

# Lancashire 2025

A Vision for UK City of  
Culture and Culture led  
Regeneration in  
Lancashire

Phase 1:

# Creative Programme

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## 1.0 STRATEGIC GOALS

1. Lancashire 2025 will support the long-term development and also underpin the significance of arts and culture. The programme will contribute to a strengthening of the diversity of UK Culture.
2. Lancashire 2025 will increase awareness, visibility and attraction value of the county and the region, nationally and internationally, while creating a higher level of cultural cooperation and dialogue in the county and with the UK.
3. Lancashire 2025 will employ creativity, innovation, knowledge and experimentation to fuel human development, social innovation and economic growth.
4. Lancashire 2025 will aim to secure a more distinctive and comprehensive identity for culture in Lancashire while increasing the involvement from the business, the cultural and the research and learning communities.
5. Lancashire 2025 will support the development of open and inclusive cultural environments to further virtual cities of the future with diversity.
6. Lancashire 2025 will be a platform for interdisciplinary collaborations focusing on the challenges arising from diverse geographies, furthering the vision of a sustainable future – locally as well as globally.

## 2.0 A VISION FOR UK CITY OF CULTURE

**“This county has the potential to be a vibrant hub for contemporary culture – the artists working here are up for it, the audiences participating here are keen for it, the transport links to the region are good. Lancashire is a hidden gem we simply need to get out of the box and wear it.”**

*Lubaina Himid CBE  
Turner Prize Winner*

### **Our Vision**

Imagine a county positioning itself as a virtual city of the future, with a bold new vision for culture, commerce and creative communities.

An ideas-led programme curated on a forward-facing view of our county, influenced by the defiant cultures that shaped Lancashire’s past, but embracing the optimism of our collective future.

We will extend our story as a social pioneer, harnessing the talent of Lancastrians as creative, artistic and cultural innovators.

We will engage the people of Lancashire and deliver the most ambitious and inclusive cultural plans ever seen across the county.

## The Creative Concept

Lancashire transformed the modern world. Our factories, mills, forges, farms and fishing boats gave birth to the city as we know it. But that version of the city is nearing extinction. Just a vehicle for material consumption, for clothes and for coffee, linked by railways and roads.

There could be so much more.

At Dunsop Bridge, the geographical centre of the UK, we feel the ground shift beneath us as the vision of a new city takes form. Lancashire becomes a virtual city in front of us, immediately as we imagine it, tied together by the technology that places every citizen at the centre of the city itself. Embracing all that it has been, is now and may yet become; a creative process that triggers new cultures across all our communities, connecting our diversity distributing our bravery, curiosity and future desires.

The city centre is in each of us, all of us; and is not fixed by antiquated assumptions of transport links, geography and commerce. We emerge from our neighbourhoods flinging ideas into the air, trembling as they land such is their ferocity.

The city as you know it is dead. Lancashire is alive.

## A Cultural Ambition

Co-operation and collaboration will forge a different kind of city. Lancashire's story is a vision of non-urban potential. Our cultural programme is founded on its ultimate legacy, providing the building blocks to create a virtual city of the future, made by its own citizens.

Rather than be defined by one overriding cultural identity, we encourage Lancashire to embrace different personalities. The urban, coastal, countryside, industrial, historical and technological are constellations of the shifting epicentre of our imagined virtual city.

With emphasis on what we share, rather than what divides us, our bold new vision is a clarion call to re-think the county. Lancashire 2025 is the instrument by which the county can unite under one banner, working together to produce a stand-out arts and cultural ecosystem. One that embraces all the people in this county and our future generations.

In its entirety, the virtual city of the future is an imaginary map of the cultural space, a physical geographic location and a digital representation of the city form, fashioned out of time, place and memory.

Inspired by the spirit of Lancashire's heritage and history, not mired in nostalgia but future focussed, Lancashire 2025 looks to redefine the birth of the industrial age for the creative, ecological era. It is a virtual city of the future, born of Lancashire's rebellious, spirited posture as we initiate a new creative revolution that will reach far beyond the year of culture in 2025.

## Programme Design

### CITY ARCHITECTURE

#### Layer one: 96 Commissions

#### Location-Based Experiences

The virtual city of the future is built on 96 new commissions as ideas for specific locations. Ideas can come from anyone, any age, any background. The best ideas don't come from

one place. We will be asking artists, the creative industries, culture and creative communities to open their doors to innovation.

We are interested in new visions for life and sustainability in a virtual city of the future, with regard to culture and wellbeing for all people in the county, regardless of location. Our process is about collecting all these visions together, assembling a jigsaw that is the bigger story of our time, the story of place that defines who we are.

### **Layer two: Four Neighbourhoods**

#### **Uptown, The Valley, Downtown and Light Coast**

Reinventing Lancashire's social, physical and cultural cartography, dissolving our real and imagined borders to build a truly representative view of Lancashire. With 14 districts in this culture rich county, we have shaken off the viewpoint that cities are the spearhead of arts and culture by designing a shifting virtual city made up of projects commissions that connect people to the real-world environment of the county.

The programme is planned around four neighbourhoods that embrace Lancashire's different cultural personalities. Lancashire 2025 will harness the 'Internet of Things' for personal use and communal connection, with networked neighbourhoods empowering citizens to build joint projects.

### **Layer three: Virtual City**

#### **Roaming, Sustainable**

Our programme is the scaffold for the development of a virtual city of the future as an imaginary map of the cultural space, a real landscape and a computer-based environment, an iconic architecture of sustainable city planning for uncertain futures. From this scaffold, a structure will emerge, a creative process that will trigger seasons, collaboration and innovation. The city will play an important role in extending the programme into virtual space. We want the city to function as a mixed reality portal – the command centre on your PC for augmented and mixed reality experiences. Each citizen can be at the centre of the city, as we link locations through technologies and on-line communities.

## **PRESENTATION FRAMEWORK**

### **Layer Four: Navigation**

#### **North, East, Central/South, West**

The virtual city map is tied to particular geographical locations and represents a geographically approximate map of the county. When used with a compass, the map can help people navigate the neighbourhoods programme and find a destination. Find a place, find an experience.

### **Layer Five: Operations**

#### **Lancaster, Blackburn, Preston, Blackpool**

Each neighbourhood has its own urban hub, creating a geographical audience gateway to the programme in the year of 2025 with an operations and management zone for the period in which that neighbourhood stages the programme. Organised in collaboration with local authority and culture sector partners in each neighbourhood, the urban hubs are temporary settlements. Flexible architectural solutions will evolve, such as modular buildings for use at each of the four urban hubs.

### **Layer Six: Seasons**

Each neighbourhood will stage an 80-day season with a raft of 24 commissions taking place at various locations in the neighbourhood as well as events, services and infrastructure. We will re-centre the programming commissioning and cultural activity, into different neighbourhoods every three months. We will build the virtual city of the future as we

follow the seasons and our legacy will be the new possibilities our city-form suggests when the year is concluded.

### **Layer Seven: Months**

The programme journey begins in the North in January 2025 and goes full circle through four seasons of change, disruption, connection and innovation, all of which is experienced across a year of cultural programming. The audience journey navigates the identities of the neighbourhoods, communities and cultures through new commissions and cultural activity arriving where we began. At the conclusion of a journey where we make visible opportunities for commerce, travel, creative collisions and new cultures in the built architecture of the virtual city.

