



**great  
place**  
lakes & dales

**CREATIVE  
CONNECTIONS**  
**2018**







# WELCOME

**Lindsey Hebden**

Great Place: Lakes and Dales  
@GP\_LakesDales





# WELCOME

**Jane Beardsworth**

Arts Council England  
@Beardsworth

**great  
place**  
lakes & dales

@greatplace\_lakesanddales 

#GP\_LakesDales 



# CREATIVE ECONOMY PANEL

Chair



**Lindsey Hebden**

GPLD

@GP\_LakesDales



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Arts Council England



**Andy Smith**

From the Fields

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Wild Rumpus CIC

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**Sam Hunt**

London Borough of  
Culture

@SamjohnHunt



**Charles Tyrer**

Settle Stories

@settlestories







# LAUNCH OF SEED FUNDING

**Karen Merrifield**

Innovate Educate  
@GP\_LakesDales



**Jael Williams**

Innovate Educate  
@GP\_LakesDales



# SEED FUNDING

Branching out and Acorn  
Background  
Themes  
Next steps



# BRANCHING OUT AND ACORN

Branching out – up to £5000 CPD and training

For cultural practitioners and business  
To expand knowledge

Employing experts, mentors, travel to experience different  
creative practice and models



# BRANCHING OUT AND ACORN

**Acorn** - up to **£10,000** Developing creative practice

For cultural practitioners, organisers, collaborative projects

To diversify the creative offer to appeal to a younger audience

Through enhancing an existing event or trying out a  
new experience for the area



# PRIORITY TO

GPLD area (Skipton to Grasmere corridor)

Under 35s

Projects creating new roles

Contributing to GPLD aims, ethos and long-term legacy



# A LITTLE BACKGROUND

Research  
Consultant roles  
Identify key issues  
Trial solutions  
Legacy



# CREATIVE BUSINESS FOCUS

Developing new relationships across business sectors using GPLD ethos  
Promote art and culture as a catalyst for change; a vehicle  
to attract and retain creative young people for the GPLD

# KEY THEMES

Attracting talent and young creatives (talent pipeline)

Work space and ways of working

Business support

Raising profile



# ATTRACTING TALENT AND YOUNG CREATIVES

## Conversations

Awareness of opportunity

Skills development

Recruitment practice

Creative sector/freelance sector

Creativity of the Careers Offer

# ATTRACTING TALENT AND YOUNG CREATIVES

## Ideas to explore

CPD with young people to create new work experience models

Collaborative work experience models

Young people marketing GPLD to neighbouring FE/HE



# WORKSPACE

## Conversations

‘There are not enough workspaces focused on flexible working models’

Future work expectations

What works for small businesses works for big business too

Young people looking for work/life balance

# WORKSPACE

## Ideas to explore

Training on project planning/feasibility of flexible space

Street drama/story telling project using unusual or forgotten places

Share your cultural desk space campaign

Repurposing an area in an organisation to allow employees to develop creative practice



# BUSINESS SUPPORT

## Conversations

Skills in creative and small businesses

‘Lifestyle’ businesses

Scalability/Economic impact

Facilitation of collaboration/good practice models

# BUSINESS SUPPORT

## Ideas to explore

What does support for creative and cultural businesses look like?

Research successful creative business support models

Diversification of business to offer creative practice training for business

Creative project with opportunity to swap and share skills built in



# RAISING PROFILE

## Conversations

‘South Lakes has a creative sector that is more vibrant and successful than Shoreditch and Soho combined.’

# RAISING PROFILE

## Ideas to explore

Training around connectivity models across areas, sectors and genres

Creative projects designed to increase:

Visibility of sector within GPLD (particularly to young people)

Visibility to near neighbours (live/work options)

Visibility nationally, internationally



**SO**

## **In a nutshell**

New/innovative models to build on  
Experimentation  
Greater voice for young people

**Resulting in**  
Clear direction with a focus on delivery

# SEEDFUNDING

## How to apply?

Application guidance

<https://www.lakesanddales.org>.

Deadline for first round of applications

**12pm on 25<sup>th</sup> January 2019**

Deadline for second round for both funds

**12pm on 29<sup>th</sup> March 2019**



# SEED FUNDING

Thank you



**great  
place**  
lakes & dales

@greatplace\_lakesanddales   
#GP\_LakesDales 





# RESEARCH FINDINGS

**Penny Mills**

The Audience Agency  
@penelopemills



**Mandy Barnett**

MB Associates  
@MBAssociatesMB



# Great Place Lakes and Dales

November 2018





- The starting point
- Should I stay or should I go?
- Hot prospects
- Identity
- Liveability and Infrastructure
- Opportunity and Economy
- Community and Culture
- Recommendations



© Stephen Garnett



# The starting point



# The Statistic

## Population

**18% 16-34 yrs  
(26% nationally)**

Increasing old age  
dependency ratio

## Migration

**Outflow greater than  
inflow up to 34 years**

Inflow greater than  
outflow 35+ years

(Office National Statistics)





# Challenges for rural areas

*“Rural areas face particular challenges around distance, sparsity and demography and it is important that government policies consider these properly.”*

(UK Gov Rural Proofing 2017)





