

**WHO NEEDS
THE ARTS?**

**WE ALL
DO!**

THE ECONOMY NEEDS THE ARTS

The arts create employment opportunities. The five Pennine Lancashire based arts organisations featured in this leaflet have a combined annual turnover of over £3 million, and employ 26 full time and 106 part time/freelance staff between them.

The creative industries is the fastest growing sector of the UK economy, and skills development through the arts is proven to improve employability. Investment in the arts creates employment and contributes to economic prosperity.

COMMUNITIES NEED THE ARTS

Annually these five arts organisations have over 30,000 encounters with people of all ages, engaging in positive activity through the arts. They provide opportunities for 366 volunteers to get involved in their local communities.

The arts contribute to the development of stronger, more cohesive communities.

CHILDREN AND YOUNG PEOPLE NEED THE ARTS

The arts make a real difference in children and young people's lives. Participating in arts activities is proven to build confidence, self-esteem and skills that are essential for the modern workforce, such as communication, creative thinking and teamwork.

Becoming involved in arts activities is often a key turning point in the lives of young people who live in challenging circumstances and who otherwise struggle to succeed. The arts help children and young people make sense of the world around them and contribute to improving their quality of life.

ACTION FACTORY COMMUNITY ARTS

SUPPORTING COHESIVE COMMUNITIES – 'SOMETHING BEAUTIFUL'

Funded by NWDA to explore the challenges and benefits of diversity in the region, Something Beautiful was a mass participation arts project which engaged over 400 people in Blackburn and Darwen in creative discussions and activities about beauty. The project highlighted commonalities and differences and resulted in an exhibition, book and online gallery.



CURIOUS MINDS

CREATIVE LEARNING – 'SCI-ART'

At Castercliff Primary School three artists worked with pupils to explore scientific concepts using drama, visual arts and role play. Pupils became more able to retain key information effectively and were enthused by the creative processes. Teachers are confident this will lead to an increase in attainment levels in science in the coming year.



FUNCTION FACTORY THEATRE

LIFE CHANGING EXPERIENCE

"Becoming involved with Function Factory has changed my life. I wanted an educational route into acting but we didn't do drama at school.

First as youth theatre member and now as a member of staff, a whole new world has opened up for me. I'm now in Further Education and will begin a drama degree later this year."
Jeni aged 19



SPOT ON RURAL TOURING

SUPPORTING RURAL BUSINESSES

Nicola runs a holiday cottage attached to her home in Pennine Lancashire. Since Spring 2009 Spot On has sent her Canadian dancers, Finnish puppeteers, Polish artists, singers from Cornwall and actors from Yorkshire to stay. This has supported her rural business in low season and during the recession. It brings international visitors to rural Pennine Lancashire where they eat local produce and her daughter meets the artists, draws pictures for them and sees their shows. They're great ambassadors.



HORSE + BAMBOO THEATRE

VOLUNTEERING

The Boo is Horse + Bamboo's theatre space. Volunteers like Lucie are vital to its success. The Boo is an important part of their lives. Here are Lucie's thoughts:

"I love being involved with The Boo for many different reasons: I like the smell, the sound, the touch and the taste of the place; I feel almost like a disciple, the magic of The Boo has converted me and I enjoy 'spreading the good word and converting others!'"



CREATIVITY WORKS

ABOUT US

This leaflet has been created by members of the Creativity Works for People Group. The group's aim is to raise the profile of creative arts activity in Pennine Lancashire, within and outside the region, with a particular focus on developing the active engagement of children, young people and communities in cultural provision.

Creativity Works is an initiative co-ordinated by the Arts Officers of Pennine Lancashire, Lancashire County Council, Creative Lancashire, Curious Minds and Arts Council England North West.



WHAT TO DO NOW

We'd like you to support the arts in Pennine Lancashire through:

Visiting our blog www.whoneedsthearts.wordpress.com where you can join the debate and find a digital version of this leaflet to forward on to people you know.

Finding out more about any of the arts organisations featured within this leaflet. See below for details.

Emailing us at info@creativityworks.info with your feedback.

VISIT OUR BLOG WWW.WHONEEDSTHEARTS.WORDPRESS.COM
SEND US YOUR FEEDBACK TO INFO@CREATIVITYWORKS.INFO

HAVE
YOUR
SAY

FIND OUT MORE

For more information on the arts organisations who have created and who feature within this leaflet please visit the following websites:

www.actionfactory.org

www.horseandbamboo.org

www.spotonlancashire.co.uk

www.curiousminds.org.uk

www.functionfactorytheatre.co.uk

www.creativityworks.info

SUPPORT THE ARTS IN PENNINE LANCASHIRE BY VISITING OUR BLOG
WWW.WHONEEDSTHEARTS.WORDPRESS.COM & JOIN THE DEBATE