[Click for: A Vision for UK City of Culture: Launched Nov 2019](#)

## **2.1 Curatorial / Positioning Statement**

Lancashire is bidding for UK City of Culture in 2025.

Our application paves the way for **culture led regeneration in Lancashire**. The programme will drive economic development by substantially raising the profile of Lancashire, drawing in visitors and attracting investment by positioning the county as a **Virtual City of the Future**.

Lancashire 2025 expects to present the initial application to the UK Government Department of Digital, Culture, Media and Sport in April 2021. Through the means of arts and culture, we are seeking new visions for life and sustainability in a virtual city of the future, to enhance the wellbeing of all in the county and future generations, regardless of location. We want to offer Lancashire and all its visitors a breath-taking and transformative year of ground-breaking cultural activity that culminates in the birth of an incredible, inspiring and sustainable cultural legacy.

Expanding on the location of Lancashire, we create an imagined geography as a form of cultural construction that helps define a new identity for the county.

***“Lancashire 2025 will deliver the UK’s First Distributed City of Culture, as a location-based cultural experience, brought to life in an Interactive Digital World.”***

Working with local talent, as well as internationally renowned artists and collectives, Lancashire 2025’s creative production will range from cultural heritage and creative innovation, to architecture-environment and eco-vision, inspiring residents and visitors to engage with virtual and geographic location in creative and different ways.

New commissions will take place in different locations. From the urban, coastal, and countryside - areas will be presented in both cultural venues and social spaces including the industrial, historical and technological from cultural venues and social spaces. Commissions will include cross platform digital work, integrating physical and digital space, working online and outdoors. Our city form will enable all participants and our audiences to create, share and collaborate on an interactive map.

Lancashire is the birthplace of the industrial revolution and will now become the home of the non-industrial revolution. Our bid seeks to move the UK City of Culture designation beyond metropolitan constraints to not simply revisit the urban past and our relationship to it but to invade and invent it. Lancashire 2025 rethinks ideas of city and region, county and urban culture, convenience and connection.

Beginning in 2020, the development of our culture led regeneration programme will culminate in an ambitious and inclusive year of culture, at county scale in 2025. Our legacy will become the city-as-a-service model, bringing together place and new technologies to deliver more interactive, experiential and expanded cultural experiences to residents and visitors.

***“96 projects will co-exist in an interactive digital world that positions the county as both a Global Cultural Service and Virtual City of the Future.”***

Conceived as a service, our legacy programme will build a city on the web. “This is a world, very much like a real city of culture, inhabited by people, engaged in sight-seeing, world-building and interacting with people, but a virtual world which continues to exist and develop internally - even when there are no people or major events interacting with it.

*Can a City of Culture be delivered as a service?”*

***Debbi Lander***  
***Lancashire 2025 Bid Director***

## **2.2 Concept of the Programme**

### **Programme Strategy for Lancashire 2025**

Our programme has the perspective of a decade: from 2020-2030 because this is necessary in order to create a culture led regeneration programme which has long term perspective, relevance and impact. The programme must be solidly anchored in order to develop and survive beyond 2025. The concept of the programme for our UK City of Culture is **A Virtual City of the Future**. The foundation of the programme is built on this ambition and it is embedded in our strategic goals – that Lancashire 2025 aims to strengthen arts and culture in the whole of Lancashire. Our programme concept is a design for innovation and it is a delivery framework for the new cultural investment strategy of the Local Enterprise Partnership as a whole.

To achieve this degree of impetus and scope, we have engaged and involved key cultural operators, commerce and creative communities in the process since 2018, establishing a firm ground for the strategic programmes which will be launched in 2022 and all will have long term perspectives. We will involve artists, cultural institutions, local communities, schools, colleges, universities and local council’s in a process of participatory design which will generate a number of strategic programmes to strengthen the basic foundations for the arts and culture sector in 2025 and beyond. These programmes will be driven forward by cross sector alliances and networks which have made a concerted effort to formulate relevant programmes, larger and more visionary programmes than individual projects.

Led by design thinking, programme development is rooted in a new design and masterplan concept for a proposed Virtual City of the Future in Lancashire, to meet the needs of the 21st Century, whilst recapturing Lancashire’s pioneering, rebellious spirit that led to the development of the world's first original, modern city in Manchester over 140 years ago. The masterplan sets out a location (the county of Lancashire covering an area of 1,189 square miles), a culture supply (96 new commissions, location based), a framework for presentation at county scale (4 neighbourhoods stage 80 day seasons), an event management and operations structure (urban hubs in each neighbourhood with a management zone) and connectivity (digital representation in city form across the web).

The process of navigation, both location navigation and programme navigation will be managed through a map of the city form to help people find a place, find an experience. This is a digital project which will use an interactive map, geolocation and project view experiences in web design with excellent user interaction, such as Virtual Reality and Augmented Reality. It will tie together web, in-store, social media, mobile and event experiences and sync to location. We are aiming for a unified experience across physical and digital worlds for both on-ground and remote audiences.

The programme concept is acting as both a conceptual and practical framework in which research and development, commissioning, production and presentation, distribution, collection and archival creation for both existing and new cultural activity can happen within its boundaries. From the everyday cultural activities to the strategic cultural programmes and 2025 commissioned projects.

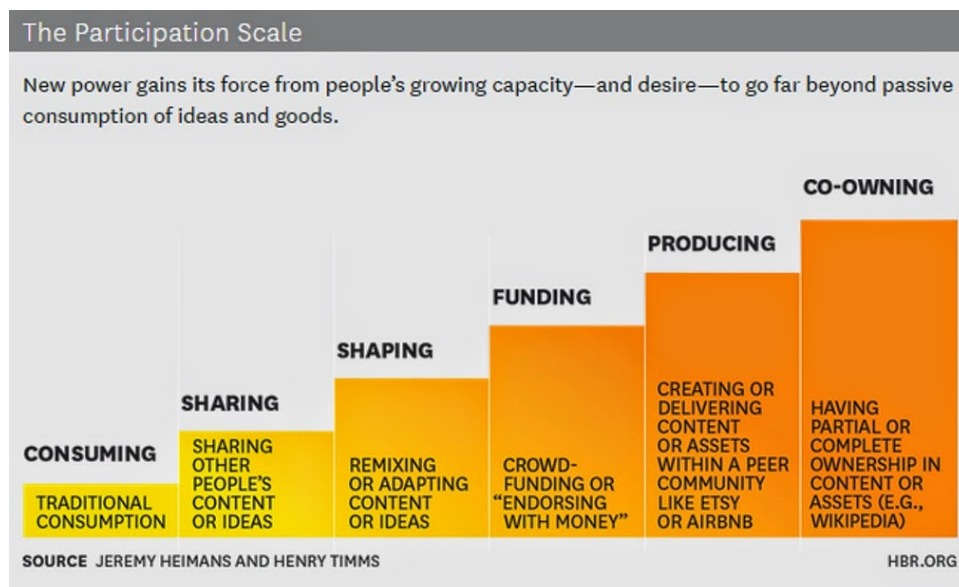
We have designed for maximum flexibility and connectivity. Our concept can respond to events, even when they unfold in unpredictable ways. It enables all the people of this county to engage and participate and our future generations.

### 2.3 Three Step Programme Development

**The programme will be built on three stages:** Development begins in 2020 with community building. The next area of growth is creative production and then it will be followed by service development.