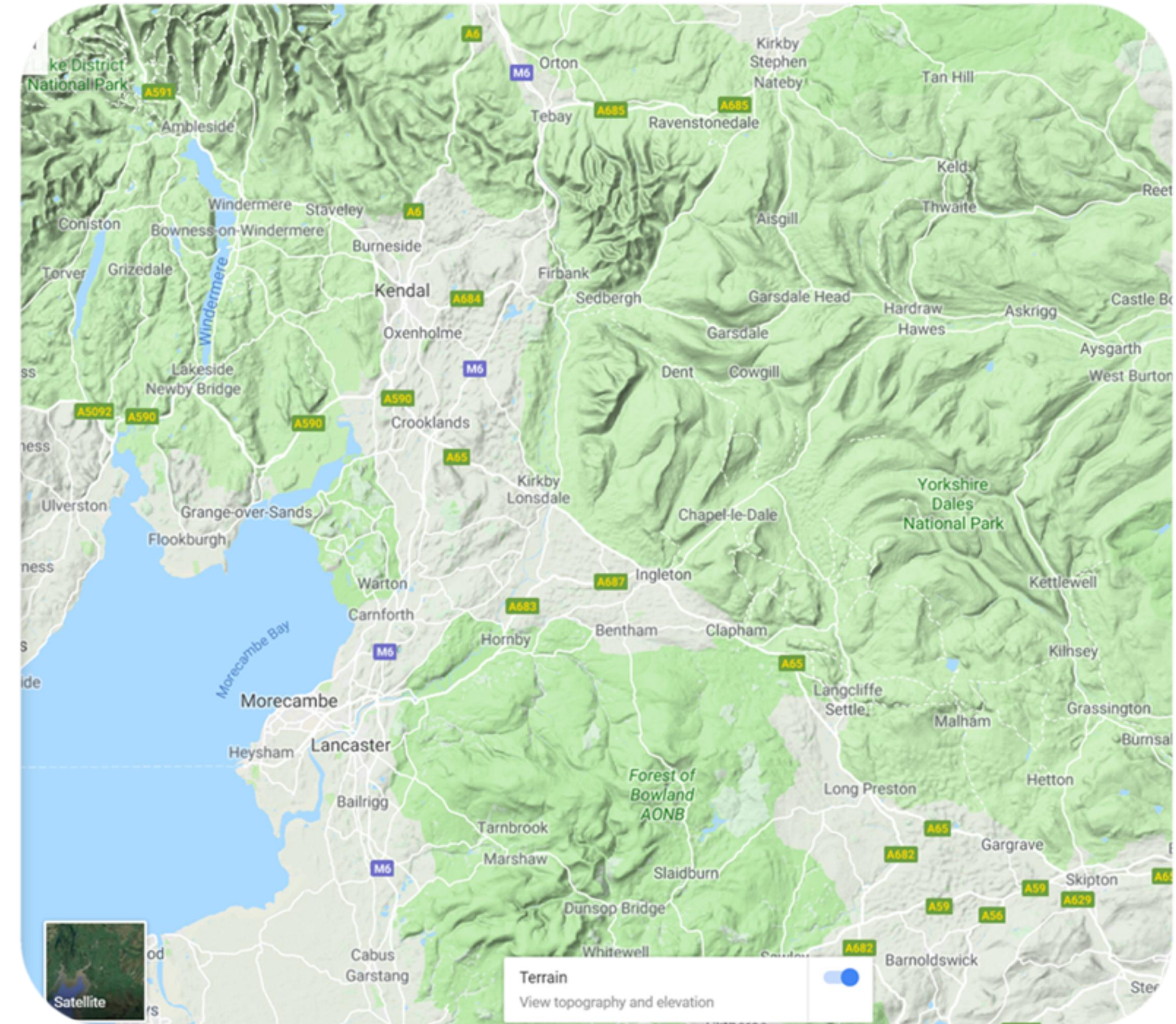
# Who we spoke to...

965

students, creatives, residents, business owners, apprentices, families and visitors

...through...

surveys, interviews, discussions, creative consultations and social media





# Should I stay or should I go?





# TOP REASONS FOR LEAVING 16-34 YRS



**WORK  
/JOB**

33%



**EDUCATION  
/TRAINING**

56%



**FAMILY  
/PARTNER**

44%



(Panel Survey)



© Stephen Garnett



## A word cloud of terms related to the UK countryside. The words are arranged in a vertical, somewhat circular shape. The most prominent words are 'views' (large, black), 'family' (large, orange), 'work' (large, orange), 'area' (large, grey), 'outdoor' (large, grey), 'mountains' (large, orange), and 'like' (large, grey). Other words include 'sports', 'farm', 'walking', 'landscape', 'country', 'loves', 'great', 'horse', 'agricultural', 'riding', 'enjoy', 'london', 'activities', 'living', 'lakes', 'love', 'environment', 'envirioment' (misspelled), and 'countrysides'. The colors used are black, grey, and orange.

property  
now buy  
none youngsters  
enough  
point london  
university enjoyed  
winderme view family  
expensive cheaper  
club design  
culture issue cultural  
interior opportunities move  
shopping/cinemakendal  
live better marketing leave  
idea public however way  
grew weather things  
opportunity  
options  
nightlife younger  
closed shopping houses  
enjoy college house  
offering going course  
transport wifi  
nightlife years arts  
need

(16-25 yrs,  
Westmorland Show)



