



Lancashire Enterprise Partnership Limited

Private and Confidential: No

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A Cultural Strategy for Lancashire

(Appendix 'A' refers)

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Executive Summary

At the June 2018 LEP Board a discussion took place around the opportunity to better consider culture as an economic driver, to support the establishment of a single co-ordinated voice for cultural priorities in the area and to better target DCMS and Arts Council England funding for Lancashire bodies and projects.

Arising from this, the Lancashire Enterprise Partnership commissioned Tom Fleming Creative Consultancy to produce a Cultural Strategy for Lancashire, the primary objective of the Cultural Strategy being to maximize the impact that culture can have as a catalyst for economic growth and regeneration across the County.

The Cultural Strategy will also support the development of a strategic framework to prioritise and maximise the impact of cultural schemes and opportunities, identifying where heritage, cultural and creative assets and opportunities could become catalysts for growth, and how local partners can maximise public funding to deliver wider public and private investment frameworks.

This work has the potential to contribute to the Local Industrial Strategy for Lancashire, complement the existing economic narrative and support Lancashire's overall inward investment proposition.

Recommendation

The Lancashire Enterprise Partnership Board is asked to:

- (i) Note that Tom Fleming consultancy will produce a final Cultural Strategy for Lancashire report; and
- (ii) Agree to delegate authority to LEP Chair and interim / permanent CEO to sign off the Strategy.

1. Context and Background

- 1.1 This exercise constituted the first time that the Lancashire Enterprise Partnership has considered culture and creativity as an economic driver, resulting in the production of a Cultural Strategy. It comes at a time when the direct and indirect benefits of culture to sustainable and inclusive growth, to place-making and to wellbeing, are becoming ever more understood and important at an international, national and local level.
- 1.2 For Lancashire, this Cultural Strategy is about increasing the readiness of the County to respond to opportunities and to help leverage strategic investment for cultural and creative initiatives that can act as drivers for growth. It sets out an overview of the strategic role of culture in Lancashire, identifies key opportunities for culture-led growth, and provides an overview of relevant priority actions.
- 1.3 The document is based on extensive consultation across the County and benchmarked against best practice in other parts of the UK and internationally. The study can also inform and underpin the development of the Local Industrial Strategy.

2. Consultation Activity

- 2.1 Tom Fleming Creative Consultancy has undertaken a series of consultation events with stakeholders to inform the development of the Cultural Strategy. These have included:
 - The Creative Lancashire Board
 - Lancashire Cultural Framework Board
 - Local Arts Partnerships
 - Arts Lancashire
 - Higher Education Institutions
 - Morecombe Artists' Colony
 - Marketing Lancashire
 - Lancashire Local Authority Leaders' Group
 - Key local authority culture leads
 - Key cultural organisations and
 - Lancashire's Arts Council National Portfolio Organisations (NPOs)
- 2.2 Within the consultation exercise, participants were to comment on the consultants' analysis of the current cultural landscape in Lancashire confirming cultural strengths and assets across the county as a whole.
- 2.3 It is also proposed that a Cultural Investment Plan will be a key output of the Cultural Strategy. The Cultural Investment Plan would be overseen by a newly formed Cultural Development Board made up of cultural and creative stakeholders and representatives of local councils and the LEP. Indicative investment priorities are included in final draft of the Cultural Strategy for your comment and consideration.

3. Main Elements of the Strategy

- 3.1 The Cultural Strategy document sets a long term vision for the role of culture as an economic catalyst in Lancashire, based around increased connectivity, enhanced capacity, improved collaboration, bolder activity and a distinctive cultural narrative. The document also presents a SWOT analysis of culture and the cultural sector in Lancashire, coupled with an indicative investment plan for new, emerging and established assets. A headline summary and indicative action plan is presented in the section Lancashire Culture Re-Made section towards the end of document.

4. Next Steps

- 4.1 Following this discussion at the LEP, Tom Fleming Creative Consultancy will produce a final report. Final sign-off will be delegated to Chair of LEP and Interim LEP Chief Executive Officer.
- 4.2 We will also seek to build this enhanced level of intelligence around Lancashire cultural infrastructure into the emerging Local Industrial Strategy and to inform aligned work on a potential City of Culture bid and the formation of a Lancashire Cultural Partnership.

List of Background Papers

Paper	Date	Contact/Tel
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None

Reason for inclusion in Part II, if appropriate

N/A