**Stage one – community building** requires a five-year build-up, and the process begins in 2020 with our ‘Back the Bid’ Campaign. Lancashire local authorities and residents will be assigned neighbourhoods based on location and /or interest. A culture led approach to community development will be delivered through creative conversations, social media and local events. Participants will engage in neighbourhood planning as a way for residents, artists and organisations to decide the future of the places where they live and work; shaping the cultural programme. Neighbourhood plans will draw in local businesses and neighbourhood partnerships to support programme development for culture-led regeneration in the four neighbourhoods. This stage supports research and engagement during the development and bidding phase.

Lancashire 2025 wants to have 1.5 million inhabitants assigned to neighbourhoods by the end of December 2025. Lancashire 2025 aims to move people along the participation scale from consuming to sharing, to shaping, to funding, to co-owning the Virtual City of the Future - over a decade.





**Stage two – Creative Production** is phased according to nature of the project, with strategic projects (including network projects, major programmes, international collaborations, and key development projects requiring a four year build up: 2022-2025). These projects will be included in the bid which will receive formal approval in 2021. Medium scale projects for 2025 including arts, music and events for venues, individual festivals and artistic commissions, independent programmes and international co-productions (open call in 2022). Small scale projects for 2025, including community projects, local projects, children and youth programmes (open call in 2023). Spontaneous projects and events which can be launched in 2025 (open call in 2024 & 2025).

Lancashire 2025 will produce new commissions with conceptual clarity and high production values, and will present these commissions within the framework of four neighbourhoods as programme areas and create meaningful exchanges on cultural research and creative production for the Virtual City of the Future. Lancashire 2025 will also curate and present existing cultural activity and play host to guest events of national and international significance and reach to support our strategic goals.

The construction of the Virtual City of the Future is built on culture: performances, artworks, exhibitions, installations, experiences, festivals & events, archives & collections, creative, social, sporting activities. From sustainable community projects to everyday creativity, world-class national and international productions, cutting edge artistic productions and incredible spectacles. The Internet of Things and Analytics, Mixed Reality, Augmented Reality, Robots and Machine Vision are just a few of the technologies that will be used in the programme, live in digital space or on-site at geographic locations. This is our cultural programme for the UK City of Culture 2025.

**Stage three – Service development** requires the perspective and capacity of a decade. The services of the city form, embedded in web, will be derived from the community and production. Through embedded service development processes into the basic fabric of the 2025 programme such as technological extension, form adaption, digital and touring distribution, collection and archival creation, as well as cross sector and multi-platform partnership agreements, we can extent the commissions, and in some cases our existing cultural assets, into the virtual space and diversify our production to create the services of a city form embedded in web. The city, conceived as a service should ensure access to real-time data and information, digital reach, digital content and on-line audiences, digital production and audience development skills, new creative media works, streaming events and journalism to name but a few, supporting cultural exchange, as well as trade and education learning and cultural activity.

Our process is about connecting people and practices with a virtual city architecture using an innovative display system such as cine-montage or ‘data montage’ - a collage form of over 100 High Definition Images (as windows onto a world of services from a streaming platform to creative media works and digital publishing) which require their own layer on a 4k timeline. Initially the image is stable and then slowly reveals the entire contents of the timeline and service proposition with time diversity and fragmentation. Our virtual city of the future concept is a unique opportunity to develop future tech and a digital operating system for culture in Lancashire, inspired by network culture and the model of distributed computing. The aim is a cultural infrastructure based on projects, events and technology which will exist in both the physical and digital realms. The destination goal is a ‘persistent state’ world – a city form embedded in web which continues to exist and develop culture even when there are no people or major event interacting with it. This is our legacy programme beyond 2025.

## 2.4 Themes and Programme Structure

Lancashire 2025 presents the Virtual City of the Future.

Lancashire 2025: The Virtual City of the Future programme asks the question: **how can we create a better, creative, more sustainable way of living in the UK?**

It aims to examine the world we build together, one not always as inclusive and democratic as we would wish for. It explores new visions for life and sustainability in a virtual city of the future. Technology is an important tool that enables people to participate but we also tend to instrumentalise technology such that it creates sameness.

Lancashire 2025 brings together the four topics of Wellbeing & Happiness, Connectivity, City Design and Present Futures to develop, commission and produce the programme with a particular focus on the virtual architecture, arts, creativity and values. Each topic relates to how we live and shape our places, providing a clear approach to development.

We have defined a programme that is built on a creative concept and four programme areas which reflects our programme structure. The Lancashire non-metropolitan area, which includes 14 districts on a 3,075km<sup>2</sup> site will be enveloped into four neighbourhoods - Uptown, Downtown, the Valley and Light Coast.

The programme for 2025 will have a simple format of four seasons – winter, spring, summer and autumn, with an 80-day time-span, with four neighbourhoods as the programme areas and four seasons providing a clear format. The four topics will not be used as season themes.

### CONCEPT MOTTO

#### Virtual City of the Future:

Lancashire transformed the modern world. Our factories, mills, farms and fishing boats gave birth to the 'city' as we know it, but that version of a city is now nearing extinction, surviving merely as a vehicle for material consumption, for clothes and for coffee, linked by railways and roads.

But there could be so much more.

Lancashire is the birthplace of the industrial revolution and now becomes the home of the *non-industrial revolution*. As both an originator *and* victim of urbanisation, Lancashire faces technological, digital and cultural challenges - as well as local and global - and now is the time for the county to seek and build a sustainable future.

Inspired by cities and regions co-existing for the benefit of all inhabitants, Lancashire 2025 looks forward to redefine the birth of the industrial age. We are committed to creating a culture of creativity and sustainability to pave the way towards our new *creative, ecological age*.

### THE FOUR TOPICS

#### Happiness & Wellbeing

It's a proven fact that Arts and Culture are good for you. It's also proven that wellbeing is fundamental to overall health, happiness and sustainable human futures. There are powerful connections between environment, health, wellbeing and social justice.

The wellbeing of future generations requires people to think about the long-term impact of their decisions and actions, to work better with people, communities and each other to

prevent persistent problems such as poverty, health inequalities and climate change. As nature and technology merge, we ask what does that mean for wellbeing?

Lancashire is a place of progress in reform. Movements and culture have the power to address inequalities and remove barriers, supporting and reflecting different cultures. The focus is on **health, happiness, social change, environmental issues and ethical living**. *Let's celebrate our way of life!*

### **Connectivity**

Lancashire has an extraordinary diversity of geography and culture – the urban, the coastal and the countryside, the industrial, the historical and the technological.

We are a tremendous conflation of people, history, language, traditions, landscape, art and cultural assets - and this is central to what defines our county as a place of unique contrasts and credibility.

We accept our diversity, hyper local connectivity and face great social differences and challenges. Lancashire declares *connectivity* as a goal and asks how community, cultural difference and geographical diversity can be connected. We want to use culture to strengthen co-operation across the county but also regional cooperation and global, digital cooperation. Our vision is of Lancashire as one place.

The focus is on both **real-world and digital connectivity, social interaction, cultural integration**, and **mobility**. *Let's connect our diversity!*

### **City Design**

Our cross county cultural programme provides the building blocks to create a Virtual City of the Future brought to life by its own citizens.

Lancashire becomes a virtual city right in front of us, immediately as we imagine it, with four new *neighborhoods* that may not physically exist as such, but instead are tied together by cultural projects, events and technology to appear to do so.