# Hot prospects



*Westmorland Show - DOINK*





## Stayers

### Seen the most change

- **66%** a 'strong sense of community'
- **27%** life satisfaction highest
- **54%** want to volunteer more
- **36%** have children
- **27%** degree or equivalent

## Returners

### Most community minded

- **78%** a 'strong sense of community'
- **40%** life satisfaction highest
- **61%** returned because it's a 'special place'
- **68%** want to volunteer more
- **40%** have children
- **55%** degree or equivalent

## Newcomers

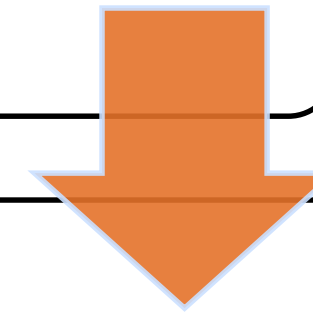
### Oldest age range

- **64%** a 'strong sense of community'
- **30%** life satisfaction highest
- **32%** moved because it's a 'special place'
- **29%** want to volunteer more
- **22%** have children
- **47%** degree or equivalent

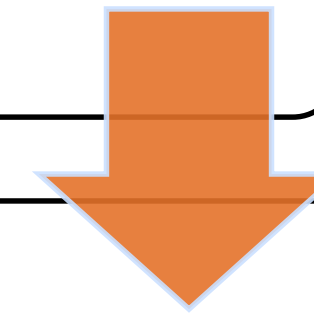


# Lifestage and ambitions

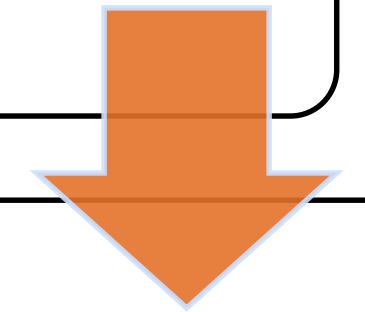
**18-24 years** – education, starting a career and having fun...stay or go?



**25-34 years** – career building and opportunity...they stayed or left



**25-34 years +** – quality of life and/or family...return and stay



**35+ years** – priorities, lifestyle, retirement and access to the outdoors...staying



# Identity



*Westmorland Show - DOINK*





- [illegible]



- [illegible]

- (Panel Survey)



*“I love nature, so I love living here,  
how can you not?!” (26-35, Resident)*

***But don't mess with it...***

*“We need more jobs, but that doesn't  
mean they need to build loads of new  
things. The beautiful landscapes need  
to be protected” (18-25, Resident)*





# Infrastructure and Liveability



*Lakes Alive © Stephen Garnett*





# Quality of life 16-34 yrs



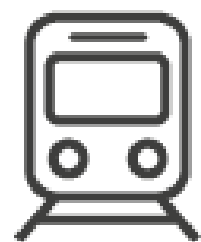
**72%**

**JOBS AND  
CAREERS**



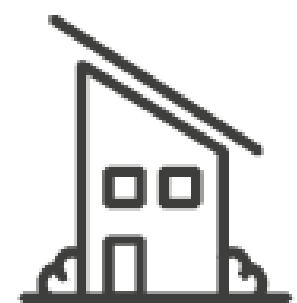
**84%**

**FAST INTERNET**



**83%**

**GOOD  
TRANSPORT  
CONNECTIONS**



**87%**

**AFFORDABLE  
HOUSING**



(Panel Survey)

*“Without the job you can’t pay for the house without the house, you can’t take the job...and it’s an offshoot of the transport... It’s those three things”  
(20-24, Apprentice)*



# What's it like... living here?

- Lack of things to do and night life
- Activity is oriented to older people
- Need to 'seek out' social opportunities

*"There's a lot of things are for older people... or there's for young people for kids... but there's nothing in between"* (16-19, Student)

*"it's hard to find things to do and people your own age"* (20-24, Resident)

*"Everything is really expensive around here, it costs loads to get to somewhere you can go shopping and stuff"* (16-18, Festival-goer)





# Economy and Opportunity





# A vibrant economy...

- A strong visitor economy which has wider impacts
- A growing creative economy involving younger people and new business
- Overall economic vibrancy – good earnings and job density





# What's missing?

- Lack of skills and new recruits locally
- Business depends on word of mouth
- Need to go elsewhere for training
- New business needs basic skills

*“There isn’t much of a pool to recruit from”*

(55-59, Business owner)

*“I’m an artist, but you have to run everything, don’t you, so advertising, doing my books, filling out my tax return - that I would like advice on”*

(25-29, Creative)





## And an 'old school mentality'

*"The town doesn't seem to support local indie businesses ...We left Skipton as the price of houses are too expensive and the lack of creative opportunities."*

(25-34, Business owner)

*"There are older people who say, we want young people, we want young people, we want new ideas. And then they get new ideas and they go, no, no, no, we don't want that."* (30-34, Creative)





# What's needed?

*"I think you need to support young people with how to start their own businesses, and how to start their own careers"*

(20-24, Creative)

*"It would be great to have some sort of local creative community somehow. A location to meet like-minded"*

(40-44, Resident)

*"I don't know any other networking groups for business people. I have a space where people can meet and I still don't know. I'm trying to get in contact with people"*

(25-29, Resident)





