

**Culture Led Regeneration**

Lancashire is bidding to become UK City of Culture in 2025 but our level of ambition is far bigger – this is a serious and long-term strategic culture led regeneration programme. Lancashire 2025 will regenerate communities, economies, and public / private partnerships through the power of long-term, focused and international standard cultural development.

**City of Culture – The Lancashire Way**

The traditional model of UK cities of culture is to bring in external producers, artists and infrastructure to showcase a one-off year of cultural events & activities – leaving little real legacy for the cities when ‘the circus has left town’. By following our Lancashire 2025 model we will ensure we develop and capacity build talent in the county itself. This talent and capacity will act as a significant part of developing and delivering plans for 2025, but more important – through their development and infrastructure and capacity – the county will benefit for years to come thereafter.

**Case for Support**

**Lancashire 2025 will:** Attract investment | Create jobs | Increase pride for residents | Reduce cultural and economic inequalities | Increase creativity | Improve health and wellbeing for all.

**Lancashire 2025 will build on Lancashire Enterprise Partnership’s Cultural Strategy, seeking to deliver:** Increased Connectivity | Enhanced Capacity | Improved Crossovers | Bolder Commissioning and Innovative Infrastructure | Compelling Cultural Narratives.

**Lancashire 2025 is** a 10-year project achieving £30,000,000 of development, delivery and legacy over 3 phases.

**Achievements**

**In 2018** we undertook a substantial independent consultation with major stakeholders in the public, cultural, private sectors. This concluded we could and should bid to become UK City of Culture 2025.

**In 2019** we recruited Debbi Lander as our Bid Director, who developed our vision and creative programme which we launched on Lancashire Day to over 280 professionals from 120 organisations in Clitheroe and London.

**In 2020** we have developed a fully costed Business Outline for Phase 1 (2020-2022) - including bidding for UK City of Culture, organisational structure, outputs, outcomes and impact, full action plan for delivery; outline plans for Phase 2 (2022-2026) and Phase 3 (2026-2030). Lancashire 2025 Ltd is registered as a Company Limited by Guarantee and registration to become a Registered Charity is pending. We have developed plans for a full Governance Structure.

**The Strategic Partnership**

**The work has been funded by the Strategic Partnership of** Lancashire Enterprise Partnership | Lancashire County Council | Creative Lancashire | Marketing Lancashire | University of Central Lancashire. They funded £240,000 for the period June 2019-June 2020.

**Our bid and plans are backed and endorsed by all of Lancashire’s 14 local authorities, and by the core cultural sector in Lancashire.** Multiple arts, cultural, creative industry and educational organisations have participated in our consultations, discussions and the development of the vision for Lancashire 2025. **Lancashire 2025 is ready to go live with the plans outlined in detailed documents (attached):** *Phase 1 Business Outline | Creative Programme | Governance Structure | Local Authority Request for Commitment.*

INCOME	FY1 2020-2021	FY2 2021-2022	TOTAL
Lancashire Enterprise Partnership & Lancashire County Council	625,000	625,000	<b>1,250,000</b>
UCLAN, Edge Hill, Lancaster Universities	75,000	75,000	<b>150,000</b>
Local Authorities	450,000	450,000	<b>900,000</b>
Arts Council & Heritage Lottery Funds		100,000	<b>100,000</b>
Trusts & Foundations	50,000	100,000	<b>150,000</b>
Private Sector, High Net Worth Individuals	100,000	300,000	<b>400,000</b>
<b>TOTAL INCOME</b>	<b>1,300,000</b>	<b>1,650,000</b>	<b>2,950,000</b>

**Financials**

No financial commitment has been made post 12<sup>th</sup> June 2020. Phase 1 Plans require the following funding committed (see table).

Our plans were created before the major impact of Covid-19. Extensive research, consultation and thinking took place to develop them and they are not a panic or quick-fire ‘response to the pandemic’.

In fact, we feel our plans are now even more valid than ever. Our vision is developed, we have achieved substantial buy-in across Lancashire, we can develop a ‘one county’ proposal for the UK City of Culture title in 2025. The business community is calling out for a united Lancashire. We can support that aspiration.

Before Covid-19 it was felt the change in the UK political landscape and the determination of the Conservative Party to repay the north for their victory puts Lancashire in a strong position. We are ready to ‘go live’ with our plans. Funding commitment is required.