We invite a county of social pioneers, radical campaigners, industrialist innovators and creative makers to be inspired by, and use, its DNA to create a testing ground for the Virtual City of the Future.

Our programme provides the context to showcase world class research exploring the future of work and leisure. Recreation, art and culture can be shared globally through augmented, virtual and mixed reality.

The focus is on **sustainable living, city design, extended reality (XR), new experience and art**. *Let's co-design, with culture!*

### **Present Futures**

Cultural heritage is central to our understanding of the past and the future. We value and learn from the past and pass that value and learning on to future generations, however the future of *our future* lies in the *present*.

Educating by lessons of the past and anticipating the challenges of the future, a county with a wealth of heritage, history and knowledge should re-read, re-interpret and re-work buildings, landscapes, museums, memories, objects and species with a future-forward vision to inform a sustainable and brighter future.

Our process is about assembling the jigsaw that is the bigger story of our time, the story of place, that defines who we are.

The focus is on **landscapes and nature, community heritage, intergenerational narratives and digital transformation** - *let's build present futures!*

## 2.5 Our Concept Motto is also a Slogan

Our concept motto is Virtual City of the Future. It reflects our vision of Lancashire as one place. It changes the perception of our county. The very essence of the future can be seen through imagined geographies. At a time when everyone is searching for solutions to a sustainable city and urban planners bring together nature and technology with data and design to create the city of the future, we believe virtual city of the future sums up the needs of our time and the potential of our county. The Lancashire story is a vision of non-urban potential.

In assuming the role of a UK City of Culture we also assume responsibility - for the global identity of the UK's cities and the cultural sustainability of the UK's non-metropolitan areas. In choosing Virtual City of the Future as our motto, we have committed ourselves to creating a future-orientated platform. Our concept is the product of the process that will render it credible. It is the outcome of a process that will involve 1.5 million people in its creation.

Why Lancashire? Our county has a specific geography which can be used to rethink the city and the form of a city. Our county has a particular history which gives it the right to attempt to imagine and define a different kind of city. Our county has a type of politics / administration that lends itself to a networked future. The geographical area we will involve in the UK City of Culture event is the whole county.

What is a city? A city can be defined by a range of parameters beside population and capital status - geography, culture, history and politics / administration. A city that is defined by its geographical diversity which combines the urban, coastal, countryside, industrial, historical and technological is a very fine model for a Virtual City of the Future!

## 3.0. Development Programme 2020 – 2021

Our core programme for the development and bidding phase is clearly linked to the strategic development of the cultural and creative sector in the county. We will invest in research and development and production – with new artists, new formats and new partners. This will not just be preliminary for UK City of Culture 2025 – but is absolutely essential in itself and will consist of two cross cutting programme strategies and a strong effort to build projects with a longer-term perspective.

- **City Infrastructure:** Designing, building and launching the Virtual City of the Future infrastructure. The programme architecture is the mechanism by which the county can unite under one banner and deliver programming at county scale. These are innovative projects which provide architectural 'frameworks' as well as new opportunities to rethink arts, culture, creativity and social innovation.
- **Capacity Building:** A knowledge and competence programme for UK City of Culture 2025. The amassing of knowledge, networks and know-how in and of the cultural and creative sectors. This applies to professional artists, and creative businesses, children and young people and community at large. These are development projects which enable participatory design as well as new opportunities to develop future skills, curatorial, production and audience development skills.

- **Key Cultural Programmes and Projects** with long term perspectives including large scale productions, development of existing and new festivals and regional based programmes as well as major independent projects. These are open and inclusive programmes which support community building and creative production as well as new opportunities to work together to produce a stand-out arts and culture eco-system.

The planned programme of activity will drive cultural participation, support talent and skills development and include experimentation with the new technologies. Further, it will develop local and national audiences to drive profile, ambition and reach during the development and bidding phase.

### **Key projects**

1. Interactive Map; 2. Mobile Hubs; 3. XR Experiments; 4. Occupy the Map; 5. Under 25 Challenge; 6. Trans-disciplinary Producers Talent Development Programme; 7. The Light Line; 8. Open Call for Ideas.

## **3.1 Key Projects**

The cultural programme for 2020 – 2022 is made up of four creative productions and four strategic programmes. All of these key projects are long term initiatives with the perspective of a decade. They represent part of the core business of Lancashire 2025 and support annual development and delivery on an annual and iterative basis - they grow and scale our programme over time and place to build a strong foundation for the concept of the programme.

### **Creative Productions**

**Project 1 – Interactive Map** – design and development of an interactive map based on our virtual city design. The aim is to generate cultural data on a geographical mapping platform to imagine and build the Virtual City of the Future.

We want this map to support excellent user interaction on three levels. We want to enable users to contribute information about the specifics of the imagery and viewpoint used (city design). We want to allow people to record and share their memories or creative responses to places that they encounter in daily life or programme (Culture). We want to support integrated VR/AR/MR and enable user generated content to appear on the map which can be switched on/off according to user interests (Experience).

Map design begins with defining the geographical boundaries of the city and the four neighbourhoods. Experience design will cover both location navigation and programme navigation and support three functions: site-seeing, world-building and interacting with people. Embedded into a website, this map will allow desk-based users to view and annotate the map but the project will focus primarily on the use of mobile technology.

**Delivery:** This map will drive the Lancashire 2025 ‘Back the Bid’ campaign. It will allow people to appear in neighbourhoods. Every person on the map represents a bid signature. We will commission an artist to create a virtual structure for the map as an iconic symbol of sustainable city planning which will evolve through public participation.

For phase 2 we want to be able to plan, promote and track projects, places and participants live on the interactive map during the development period and during the event in 2025. In Phase 3, we are aiming towards replay services, digital collections and development of a rich media creation – a 3D City form with a rich diversity of experiences and services, functions and information content.

**Project 2 – Mobile Hubs** – production design and development of the first prototype, a flexible architectural solution which will evolve, in the form of a modular mobile building for use at each of the four urban hubs. The creative concept is a mobile super-structure that can function as both a management and operations zone and a spectacle event. The concept we are working with is a pop-up city. A kind of ‘float polis’ or instant city balloon-transported arts centre mega structure that can be scaled up towards 2025. The concept sketch will be finalised in a consultation workshop with the host authorities, supporting partnership development and event operations planning.

Making incredible spectacle happen: A test event will confirm and improve the physical prototype and event operation capabilities. The structure will trial the journey between hubs - imagined as a spectacular urban, coast and countryside odyssey, through valleys and towns from the medieval hill-top to the seashore, visiting communities on route and a procession moving in a ceremonial manner from north to west to south to east .

Delivery: Walk the Plank consultancy, Concept sketch, a Virtual Prototype and build of a Physical Prototype and Test Event in 2021 - the year of selection and designation. Phase 2 will see the development and expansion of the structure including data and digital integration. Phase 3 will see permanent installation in the physical and digital realms.

**Project 3 – XR Experiments** – develop, commission and produce a series of low-cost R and D projects as small-scale location based XR experiments with virtual reality, augmented reality and mixed reality.

We will launch a commissioning programme supporting five site specific experiments for development and delivery in one urban, coastal and rural location, the centre of the UK (Dunsop Bridge) and networked space across the web. This project is acting as a proving ground for the development of a network for ‘virtual stages’ across Lancashire. Ideas will be derived from invitation and open calls. Location based XR experiences will support a geo-based experience. We will connect experience in digital practice to pioneers in immersive tech and form place-based partnerships for digital innovation.