# Community and Culture





# Community

*“The environment is great, but it’s the people that make a place special”*

(18-25, Resident)

*“I think if you live in a rural community, you should be involved”*

(30-34, Resident)





## But...a hollowing out

*"I think we lack that community now [Lower Bentham]...when I first moved down there, there were 11 businesses and three schools, a church and chapel, and now there's a church and one school..."*

(40-44, Resident)

*"I'd say it's pretty much the same people involved in any committee...But I'd say of any community group, there's no younger people in them really, is there?"*

(40-44, Resident)





# Cultural engagement 16-34 yrs

- Top cultural interests: cinema, heritage, museums, gaming, theatre
- More likely to be interested in painting, festivals, dance and digital media experiences
- More likely to be engaged in creative businesses



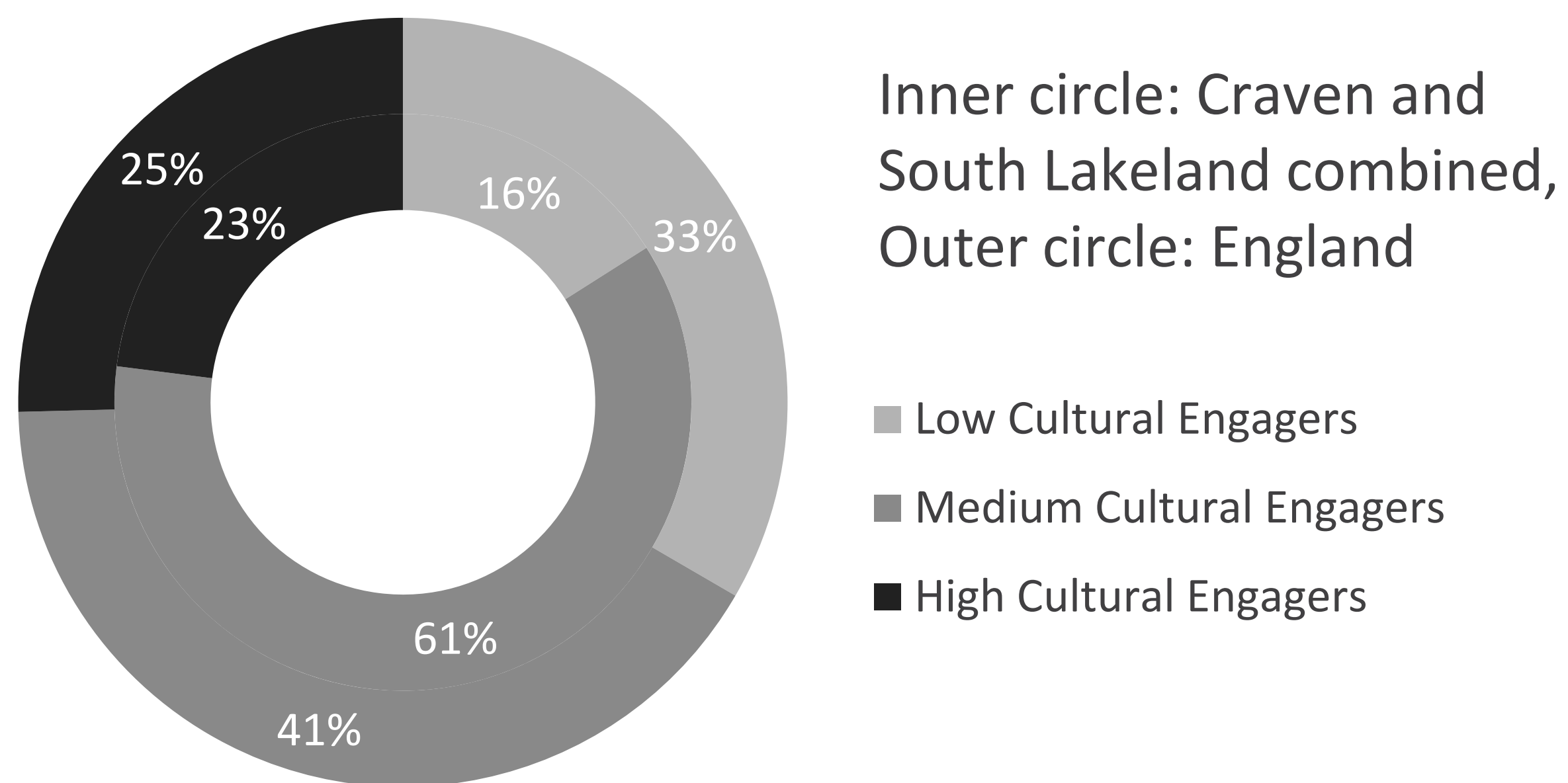
(Panel Survey)





# Cultural engagement

- Audience Spectrum population segmentation of cultural engagement



*"I'm involved in a few different arts things around here. You have to look for it, but it's here"*

(36 plus, Lakes Alive)





## 2 places, multiple places – up and down the A65

### Craven population

- **18%** grown up in the area
- **31%** Returners influenced by transport connections
- **41%** agree good place for creative experiences
- **27%** agree good place for attending arts
- **1%** culture is an important part of who I am

### South Lakeland population

- **41%** grown up in the area
- **10%** Returners influenced by transport connections
- **68%** agree good place for creative experiences
- **53%** agree good place for attending arts
- **21%** culture is an important part of who I am

