activity can be effectively compared to show impact clearly.

Good practice, from a large-scale cohesion project in Wales explains that “Progress was most evident in areas with a dedicated community cohesion officer.”

But, could that cohesion officer role be delivered by an artist? A socially engaged practitioner, who has the support and access to the local knowledge of Building Bridges, In-Situ, Super Slow Way and Idle Women, and who could access the CCAN Network could surely have a real chance to make real inroads into cohesion across Pendle.

Pendle’s lack of capacity to deliver this strategy is both a threat, and an opportunity. There is the chance to think differently and see what could be achieved through different approaches.

We know that Arts Council England are interested in funding projects around place-making and identity and that Pendle has two clear kinds of places which are not being used as well as they could be.

Place One: Our Streets

Carry out targeted work on the streets of Brierfield and Nelson. At least 50% of the project could be aimed at women, to address the concerns we found about the marginalisation and increased loneliness of women, particularly in the Asian community.

Cohesion work in this community needs to be subtle, gentle and long-term. Rauf Bashir from Building Bridges Pendle explained that “The Asian community does have barriers to the arts, some are intergenerational, for example, my mum has a very different attitude to me” and that overall “The Asian community is on a spectrum, which ranges from art is fine, to no painting.”



We asked people: Do you have ideas about how we can have more cultural and creative stuff happening in Pendle?

"Street food markets. More music festivals both music and food is a love most of us share with out even meeting!"

The public talked about the desire to mix more, to share arts and activity across divides, whether those divides are through ages, postcodes, ethnicities or genders. Ideally a longer-term residency could look at something around Music as this was the clear winner in terms of what the public wanted more of; with some 60 people mentioning

they wanted to see more music, a further 53 wanted to see more art in general.

We asked people what activity they would like to see, or see more of. It was an open answer and people could write whatever they wanted; they were not prompted in any way.

The full list of what people wanted to see more of (number of mentions in brackets) ; Music – 60, Art – 53, Theatre – 33, Exhibitions – 25, Events – 25, Workshops -21, Plays – 16, Festivals – 13, Children – 14, Festival – 13, History – 12, Craft – 12, Young – 11, Food – 11 and Bands – 11.

The following received less than 10 mentions; Artists, Crafts, Poetry, Making, Cinema, Singing, Schools, School, Old, Films, Family, Drama, Blues, Pottery, Photography, Painting, Gigs, Comedy, Classical, Textile, Sewing and Sculpture.

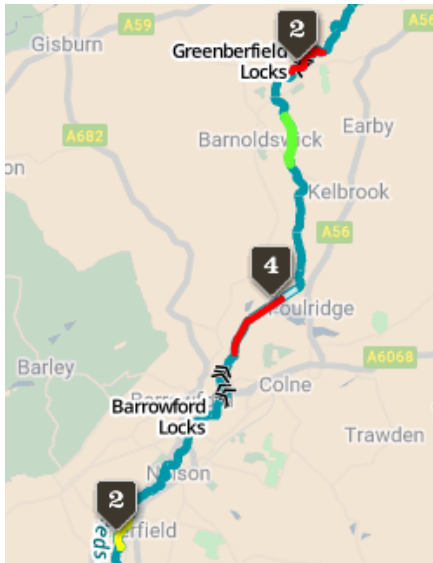
Place Two: Our Canals

The Canal crosses almost the whole of Pendle. It’s a great public space; easily accessible in most places, flat,

“IT’S THE GAPS THAT KEEP US APART”

Cathy Hopley, Programme Manager, Pendle Hill Landscape Partnership

suitable for pushchairs and wheelchairs. There have been discussions during the research and consultation for this strategy around why people don’t travel across Pendle as much as they could. People have mentioned geographical barriers a lot.



If it is the gaps that keep us apart, let's address this directly and work in those gaps; along the Canal. Work has happened along the Canal before. It is the home of the Idle Women medicine garden in Nelson. In-Situ have run projects along the Canal as have Super Slow Way. Building Bridges run a Peace Walk and Imam Khalid Mehmood explained how that was a great way to bring people together, saying **"the peace procession with the drum was great; people came outside to see what was happening and Muslims and not came out and walked together."**

A lot of the focus has been on the stretch of Canal from Nelson to Brierfield. Our research has told us that people in Barnoldswick and Earby (which does not actually have the Canal) don't speak to a wide range of people. Possibly work on that stretch of the Canal can focus around getting a wider range of people to talk to each other.

The Pendle Hill Landscape partnership have used treasure trails to encourage more families to get out and explore. Could this idea be

expanded? Could a family focussed programme around the Canal encourage more mixing? We know that getting people together, getting people to ask more questions and understand each other is key to cohesion overall. One idea, which we didn't have chance to explore in this strategy is the concept of working side-by-side, like through Men's Sheds. Men's sheds or community sheds are non-profit local organisations that provide a space for craftwork and social interaction. The movement originated in Australia as a way to improve the health and wellbeing of older men, but are often not gender specific. Sheds can be places to woodwork, metalwork, garden and more. They are designed by a crew of the men who will use them and are a safe space to thrive during times of transition, often at retirement or bereavement. This could be an avenue for further research.

Delivering a Cohesion Project

Building Bridges would be the ideal lead partner to submit a bid to the Arts Council for this longer term (ideal is 18 months residency if possible in each place, although this may be too expensive so a minimum of 6 months is recommended) cohesion work, In-Situ and Super Slow Way and Idle Women could support the project, particularly with reference to commissioning artists. A match funding bid to some of the smaller trusts and foundations would stand a good chance of success and Idle Women have expressed interest in applying for a National Lottery for Heritage Fund grant for work along the canal.

Other likely partners may include Pendle and Burnley Home Start, Lancashire Women and Age UK Lancashire, although these organisations have not been consulted as part of this strategy purely due to time constraints.

Work along the canal is certainly needed at this moment in time, to make sure that Pendle takes advantage of strategic county wide plans for a Linear Park, which follows the Leeds-Liverpool canal route. The Canals and River Trust would be another key partner here.

Capacity is an issue

"WE AREN'T WRITING GOOD ENOUGH GRANTS AND WE DON'T HAVE THE TIME TO WRITE THE RIGHT BIDS"

Christine Blythe, Chief Executive, Burnley, Pendle and Rossendale CVS

This was a common message; organisations across Pendle do not have the current capacity to make changes, the personnel infrastructure needs support. Burnley, Pendle and Rossendale Council for Voluntary Services told us they need help with funding.

"SINCE LOSING ARTS DEVELOPMENT, I FEEL LIKE THERE IS SOMETHING MISSING"

Alison Goode, Chief Executive, Pendle Leisure Trust

Anne Oliver from Age UK Lancashire described this as a vicious circle; saying "we don't get the projects because we don't have time to do consultation, but we don't have time to do consultation because we don't have the projects and the staff." This strategy

is hopefully the answer for consultation but in order to truly effect change, organisations will have to work together in partnership to find the funding they need, and to use that funding to employ the people they need to make stuff happen.

About The Evaluator

This strategy was written by Kirsty Rose Parker, founder director of The Evaluator and an experienced project manager and evaluator, who previously specialised in arts, regeneration and wellbeing projects. Kirsty has an educational background in Maths and Economics which covered many statistical topics, leading to an MA Hons in Economics from the University of Edinburgh.

Kirsty has 16 years of charitable project management experience including working with artists and audiences, and 9 years' experience of arts development. She is trained in negotiation, motivational interviewing and 'social return on investment' and is passionate about helping organisations to run the most effective programmes they can.



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