Delivery: five commissions, developed and delivered. From 2023 we are aiming to build a connected infrastructure of media facades, urban screens and projection sites to both circulate creative content and deliver location-based AR in 14 districts in 2025 with locations including outdoor sites and cultural and social spaces.

**Project 4 – The Light-Line** – develop, commission and present a Digital / Public Art Work which will create paths of light across Lancashire visualised in colour and form. An ambitious visualisation of our virtual city of the future, the project is an on-line data visualisation and large-scale projection / installation involving mass participation.

The on-line component will be integrated with the Lancashire 2025 Back the Bid Campaign. Interactions between participants on the map will generate a light line of light between hot spots through an innovative use of data visualisation, crowdsourcing and light field technology. Working with ideas from data visualisation, architecture, technological theatre and performance, we are aiming to define the geographical boundary of the county and connect our hubs as well as visualise and represent interaction between people, where they are, both on the map online and in a light art spectacle on 21 December 2021.

Delivery: Installation Concept, Structured Engagement Projects, On-line Artwork and Large-scale Projection / Installation to mark the end of the bidding phase. From 2023, this artwork will continue to expand online with annual delivery in the public realm as a Winter Solstice to establish an annual tradition for the Virtual City of the Future.

## Timescales

- 21 June / 21 Sept / 21 Dec 2020: Launch of The Interactive Map – Iterations.
- Opening: From Jan 2021 - Launch of The Light-Line - Online Participation.
- April 2021 – March 2022: ‘Location Based Experiments in XR’ – Commissions.
- From 21 June 2021 – Launch ‘Mobile Hubs’ – First Prototype and Event.
- Closing: 21 Dec 2021 - Launch ‘The Light Line’ – Physical Installation/Projection.

## Strategic Programmes

- **Occupy the Map** – curate, commission and present cultural activity from streaming events to new creative media works and cultural dialogue to create hotspots on the map with a focus on artists and freelance producers / curators based in Lancashire and from the north of England. Delivery: 25 Faces of Culture, on the map.
- **Under 25 Challenge** - Lancashire 2025 invites children and young creatives to experiment, explore and develop with focus on the virtual city of the future concept. Whether green event or use of regional resources, the long-term durability of ideas and projects is an important goal here. This development activity is not only concerned with new technological developments but also integration of the complex web of art, technology and society into every-day life. Delivery: Open Workshops, Creative Concepts.
- **Trans-disciplinary Producers Talent Development Programme** – building capacity for the event management in 2025 with a training programme which will support a cohort of 14 mid-career creative professionals from diverse backgrounds. Drawn from each local authority area, each participant takes part in both personal and collective learning. The participants activity will include hands-on work experience with the Lancashire 2025 programme in 2021, mentoring and coaching from experienced and respected professionals and residencies with International host organisations in the UK and worldwide. Delivery: Consortium Partnership, Programme Design, Programme Recruitment, Training Activity.
- **Open Call for Ideas** - Lancashire 2025 invites artists and collectives of people to submit ideas and proposals which suit our themes and programme structure. Research and Engagement activity partnership development and The Lancashire 2025 Podcasts will support and help activate the open call. Delivery: Curatorial Framework, Reciprocal Marketing and Strategic Programmes for the bid proposal.

## Timescales

- From June 2020: Go Live: Occupy the Map – First programme in series.
- From June 2020: Go Live: Open Call for Ideas – First call for strategic projects.
- From June 2020: Go Live: Under 25 Challenge - First programme in series.
- From October 2020: Producers Talent Development – Recruitment call.

## 3.2 Building a robust and diversified Network

Lancashire 2025 is a collective effort that requires interacting with a range of people: suppliers and potential investors, employees and customers, peers, competitors, public officials and members of the media.

We are taking a two-fold approach: we will use social ties to access critical resources and use our networks to gain information, share experience, exchange ideas, pool expertise, draw

mutual support and help sustain motivation, thus increasing the likelihood of our project's survival and success.

The focus is on:

- Diversifying our networks.
- Reciprocity and strong relationships.
- Being selective in whom we invest time.
- Understanding the local social landscape.
- Using our brand and resources to address social issues.
- Attracting and maintaining a constituency.
- Building mutually beneficial relationships.
- Accessing internal and external relationships.
- Forging relationships that go beyond work.
- An open demeanour, positive attitude and personal integrity to build trust.

## **Engagement Initiatives**

### **Lancashire 2025 University Relationships**

The focus is on capacity building for the programme through deployment of networks, knowledge sharing, skills and research. Partnership requirements identified for the bidding phase cover five key areas of activity / support to explore, define and unlock the nature and extent of the university partnership required across the county.

- Strategic programme for the bid which will connect people with world-class research on the future of work / leisure across fields of research and practice.
- Design of the Research and Evaluation framework for the bid / vision.
- Partner: Producers Talent Development Training Programme.
- Partner: XR Experiments Commissioning programme.
- Establish an interdisciplinary and cross-sector Research and Technical Group for the Virtual City-as-a-Service model.

### **Lancashire 2025 Design Collective**

The focus is on collaborative working between design talent in the county across disciplines and markets and delivery of consistent brand communications. Priorities are:

- Succinct and accessible communication of the narrative through text and image, web site and brand communications.
- £35k budget from Creative Lancashire for Lancashire 2025 Ltd to support brand, narrative, website, interactive map and design products.
- Collective decision making, collaborative practices and group work.
- New organisational models which support creativity and innovation.
- Integrating design into the programme development process from the start.

### **Lancashire 2025 Bid Application Writing and Drafts**

Much of the documentation, partnership and programme development that has been undertaken and produced through the Lancashire 2025 Phase 1 Business Outline and Creative Programme provides considerable information for the DCMS bid application itself. A wealth of insight, analysis, reports and developments has been gathered during 2019/2020 for the bid application.

What we know and what we have established will be documented in the 2021 bid application format to wrap the research and scoping phase of work completed during 2019/2020. A short, time-boxed period (one – two weeks) will be marked out as away days for the Director and Operations Consultant to collaborate on this task before the 12<sup>th</sup> June 2020.



Lancashire 2025 will write the first draft bid application for circulation shortly after the City of Culture guidelines for 2025 are published. This draft document will be shared and developed through consultation with key cultural operators and stakeholders. Lancashire 2025 will run open recruitment for bid writers, where specific skills and knowledge is needed and beneficial to producing the best bid application imaginable.

### **Lancashire 2025 Development Network**

Lancashire 2025 will mobilise connections made during the research and scoping phase into a network of active support through the mechanisms of the Lancashire 2025 Bid Campaign and Programme Development and for our three priorities: community, programme and partnerships. The list of individuals and organisations from Lancashire who have expressed an interest in supporting our bid is available on request.

We have planned twice a year gatherings for Lancashire 2025 Community / Stakeholders. The gatherings are linked to Equinox and Solstice in both 2020 and 2021. Each gathering is planned around a topic that brings people together for a specific reason, supporting community building, increasing member acquisition rates and acting as a mechanism for consultation and conversation as well as key date push points.

### **Lancashire 2025 Gatherings – Dates and Agenda**

**2020** (Subject to change / online conference – Covid-19)

- 21 June - Kick Off Project Meeting – (Communication) – The Plan.
- 21 Dec - Consultation and Development Workshop (Preparation) – The Bid.

