

WHAT DO THE ARTS DO FOR LANCASHIRE?

We help Lancashire reach its potential.
and the people who live here
to realise what's possible.

Recreation, entertainment,
education, social justice;
health, the environment,
innovation. Trust us,

we're the key to all of that.

We're into everything
and everyone.

There's nothing that we don't impact.

We're the glue that binds your policy
and integrates diversity.

Not a nice to have, but a necessity,

A vital part of the economy.

Speaking of which,

let's start with the figures,
we know these are important
and it's good to have rigour,

So here some facts
that prove our value
and contribution
to Lancashire's growth.
and a positive future.

There's 1,125 of us
in 255 businesses
but hundreds more work freelance
and that's why the stats are ambiguous.

Our 11 NPO's
bring in £4.5 million,
and strategic funds
worth another £1.3

Our two CPPs bring in
£1.5million between them,
supporting some of the most
deprived in our region.

We play a big part
in cultural tourism
worth £4.25 billion
at last tally –

Not a bad return for such a
small investment from county
and a key part of
Lancashire's story.

But that's only really the half of it -
there's so much more to say
about our impact on people
and our communities, and the
places that pave the way.

You see, the arts tell the story of who we are
as people, our character and history;
of where we are, and what we're made of -
our landscape, our heritage and legacy.

We breathe life into places
and connect places to people:
animating, activating, engaging -
urban, coastal, rural.

We broaden horizons.
We give voice to experience.
We educate and advocate.
We change minds and perceptions.

We're the ones who make difficult conversations happen.
And the discussions that make a difference.
We bring the big ideas to life
and make them accessible to everyone.

We make people less lonely,
less isolated and more connected.
We help people be, or become, themselves.
We're all about the collective.

We can change the moment.
Enable action where there is uncertainty and fear.
We can help to picture the future
and make the way forward clear.

We're fundamental. Not expendable.

The arts impact us all.

Which is why it's hard to imagine Lancashire
without the arts at all.

But with the dissolution of the arts service team
and considerable cuts to funding
that's the future we're facing now -
that's what we're confronting.

Without genuine local investment
the arts are struggling to level up,
putting Lancashire at greater risk
of losing what makes it so special

and what keeps the tourists flocking in;
what makes businesses want to invest;
what makes people want to live here;
and study and work and the rest.

We know County Council doesn't want this to happen
and that you're committed to supporting the arts.

So, we've put a plan together
to show you how you can start.

With more investment at a local level
we can bring in more strategic support
that will help us to build capacity and skills
and opportunities to generate more

collaborations, co-commissions, and programmes,
cross-sector partnerships too.

We're so keen to strengthen our sector
because we know what will happen when we do:

Lancashire will reap the benefits
its people, its economy, will grow
and the value that arts and culture creates
will truly start to show.

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