(Panel Survey)





*“Better communications about the arts & cultural offer - a single online point for information” (35-44, Resident)*

*“More events – like we’re involved in actually setting them up”  
(16-19, Student)*





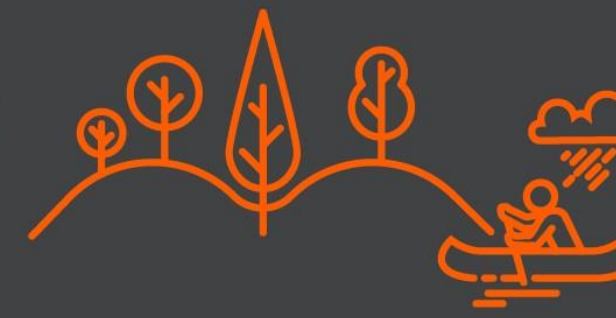
## A white line-art icon on an orange background. It depicts a landscape with rolling hills, several trees of different shapes, two houses with gabled roofs, and a radio tower with concentric circles representing signal waves.



## Westmorland Show - DOINK



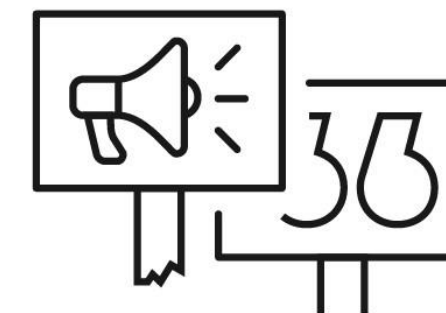
## COMMUNITY, IDENTITY AND CULTURE



### COMMUNITY

Support for  
community resilience  
Infrastructure to meet  
needs of 16-34s

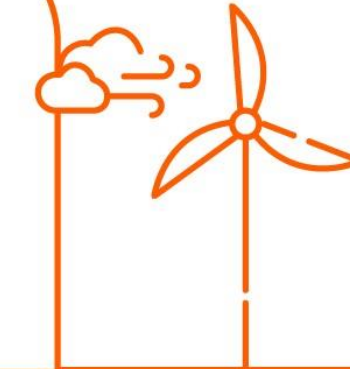
Lay foundations for  
change in policy  
and strategy



### VOICE

Representation  
Things to do  
Signpost to opportunity

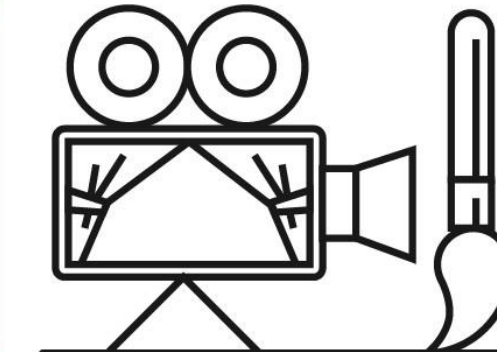
Nurture a  
youth culture



### BUSINESS

New business support:  
Be a catalyst  
Connect  
Champion

Dedicate time  
and space for new  
business, creativity  
and innovation



### CULTURE

Arts & heritage:  
Authentic  
Sustainable  
Co-designed

Involve 16-34  
year olds in arts  
and culture agenda  
and delivery



## ECONOMY & OPPORTUNITY

## INFRASTRUCTURE & LIVEABILITY





# Thank you

With thanks to:

Penny Mills, Monique Ricketts and The Audience Agency team

Mandy Barnett and Jenny Willis from MB Associates

Tony Bhajam and Mickel Morris from DOINK

Giuseppe Abbà and Matthew Wood from Film on the Brain

Nicola Draper, Graphic designer

The Great Place Lakes and Dales team

And everyone else who gave their opinion for this research





# CREATIVE ECONOMY PANEL

Chair



**Penny Mills**  
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**Rebecca Dawes**  
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**Michael Jennings**  
Steep and Filter  
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**Angie Greenham**  
Grizedale Arts  
@grizedalearts