**2021**

- 21 June - Kick Off Project Meeting (Full Bid, Shortlisting) – The Programme.
- 21 Dec - Evaluation and Move on Workshop (Announcement) – The Legacy.

### **Lancashire 2025 Podcast**

The podcast will feature and document all things ‘Lancashire 2025’ providing:

- **Information & Communication:** a platform for broadcasting the details of the project to the world.
- **Activation and Engagement:** to begin the process of building our community who we call to action to engage with the project in a digital space for communication, discussion and debate.
- **Legacy:** the podcast remains available online as an accessible digital archive that documents the entire life and journey of the project from 2020 onwards.

The show will be co-hosted by the projects Director Debbi Lander (DL) and Associate Producer Mykey Young (MY). The show is presented in a conversational, informal interview format. Whilst the show will not be scripted, each episode will see the creation of its own lead sheet. These sheets will provide structure and outline key messages and milestones to be followed when recording each episode. The Podcast will be published in ‘seasons’ that each feature 6 x 30 minute episodes. Some episodes will be supported by guests.

### 3.3 Neighbourhood Assignment and Area Distribution

Diagram 1 – Neighbourhood Assignment

	POPULATION	UPTOWN	DOWNTOWN	LIGHT COAST	THE VALLEY
BLACKBURN	147,500				147,500
BLACKPOOL	142,100			142,100	
BURNLEY	87,000				87,000
CHORLEY	107,200		107,200		
FYLDE	75,800			75,800	
HYNDBURN	80,700				80,700
LANCASTER	138,400	138,400			
PENDLE	89,500	89,500			
PRESTON	140,200		140,200		
RIBBLE VALLEY	57,100	57,100			
ROSSENDALE	68,000				68,000
SOUTH RIBBLE	109,100		109,100		
WEST LANCS	110,700			110,700	
WYRE	107,700			107,700	
<b>TOTAL</b>	<b>1,461,000</b>	<b>285,000</b>	<b>356,500</b>	<b>436,300</b>	<b>383,200</b>

**Diagram 2 – Area Distribution for City of Culture Programme in 2025: Indicative only**

	POPULATION	AREA SIZE	MONTH EVENTS	SEASON PROJECTS	VIRTUAL STAGES	MAJOR PROGRAMMES	TOTAL COMMISSIONS
<b>SEASON ONE: UPTOWN /WINTER</b>							
Lancaster	138,400						
Ribble Valley	57,100						
Pendle	89,500						
	<b>285,000</b>	<b>1,330</b>	<b>3</b>	<b>15</b>	<b>3</b>	<b>3</b>	<b>24</b>
<b>SEASON TWO: VALLEY/SPRING</b>							
Burnley	87,000						
Rossendale	68,000						
Hyndburn	80,700						
Blackburn	147,500						
	<b>383,200</b>	<b>458</b>	<b>3</b>	<b>14</b>	<b>4</b>	<b>3</b>	<b>24</b>
<b>SEASON THREE: DOWNTOWN/SUMMER</b>							
Preston	140,200						
South Ribble	109,100						
Chorley	107,200						
	<b>356,500</b>	<b>830</b>	<b>3</b>	<b>15</b>	<b>3</b>	<b>3</b>	<b>24</b>
<b>SEASON FOUR</b>							
West Lancs	110,700						
Fylde	75,800						
Wyre	107,700						
Blackpool	142,100						
	<b>436,300</b>	<b>459</b>	<b>3</b>	<b>14</b>	<b>4</b>	<b>3</b>	<b>24</b>

## APPENDIX – DELIVERY BRIEFS

### Appendix 1 Brief: Open Call for Ideas

In development.

### Appendix 2 Brief: The Lancashire 2025 Show – Podcasting – DRAFT DOCUMENT IN DEVELOPMENT

#### THE LANCASHIRE 2025 SHOW (PODCAST) (V4)

##### NAME & STRAPLINE:

The Lancashire 2025 Show

*Creating a bold new vision for culture, commerce and creative communities!*

##### OR

The #IMAGINELANCASHIRE Podcast

*Creating Culture led regeneration for the Virtual City of the Future!*

##### OBJECTIVES:

The podcast will feature and document all things ‘Lancashire 2025’ providing:

1. **Information & Communication:** a platform for broadcasting the details of the project to the world.
2. **Activation and Engagement:** to begin the process of building our community who we call to action to engage with the project in a digital space for communication, discussion and debate.
3. **Legacy:** the podcast remains available online as an accessible digital archive that documents the entire life and journey of the project.

##### HOSTS

The show will be co-hosted by the projects Director Debbi Lander (DL) and Associate Producer Mykey Young (MY)

##### FORMAT

The show is presented in a conversational, informal interview format. Whilst the show will not be scripted, each episode will see the creation of its own lead sheet. These sheets will provide structure and outline key messages and milestones to be followed when recording each episode.

The Podcast will be published in ‘seasons’ that each feature 6 x 30 minute episodes.

***\*Please see attached episode guide for Season 1***

##### GUESTS

Some episodes will be supported by guests including:

- Key Stakeholders
- Artists and Collectives from the open call
- Community across the neighbourhoods
- Organisations, CPP’s, NPO’s

## **INTERACTIVITY**

The show will have built-in mechanism for the community to comment on and respond to the content through the following digital platforms managed by Lancashire 2025 (MY):

- Podcast Facebook Page
- Message Board - hosted on our new website created by Lancashire 2025 Design Collective
- Email - through an address generated through the new website
- SMS and Voice Note - via a PAYG mobile phone number specific to the podcasting project

## **COVER ART**

The show will launch using existing design assets. The Lancashire 2025 Design Collective will create updated branding for the show for Season 2 from a brief constructed via feedback from Marketing Lancashire and the Curatorial Advisory Group.

## **PROFESSIONAL INTRO & OUTRO**

- High quality theme music with corresponding underscores and stings created by Lancashire 2025 (MY)
- Professionally recorded voice-overs. Script to be created by DL and MY
- Closing 'supported by' voice over to credit show creators, producers contributors, funders, partners etc.

## **REQUIRED EQUIPMENT TO BE PURCHASED**

- Rode NT-USB condenser microphones X 2

## **PRODUCTION AND EDIT**

- The show will be edited by Lancashire 2025 (MY) using built in Apple software 'Garageband'.
- Should we require more proficient editing software we will update following the production of the first episode.

## **SUBMISSION, HOSTING AND SYNDICATION**

- Our Podcast will be hosted via '**Libsyn**' who are one of the longest standing and most trusted podcast hosts in the world. They offer competitive pricing alongside unlimited storage space and bandwidth - crucial to protecting and promoting the show throughout the delivery and legacy of the entire project. Libsyn offers a simple and hassle-free service that will allow us to quickly upload our content and have it syndicated to all of the leading global podcast platforms including iTunes, Google Play, Sticher and Spotify.
- The podcast will be submitted to, stored and hosted by Libsyn
- Libsyn will syndicate the podcast across multiple platforms including iTunes, Stitcher, Google Play and SoundCloud.
- Libsyn will provide detailed analytics on the shows audience and reach
- There will be an option to embed Libsyn's own streaming player within our websites.

## Appendix 3 Brief: Lancashire 2025 Web Site – DRAFT DOCUMENT IN DEVELOPMENT

### PHASE 1 BRIEF AND REQUIREMENTS:

These are the minimum requirements of and functions required of the phase 1 development of the Lancashire 2025 website to be delivered by the end of April 2020. We will follow up with further functions and content ASAP.

