Culture and the economy

est practice in securing grant aid and developin
artnerships to drive economic development usin
culture and sport

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Where are we...

East Coast of Lincolnshire

District of 700sq miles

Coast and the Wolds AOB

Five traditional market towns

Major seaside resorts – Skegness 4th most visited holiday destination in the UK (London no.1)

This is about two things

- **Community**
  - Education
  - Volunteering
  - Wellbeing

- **Economy**
  - Business
  - ‘Place change’
  - Skills development
  - Tourism

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Cultural success so far

Wolds Words – eleventh year (growth in the last 3 years)

SEAS 2009 – a brave move

SO Festival 2009, 2010 and 2011

Launch event for Cultural Olympiad – Games Time

Women's Cricket (sport)

Beach Sports along the coast

Festival of Bathing Beauties

AMCA Motorcycle Racing

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England vs Louth

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Black / North SEAS 200

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SO Festival 2010

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SO Festival 2011

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Our approach

- Developed key strategic partnerships – ACE, NGBs, University of Lincoln, NHS etc
- International Partnerships (Helsingborg/Helsingor)
- Built upon key local partnerships
- Funding approach open and flexible
- Massive political support
- Willing to take calculated risks

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Funding development

Massive support from Arts Council England opened other doors financially

Localised funding

Cash and In kind (opportunity to small businesses)

nders

ts Council England, East Lindsey District Council, NGBs, efra, County Council, Lincoln University, Helsingborg City uncil, Igniting Ambition Festival, Legacy Trust, Skegness ammar School, Cordeaux High School, Local Business.

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Economy

Creating business opportunities

Events outside the main tourist season; more sustainable all year round jobs; skill ready workforce

Promoting East Lindsey regionally, nationally and internationally.

30,000 non accredited journalists in the UK during the Olympic Games how can we get them to our District?

Not just a bucket and spade holiday

Reposition East Lindsey as being at the forefront of Culture to attrac new visitors, whilst continuing to attract traditional visitors.

Increasing skills locally

Opportunities to volunteer

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Community

Volunteering opportunities to improve skills and training

Create an opportunity to address mental health issues throu
Culture

Raise aspirations in the community

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Volunteers make it happe

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What is success?

£1.7m brought into the District from all funding partners since 2009

SO Festival 2010 brought an additional £1.25m spend into local economy. SO Festival 2011 brought £400k per day extra to the loca economy.

1500 people attended a women's cricket match in Louth (from 0 base).

People are talking about East Lindsey differently. 2 new volunteer development programmes launched and operational since 2010.

393 new volunteers recruited in 2011.

316 Volunteers placed within 3 months.

17 new volunteers placement opportunities.

4281 volunteer hours put into the community.

Economic value of volunteers = £56k.

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look like?

012 will build on the progress we've already made with a rong London 2012 connection – Torch Relay?

here will be a six month programme of high profile cultural vents District-wide (April to October), including SO Festival 012 (June 29 to July 1).

will have international content – Helsingborg and elsingor.

arge outdoor spectaculars to small scale street theatre.

will be delivered with partners in the public, private and oluntary sectors.

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SO Festival 2012