**Kate Beard**  
Indpt Creative  
Consultant  
@

Chair



**Mandy Barnett**  
MB Associates  
@





# KEYNOTE SPEAKER: STARTING THE ADVENTURE

Alastair Humphreys

@Al\_Humphreys





**ALASTAIR HUMPHREYS**  
**@AL\_HUMPHREYS**











500m



البحسنة  
البحسنة  
المهنادي















































**46229 miles**

**£7000**

**60 countries**

**5 continents**

**4 years**

**3 bikes**

**2 passports**

**1 tired guy**

































seam



Just row harder

tušmobil  
TransAtlantik

sandilne

tu

I AM SEAM













ALASTAIR HUMPHREYS  
Adventurer : Author : Speaker

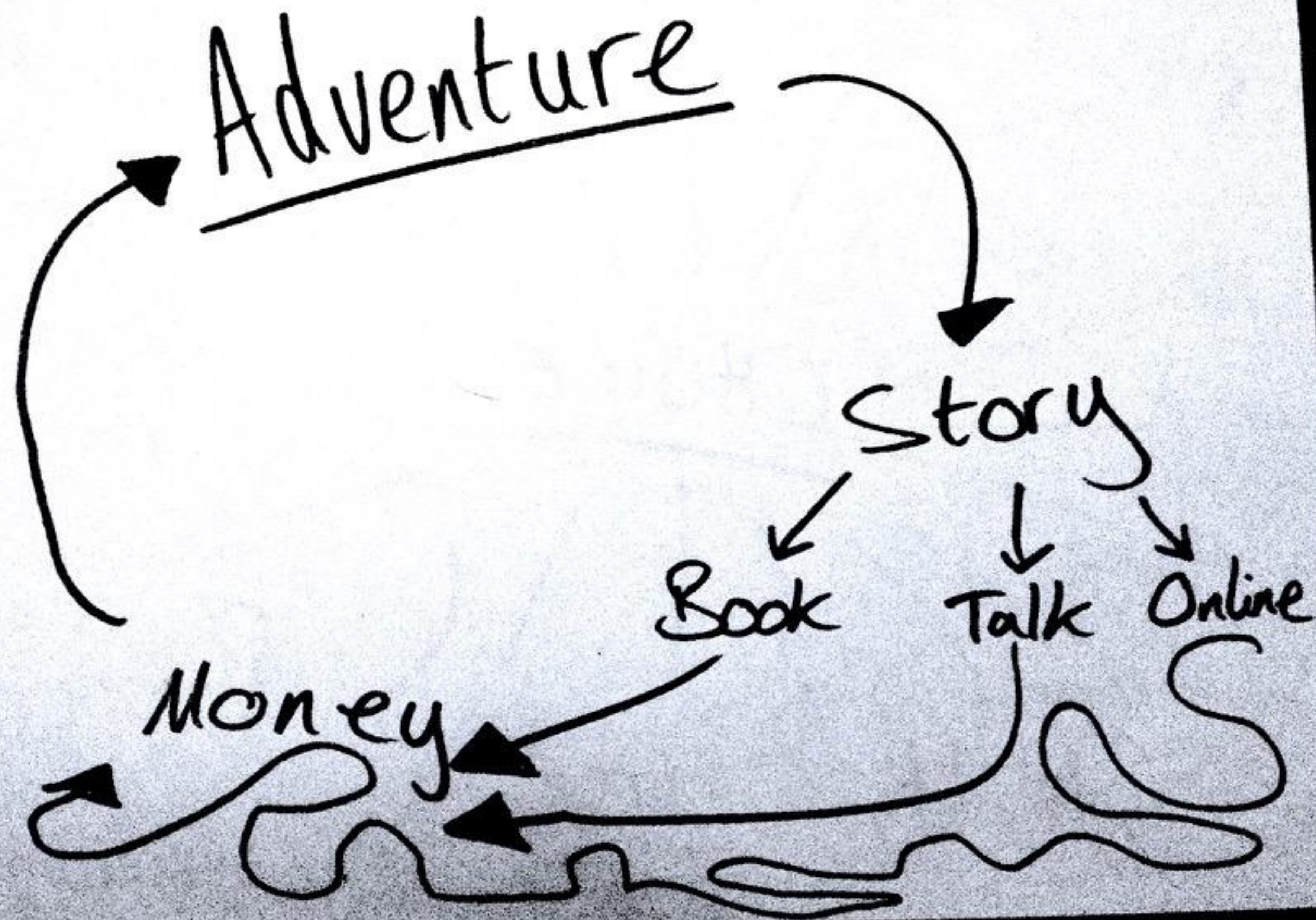
[alastair@alastairhumphreys.com](mailto:alastair@alastairhumphreys.com)  
[www.alastairhumphreys.com](http://www.alastairhumphreys.com)













A wide-angle landscape photograph showing a hiker with a backpack and trekking poles walking on a light-colored dirt road that curves through a valley. The valley floor is a flat, sandy plain. In the background, there are large, rugged mountains with distinct horizontal bands of color, including shades of green, yellow, orange, and red, suggesting mineral deposits or different geological layers. The sky is overcast with soft, grey clouds. The overall scene is one of a remote, adventurous location.

# **The Adventurer's Dirty Secret...**



**Adventure:**

**Anyone**

**can do it**



M 25 (M 20)