**Brand Name:** Lancashire 2025: The Virtual City of the Future

**Web Site Reference** - Nuremburg 2025: <https://n2025.eu/>

### WEBSITE AREAS/PAGES/FUNCTIONS:

#### HOME PAGE:

1. Create a floating bar or notice for our **Covid-19 Statement**. This should be easily removed in the future and not affect the overall aesthetic and design of the rest of the home page or website.

Across the UK and the entire globe the day-to-day lives of humans are changing due to the Covid-19 pandemic. The crisis, unlike anything most people have seen in their lifetime has brought about a global change in thought and action.

Our arts and cultural sector, freelance workforce and worldwide economy face critical problems and uncertain futures. Day by day we are getting to grips with how our lives *must* and *will* change whilst we tackle the virus, and it becomes evermore clear that our opportunities for human connection, work and socializing, as we knew them, grow ever more limited.

Lancashire 2025 is a future-focused project with a mission to improve the lives of all in the county. We are well positioned to take stock of the current climate and make new, measured and strategic choices about the way in which we deliver our programme in 2020.

Working closely with our founding partners we will be creating a series of responsive commissioning opportunities with the support and wellbeing of Lancashire's cultural community at their core.

We will be publishing further details in the weeks to come.  
Please stay safe, stay tuned and stay in touch.

The Lancashire 2025 Team

2. Create an eye catching landing page
3. Create the Lancashire 2025 Logo and lead imagery *(we are happy to work with current design assets in order to launch the website sooner, rather than later depending on the timeline for the new branding to be developed and completed)*
4. Incorporate our strapline 'building the Virtual City of the Future' (TBC)
5. Creatively lay out and insert the Project Overview (below is V1 of the draft copy)

**Lancashire is bidding for UK City of Culture in 2025!**

Our application paves the way for **culture led regeneration in Lancashire**. The programme will drive economic development by substantially raising the profile of Lancashire, drawing in visitors and attracting investment by positioning the county as a **Virtual City of the Future**.

**“Lancashire is the birthplace of the industrial revolution and will now become the home of the *non-industrial revolution*. Our bid seeks to move the UK City of Culture designation beyond metropolitan constraints to not simply revisit the urban past and our relationship to it, but to invade and re-invent it. Lancashire 2025 rethinks ideas of city and region, urban exploration, convenience and connection.”**

Through the means of arts and culture, we are seeking new visions for *life and sustainability* in a virtual city of the future, to enhance the wellbeing of *all* in the county and future generations, regardless of location. We are committed to creating a culture of creativity and sustainability to pave the way towards a **new creative, ecological age**.

**“Lancashire is a hidden gem, we simply need to get it out of the jewellery box and wear it!” - Lubaina Himid CBE - Turner Prize Winner**

Beginning in 2020, the development of our culture led regeneration programme will include cross platform digital work, integrating both real world and digital spaces. Working online *and* outdoors, we will produce across all art forms, cultures and places. By connecting the urban, the coast and the countryside, we want to offer Lancashire and all its visitors a breath-taking and transformative period of ground-breaking cultural programme, skills and talent development culminating in an ambitious and inclusive year of arts activity at county scale in 2025 and the eventual birth of an innovative and sustainable legacy.

**“Lancashire 2025 will deliver the UK’s First Distributed City of Culture, as a Location-Based Cultural Experience, brought to life in an Interactive Digital World.”**

Our legacy will become the city, conceived as a service - bringing together place and experiences to residents and visitors, enabling new thinking and new culture for the future and connectivity of Lancashire.

**“At the end of 2025, 96 projects will co-exist in an interactive digital world that positions the county as both a Global Cultural Service and Virtual City of the Future”**

6. Creatively lay out and insert the City of Culture background copy (V1 of the draft below)

The UK City of Culture programme was developed by the UK Government Department for Digital, Culture, Media and Sport to build on the success of Liverpool as European Capital of Culture 2008. It saw the creation of a national cultural event spread over a year and focused on a particular city or area.

Since then it has taken place in Derry-Londonderry, Hull and the next celebration will take place in Coventry. The programme uses culture and creativity as a catalyst for regeneration forging new national partnerships and encouraging innovation and ambition in the realization of inspirational cultural and creative activity.

Using Hull as an example, their year-long programme of fantastic cultural events in 2017 was supported by £32 million of funding from a range of partners including an additional £100 million investment from Hull City Council to upgrade the city's buildings and streets.

**“Culture has the power to transform communities by making a crucial contribution to the economic and social regeneration of our cities and towns. It attracts and inspires. We have already seen in Hull how cultural investment is transforming the city's confidence. The opportunities for the next UK City of Culture are as important as ever...bringing with it significant media coverage on the national and international stage, and an opportunity to showcase local culture to the world.” - Rt Hon Matt Hancock Minister for Digital and Culture**

The UK City of Culture is much more than merely a title. It is a platform and vehicle that brings communities together, builds local pride of place, develops new partnerships and attracts tourists from across the UK and the globe.

Better still, cities and areas that bid for the title create their *own* visions of what UK City of Culture will mean for them, and Lancashire 2025 is no exception. Our future-forward vision is *radical but realistic* and most importantly, through its long lasting legacy will put the wellbeing and future of the entire county **first**.

Winning the UK City of Culture title will not only provide Lancashire 2025 with even more opportunity to celebrate local culture with a programme of events that is ambitious, inclusive, and inspiring, but also an even stronger platform with which to enable significant regeneration across the entire county.

It is up to us, as Lancastrians to set out what the benefits will be to our own locale and what better reason do we need to forge connectivity and work together to build our own bright, and innovative future?

**“Lancashire based supporting quote” - Tony Attard, Chair, Lancashire 2025 (to follow)**

7. Back the Bid / Join our Mailing List - sign up form

- Insert copy (below)
- Create sign up form - name, email address, postcode, company (if applicable)
- Sign Up Button - 'I support Lancashire 2025'
- Counter/Tracker - live as people sign up and support

Lancashire 2025 is about the whole of Lancashire coming together as one county to champion a new vision, a new identity and make a new culture for a sustainable future.

Lancashire 2025 will be for everyone no matter what age, gender, race, sexuality, religion, or education. We will ensure people can access and engage with what we have to offer, regardless of financial or geographical restraints. Diversity and inclusion is at the heart of our vision for Lancashire 2025.

Help us move to the next stage in the race for the title of UK City of Culture 2025 by supporting and backing the bid using the form below and we will keep you posted as the project develops!

#ImagineLancashire #Lancashire2025



*\*please note that ideally we would prefer that the sign up function directly relates to placing yourself on the Virtual Map rather than hitting a sign up button, but this will clearly depend on the timelines associated with its creation. Therefore this copy and functionality is subject to change. We are currently working on a more impressive sign up concept along the line of Citizenship Application/Passport to the Virtual City etc and the above is merely the most basic sign up function as per current website.*

## **NEWS PAGE**

Create a page that is easy to populate for use by the Marketing Lancashire and the Lancashire 2025 teams (text, image, video etc)

## **WHY LANCASHIRE? WHY NOW? PAGE**

Please use the CURRENT Lancashire 2025 web content to form the basis of this page.

