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'This is Art'

Lincolnshire's Arts Strategy

2010 – 2013



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‘This is Art’ - Executive Summary

We have a vast and varied Arts community in Lincolnshire, where everybody is important. A county-wide Arts strategy should reflect the visions and aspirations for the future of the Arts in Lincolnshire by the people who create and develop the Arts. It is important to celebrate our achievements and look at the challenges ahead and work collaboratively to raise both the quality and profile of the Arts in Lincolnshire, creating even more opportunities for Lincolnshire people to experience and enjoy truly great Art.

Vision

‘To develop a truly inspirational, locally powered and connected Arts culture of regional, national and international standing that reflects the unique diversity of environment and community across Lincolnshire as an outstanding model of good practice for the Arts in rural and coastal areas.’

Key Challenges for the Lincolnshire Arts sector identified by the strategy

Through consultation with sector partners and stakeholders, ‘This is Art’ aims to clarify the strategic direction for the Arts in Lincolnshire for the next 3 – 5 years focusing on five key challenges identified by the sector.

Challenge 1. **Greater Connectivity**

To develop stronger strategic and operational connections throughout the Lincolnshire Arts sector

Challenge 2. **Develop Creativity**

Raising the artistic quality of our work and offering better quality Arts for more people.

Challenge 3. **Partnership Working and Collaborative Development**

Increased opportunities for sustainable partnerships across sectors within and external to the Arts sector that contribute to raising the profile of Lincolnshire Arts.

Challenge 4. **Improve Communication and Awareness**

Raising the profile of Lincolnshire Arts across the county, region, nationally and internationally.

Challenge 5. **Sustainability and Cohesive working**

Greater opportunities to develop Arts leadership, further training, skills development, skills diversification and seeking new ways to attract greater investment into the Lincolnshire Arts infrastructure.

Key Strategy Actions

What do we want to see? What does success look like?	What are we going to do to realise our ambitions?	How and when will this be measured?
<p>Stronger strategic and operational connections throughout the Arts sector</p> <ul style="list-style-type: none"> • Stronger representation by the Arts sector across the county within Local Strategic Partnership sub-groups • Stronger representation by the Arts sector within Sustainable Communities Strategy sub-groups • Independent representation by the Arts sector at LSCOG (Lincolnshire Senior Cultural Officers Group) meetings • Stronger representation by the Arts sector at district Cultural Panel meetings. • Greater communication of opportunities between organisations, individuals and services within and external to the Arts. • Greater ownership and 'buy-in' to the Arts by key stakeholders in community planning who understand the role of the Arts in tackling wider community and social agendas. 	<p>Review and assess the effectiveness of existing Arts forums in the county and, through consultation with the Arts community, create stronger, cohesive and more sustainable networks.</p> <p>Establish stronger representation from the Arts sector at Local Strategic Partnership (LSP)/Sustainable Communities Strategy level both at district and county level to ensure the Arts have a key voice at community planning forums</p> <p style="text-align: center; font-size: 48px; opacity: 0.5;">DRAFT</p>	<p>Progress to be monitored throughout the next phase of the Lincolnshire One process and also through the progress of the Lincolnshire One sub-groups (Lincolnshire One Venues, Arts Development Officers, Arts Agencies and Practitioners/ Voluntary sector)</p> <p>Progress to be reviewed at the formal end of the project in April 2011.</p>