Maidstone 21

Channel  
Tunnel 58

Dover 65



























# Microadventure



































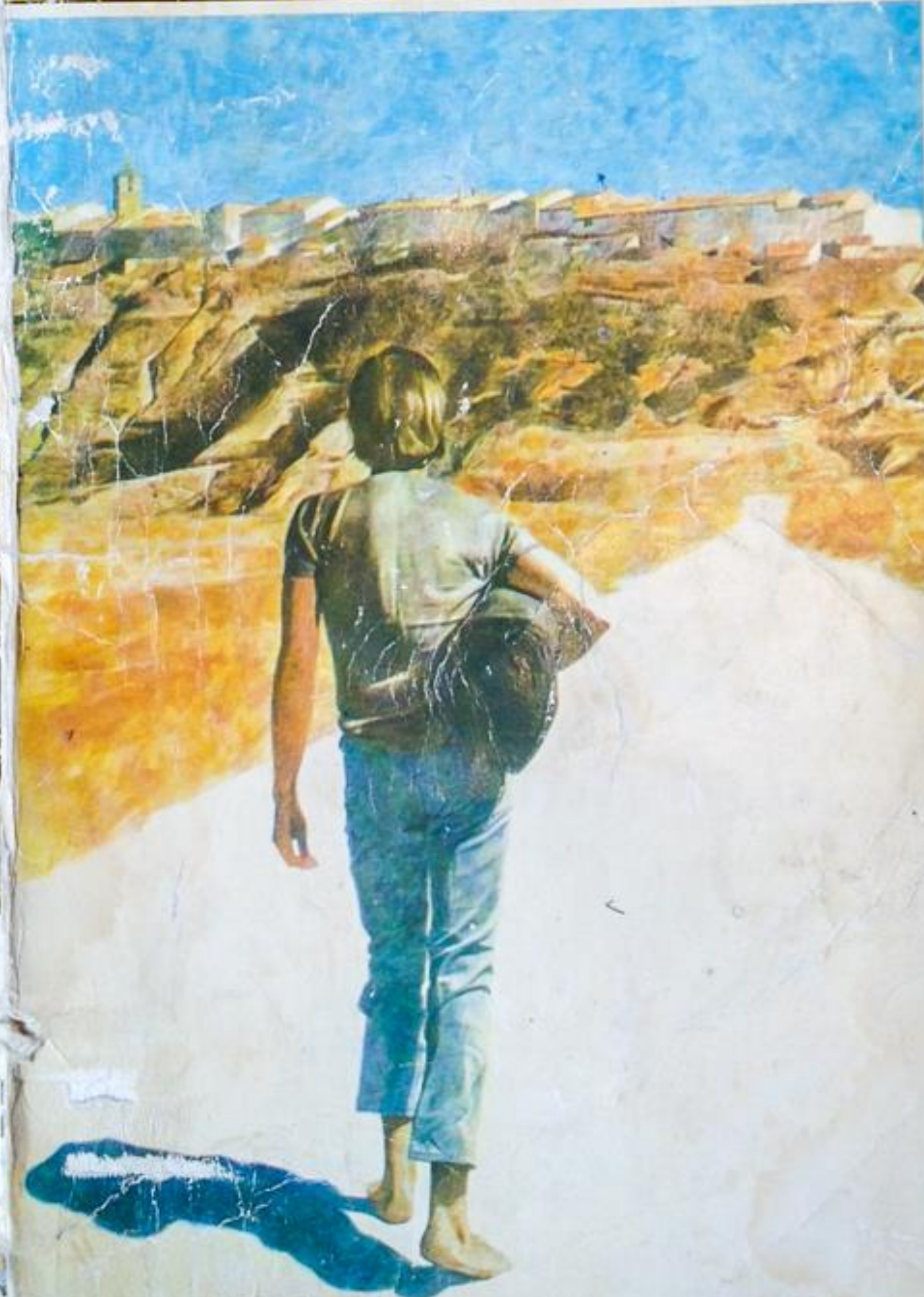




# Laurie Lee



#3 I WALKED OUT ONE