COPY:

Bidding for UK City of Culture 2025 is part of a long-term strategic plan for culture in Lancashire. The timing of 2025 is right – allowing us time to develop ambitious plans for the county and giving us the platform to showcase our offer nationally and internationally.

At a time when people feel politics is dividing communities – our visionary, collaborative approach to UK City of Culture 2025 brings together:

- 12 district councils
- 2 unitary authorities
- Lancashire County Council
- Lancashire Enterprise Partnership
- Marketing Lancashire
- Creative Lancashire
- University of Central Lancashire (UCLAN)
- The arts, education, health, environment, science and technology, tourism, private, voluntary, community and faith sectors
- Citizens, visitors, workers, students, communities, villages, towns and cities

And because Lancashire deserves better:

Arts Council funding is significantly lower in Lancashire than in comparable counties and cities

There is an inequality in terms of quantity and scale of major arts organisations in Lancashire

People outside Lancashire do not see us as a county rich in arts and culture, but we know we have already impacted the world stage and will continue to do so in the future.

Lancashire 2025 will build stronger national and international connections and identity – making sure everyone remembers our past and knows we have an exciting cultural future.

We will use Lancashire 2025 to showcase and champion culture and creative activity across all artforms, all cultures and all places – and use it as a catalyst to significantly increase, improve and diversify the provision of culture across the county in future years.

We will use Lancashire 2025 to:

- Attract Investment
- Create Jobs
- Increase Pride for Residents
- Reduce Cultural and Economic Inequalities
- Increase Creativity
- Improve Health and Wellbeing for All

## **FOUNDERS & CONTRIBUTORS PAGE**

Please create a simple page that details the following copy along with all founder and contributor logos.

### **Our Founders**

The bid for Lancashire is supported by a strategic partnership between influential organisations whose resources and infrastructure will enable and inspire Lancashire to bring our creative vision to life. They recognise the potential for a county-wide cultural programme that will help establish and grow the public profile and enjoyment of our county as an arts and cultural destination.

**Creative Lancashire, Lancashire County Council, Lancashire Economic Partnership, Marketing Lancashire, University of Central Lancashire (UCLAN)**

### **Our Contributors**

We're thankful for the support of all our Local Authorities:

Burnley Borough Council - Chorley Council - Fylde Borough Council - Hyndburn Borough Council - Lancaster City Council - Pendle Borough Council - Preston City Council - Ribble Valley Borough Council - Rossendale Borough Council - South Ribble Borough Council - West Lancashire Borough Council - Wyre Council - Blackburn with Darwen Borough Council - Blackpool Council.

As well as the arts, cultural and educational organisations, commerce and creative communities that have participated in our discussions and development of a vision for Lancashire.

## **CONTACTS PAGE/FOOTER**

Create a contacts footer that is present at the bottom of all pages of the website. This footer should also include the logos of all founding partners.

## **PODCAST PAGE**

The podcast, which will be hosted by the Lancashire 2025 team, will feature and document all things related to the project and deliver the following objectives:

4. **Information & Communication:** a platform for broadcasting the details of the project to the world.
5. **Activation and Engagement:** to begin the process of building our community who we call to action to engage with the project in a digital space for communication, discussion and debate.

6. **Legacy:** the podcast remains available online as an accessible digital archive that documents the entire life and journey of the project.

### **Podcast name & strapline**

We have two names and straps to work with but we would like to open this up to the group for feedback, input or other ideas as you are creating the overall brand and aesthetic of the entire project. We will aim to finalise this following our next meeting together.

#### **NAME & STRAPLINE:**

The Lancashire 2025 Show

*Creating a bold new vision for culture, commerce and creative communities!*

**OR**

The #IMAGINELANCASHIRE Podcast

*Creating Culture led regeneration for the Virtual City of the Future!*

We require the following for the website:

- Please create a Logo for the podcast (on finalisation of name and strap)
- Insert podcast copy (to follow)
- Ability to embed a Podcast Player and stream/download the show from the website (Libsyn will be the host site for the podcast)
- Create an interactive Message Board (or similar) for Community to interact with the show
- We intend to publish around 6 episodes per season on an on-going basis throughout the entire life of the project. All episodes and seasons will need to remain available in the form of an on-going digital archive.

### **WEBSITE TECHNICAL / ACCESS / USABILITY REQUIREMENTS FOR PHASE 1: (Marketing Lancashire Recommendations/proposal)**

Working with the L25 delivery team, plan, design, build and deliver a new responsive Lancashire 2025 website that reflects the “Lancashire 2025” brand narrative and personality (currently being developed) to successfully promote Lancashire’s bid for UK City of Culture 2025 through features including but not limited to the following specifications;

- Responsive build that works on mobile, tablet and desktop
- A CMS that is widely used and supported by a team of in-house editors – approx. 6 users (preference is WordPress – subject to debate)
- Different permission levels for publishing content
- Flexibility to easily add and remove pages
- Social media integration
- Enquiry/ contact form integration with Captcha requirement that may be required to go to more than one email address as a notification. The form also needs a choice of contact preferences from phone and email.
- Email sign up integrating a with third party provider such as Mailchimp
- Options for data collection such as ‘Forms’ connected to the database
- Editable event calendar or suggestions for reliable third-party plugins
- Ability to embed code from websites such as Youtube/Vimeo/Issuu/Eventbrite
- Ability to host documents that allow the user to download including PDFs

- News Centre for Press Releases/partner news stories and features, with a news and events functionality to be incorporated within one section on the front end of the website. Ideally tagged in the CMS to determine whether the item is news or events
- Online press release submission that will allow external users to upload press releases to the site and held for approval before being released to the site by Marketing Lancashire/Lancashire 2025 team
- Ability to host 4K video

### Considerations

- Accurately reflect brand values
- First class UX across smart phone, tablet and desktop
- Initial launch SEO is required
- Easy to update as an editor
- Use content to support the research process and increase conversion rate (consistent high-quality photography, Maps, Video, - that do not impact speeds
- Fast page load speeds – for the number of traffic – consideration of this will be a vital part of the project and testing
- Ensure ability for excellent Search Engine Optimisation, implementation of 404 error page
- All User data needs to be stored within the CMS, including a newsletter sign up which will need to be integrated with Mailchimp.
- Drive growth of email and social media contacts
- Meets Accessibility legal requirements
- Meets Data Protection requirements
- Fully tested and compliant across various browsers / devices (list to be agreed)
- There will be a training requirement for a minimum of 2 users to ensure the smooth running of the website.

### Future considerations for Phase 2 and beyond...

We feel it is important to highlight some of the requirements that the website may need in the future as it is crucial from the offset we create a website that can grow with the project without the need for having to be completely undone and re-created as and when that growth takes place. These could include to the following:

#### Live Action /Creative Media (Promotion focus)

- **Live Streaming** - YouTube channel: for streaming concerts, readings, plays, operas etc – regular publishing cultural content – (Channel needs a name - *Stream Lancashire*). I would like this content to be located to a specific geographical location (ref - Facebook interactive map video streaming)

**Library/Media Centre (Information focus)** content begins in news, moves here as documentation/archival materials

- **Corporate Communications** – ‘televised media - live broadcasts from team and video recordings of broadcasts and event launches
- **Information Communications** - Press Releases, Toolkits, Information Communications
- **Library - Curated Links** – curated links to useful information for the motto/concept and four topics

## **Appendix 4: Brief: Virtual City Interactive Map**

In development.