What do we want to see? What does success look like?	What are we going to do to realise our ambitions?	How and when will this be measured?
<p>Increased opportunities for sustainable partnerships across sectors within and external to the Arts that contribute to raising the profile of Lincolnshire Arts.</p>	<p>Develop greater opportunities for collaboration with key strategic partners both in the county and the East Midlands region including Tourism, Heritage and Sports.</p> <p>Develop stronger, shared Marketing services and create a central communications network that profiles a 'voice' for the Arts in Lincolnshire.</p> <p>Identify and recruit a series of fresh, forward thinking 'Arts champions' for Lincolnshire from all sectors who can effectively represent the Arts in the county at key strategic posts within the region.</p>	<p>Progress monitored through the developing Lincolnshire One process. Progress to be reviewed at formal end of the project in September 2011.</p>
<p>Greater opportunities to develop Arts leadership, further training, skills development and skills diversification.</p> <ul style="list-style-type: none"> Lincolnshire One has invested in the 'Meeting the Challenge' programme to develop Cultural Leadership and skills development opportunities in Lincolnshire. 	<p>Ensure the Arts infrastructure connects to key sector development partners in the region and nationally.</p> <p>Through a central communications network, ensure development opportunities are effectively communicated to all partners and stakeholders in the county.</p> <p>As part of the legacy from 'Meeting the Challenge', establish a wider 'in county', flexible Arts training and skills development programme available to arts practitioners and arts organisations that can respond effectively to individual needs and aspirations</p>	<p>Meeting the Challenge programme will include members from the Lincolnshire One Venues Group (LOV).</p> <p>Progress will be monitored throughout the process by Lincolnshire One with final evaluation measure in December 2011.</p>
<p>Raising the artistic quality of our work and offering better quality Arts for more people</p>	<p>Through the networks review, develop better communication routes for opportunities within the Arts both within the county, regionally and nationally.</p> <p>Create mechanisms for greater collaboration and sharing of professional expertise across the county, East Midlands region and nationally.</p>	<p>National Indicator 11 results and 'This is Art' campaign outputs to be used as a proxy indicator. Results due in December 2010.</p>

What do we want to see? What does success look like?	What are we going to do to realise our ambitions?	How and when will this be measured?
Continued from Page 5...	<p>Through the recruitment of 'Arts Champions', actively promote Lincolnshire as a developing hub of creative and artistic excellence and a testing ground for innovative, risk-taking Arts practice and performance.</p> <p>Through the 'Rural Thrive' network, develop new networks and opportunities to share good practice with Arts partners across the UK working within similar rural and coastal dimensions.</p>	As an outcome of the Arts Strategy and the Lincolnshire One process, the Lincolnshire Arts Forum is currently evolving into a new organisational structure focused around a central governance board consisting of county and regional Arts Champions. The board will be the central voice and advocate for Lincolnshire Arts across the county, region, nationally and internationally.
Additional funding opportunities for the Arts in Lincolnshire	<p>Establish responsive and informed programming networks that can effectively respond to audience demand within and outside the county.</p> <p>Through greater audience intelligence, develop high quality, targeted programming campaigns aimed at increasing Arts engagement from Lincolnshire people and also attract new audiences from outside Lincolnshire into the county.</p> <p>Connected programming across Arts centres, venues, organisations, festivals and events in Lincolnshire of national and international profile</p> <p>Through exploration of new delivery models, create a proactive Arts association that, through a central administration, can actively advocate for greater Arts investment into Lincolnshire, and through greater and wider partnership working, provide further funding opportunities.</p>	<p>Qualitative and quantitative evidence gathered from the above outcomes will reinforce the case for greater investment into the Arts in Lincolnshire.</p> <p>Strategy outcomes report and business case to be developed after both Lincolnshire One and Meeting the Challenge programmes are complete.</p> <p>Progress on further funding strategies will be monitored throughout the Lincolnshire One process through the sub-working groups (Arts Development Officers, Lincolnshire One Venues, Practitioners/Voluntary sector and Arts Agencies)</p>

The outcomes highlighted in the Arts strategy will drive forward how and where we will invest in the Arts in the next 2 – 3 years and through negotiation with Arts Council England, harness the maximum amount possible of Arts investment into Lincolnshire.

Who is the Arts strategy for?

This strategy is for all those who are interested in the Arts and in Lincolnshire. Fundamentally, the strategy is for Lincolnshire people, Arts practitioners, Local Authorities, Arts Centres and Venues, Arts Agencies and Community/Voluntary sector Arts partners working across the county.