MIDSUMMER MORNING















































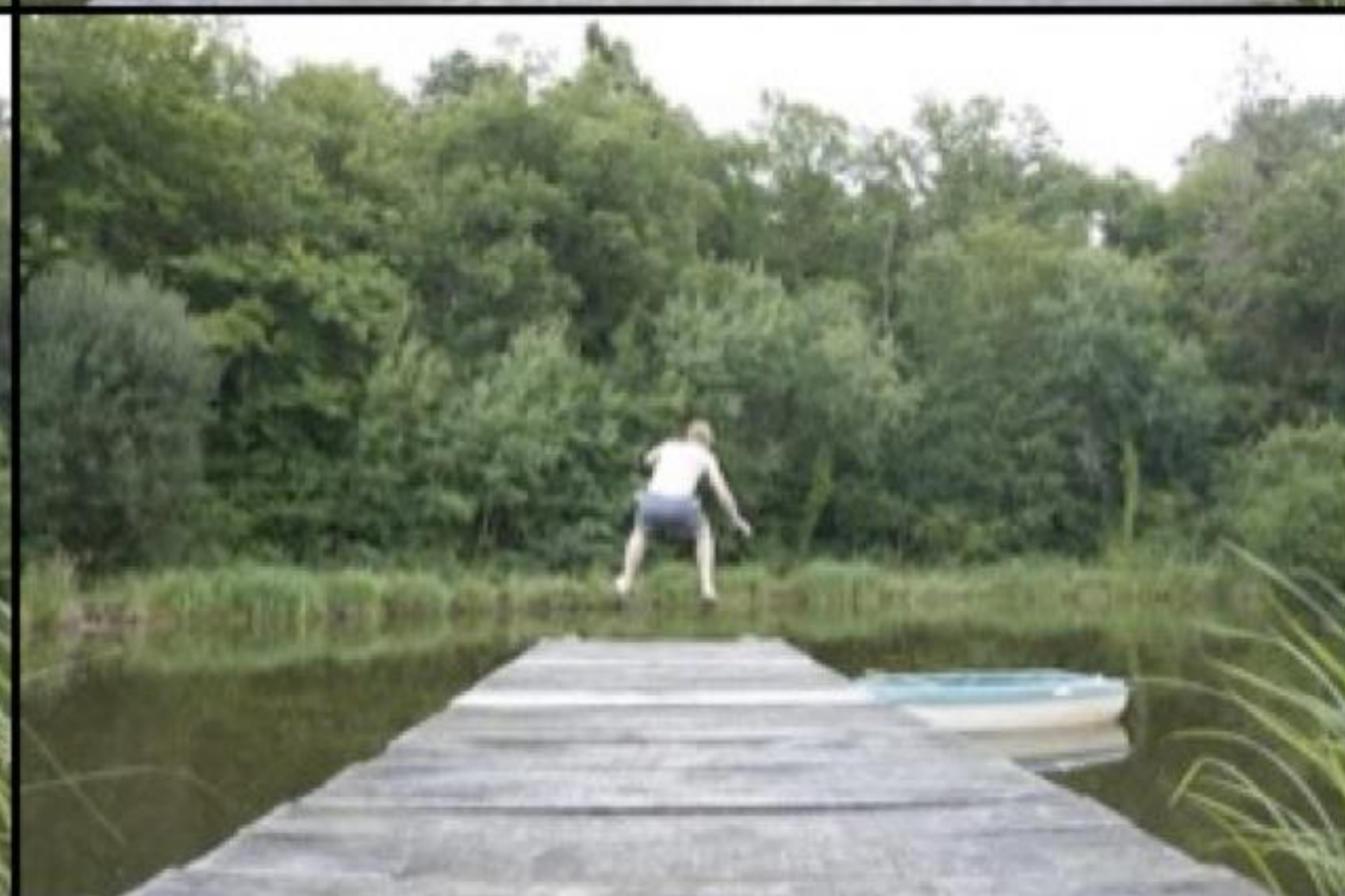
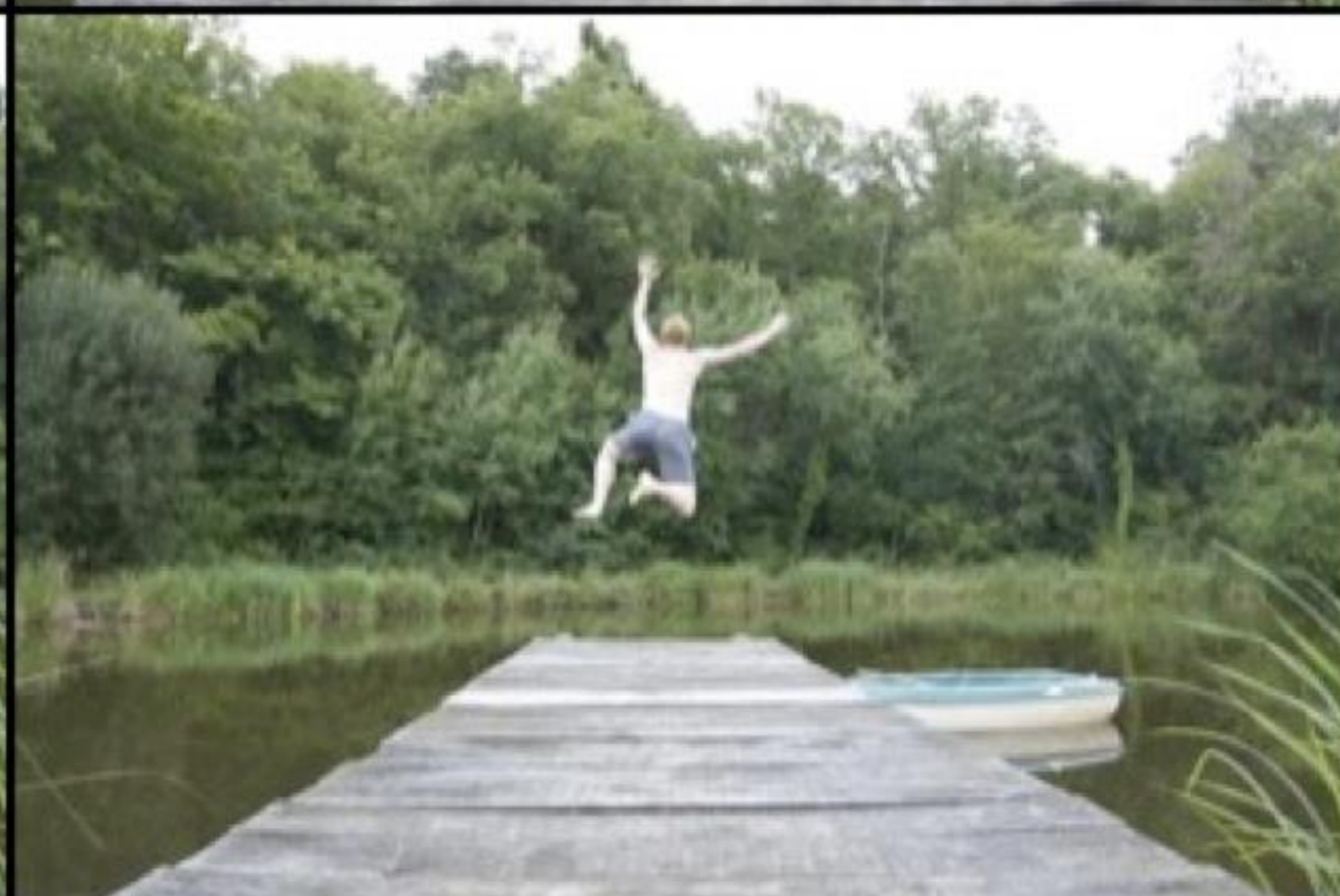














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