

## Project Brief – The Gatherings

### Introduction

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is the lead partner of the proposed Pendle Hill Landscape Partnership (LP). This exciting programme of activity looks to re-connect people with their landscape and their past, to safeguard the area's wildlife and heritage and to improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. This programme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.

The Pendle Hill LP scheme has three themes:

- To improve the environment
- To build the local economy
- To provide opportunity for everyone to get involved

These themes incorporate a number of projects, and you can read more about these and the area and its heritage here <http://forestofbowland.com/Pendle-Hill-Landscape-Partnership> . The themes will be gathered together with a series of creative and digital threads, bringing the two sides of the hill together and inspiring and involving people in this special place.

### Identified Needs and Threats for the project

People are increasingly dis-connected from their past and from the landscape. This leads to a lack of awareness of the special place that is so close to where they live and the benefits that it can bring. It also leads to a lack of concern about the area and its future.

There is a noticeable difference between the demographic make-up of residents and visitors to the Pendle hill area, compared to the residents of nearby urban areas of Clitheroe, Nelson, Brierfield and Colne.

The communities of the two sides of the hill are also noticeably different, and there is a lack of interaction across the hill. The many and varied projects making up the LP scheme are quite disparate and lack cohesion.

### Description of the Project

The overall aims of the Gatherings are to:

- weave a collective and creative sense of understanding and homogeneity across the whole of the Landscape Partnership projects – gathering together the two sides of the hill
- creatively engage more and a wider range of people in the projects, especially those groups and individuals who are traditionally 'hard to reach'
- address areas of conflict within opposing viewpoints and deliver creative solutions

The Gatherings will be a series of arts based activities and they will underpin and weave together all the projects under the LP scheme and will engage many people in the project, address conflicts, and create a strong legacy for the LP work undertaken.

The Gatherings project will commission professional artists to creatively accompany up to ten of the landscape partnership projects. The commissions will add value to and engage wider audiences in the individual projects and will weave them all together. Commissions will cover a range of art forms and may include residencies, public or community art, performances, sculptures and installations. Outcomes and learning from the projects will also be presented creatively. People will be able to learn new skills in practical ways and to take part in workshops and guided artist-led activity. Each

## Pendle Hill Landscape Partnership

commissioning brief will expect the artists to investigate the two sides of the hill and how that affects the specific project, and task them to create ways to bring the two sides together. Effectively the artists will need to Gather all those involved and reduce conflict throughout their practice. This will be supported by the project manager/curator.

Projects will have digital impacts which will reach a wider audience and certain commissions will work with specific groups; and throughout the Gathering projects volunteers will be encouraged and supported.

There will also be an annual arts based Gathering: an event to bring the entire programme together and to share ideas, experiences and knowledge. An end of programme conference, disseminating learning within and outside of the LP scheme will also be hosted by this project, with support from the LP staff team.

## Identified Outputs

The initial projection is for:

50 volunteers to be engaged over the 4 years

13 artists to be involved, and 1300 audience members reached

## Partners to liaise with

Pendle, East Lancashire and Ribble Valley arts organisations and artists

The developing projects making up the LP scheme

Arts funders

## Budget

The outline budget is for £166,000 over 4 years; however this is flexible and could be increased, especially if additional match funds could be identified. This budget is made up of HLF providing £66,000, plus there will be a proposed bid to ACE for £65,000 and another bid for £35,000 (both supporting bids need to be made, at least in part, in 2017)

Publicity and promotion will be provided by the central LP team (budget of £32,000 over 4 years)

The budget is supported by a contribution of 50 volunteer days over the 4 years @£50 a day = £2500

It is proposed that a minimum of £100,000 of the project budget be spent on commissions, the remainder on travel, training, materials, venues and a management fee of 25-30% to employ a project manager/curator

## Development work required (2016-17)

Liaison and discussion with partners

Draw up detailed costings

Liaise with the various developing projects to identify potential activity and art forms for artists to engage in

Draw up a number of briefs for artists, and identify potential artists, to deliver year 1 and 2 of the programme

Identify and secure match funding, at least for year 1 and 2

Agree HLF outcomes to be delivered

Agree how co-ordinator can be recruited and employed and by whom