Alignment to Lincolnshire's Cultural Strategy

The Arts strategy is aligned to the key messages emerging from the County Cultural Strategy exploring how we can collectively develop and impact on the following key areas:

Improving Awareness of the Arts in Lincolnshire

Focusing on the development and impacts of the 'This is Art' campaign in line with the National Indicator 11 target.

Developing people through in and through Arts activity

This section of the strategy focuses on making the case for Arts and details some of the many ways in which the Arts can impact on and improve people's everyday lives. The strategy focuses on three key areas; Arts and the Economy, Arts, Health and Well-Being and Arts, Education and Learning.

Increasing opportunities and provision for the Arts

The Cultural Olympiad and the 'Igniting Ambition' programme in the East Midlands provides the main focus for this section of the strategy focusing on how the development of the programme leading up to 2011 will create greater opportunities for communities to engage with the Arts. In addition, the strategy also explores 'Arts and Heritage' and 'Arts and Tourism' as two potential areas for development, highlighting recent case studies in the county.

What do we mean by the Arts?

For the purpose of the Lincolnshire Arts Strategy, let's define the Arts as to mean expressive and creative activities that include Visual Arts, Performing Arts, Literature, Design and Craft.

'Participation in the arts is an important part of a full and fulfilling life and provides unique personal and intrinsic benefits. It can also have a range of local impacts, improving promoting health, education and wellbeing'. HM Government Handbook of National Indicator Definitions



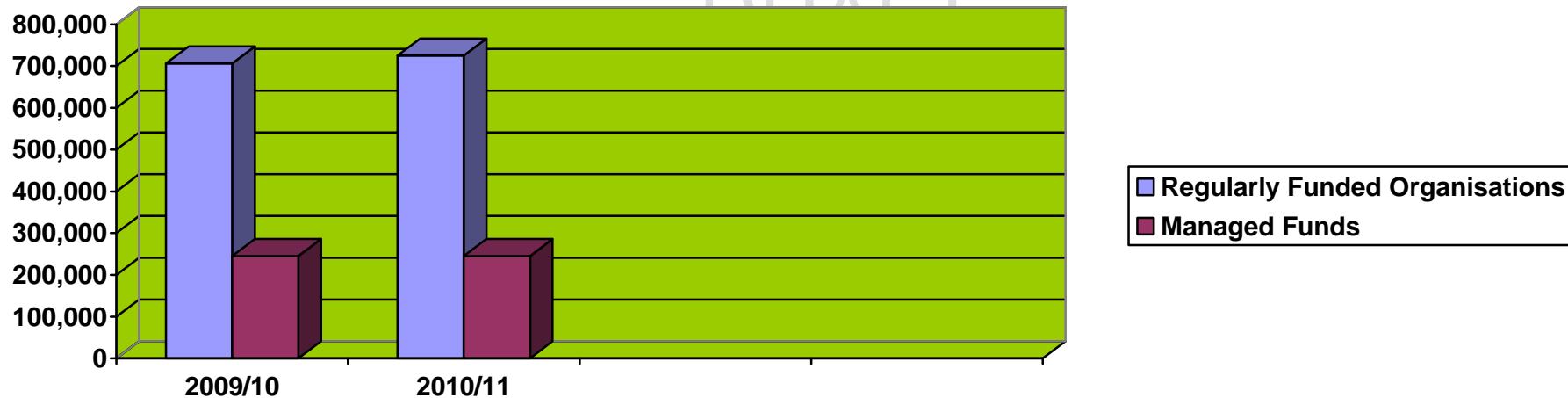
Why do we need an Arts strategy for Lincolnshire?

The Arts infrastructure in Lincolnshire is heading for a time of great change. The increasing pressure on available financial resources for the Arts instigated a strategic review of Arts services in the county. This Arts strategy aims to provide clarity on the future direction of the Arts in Lincolnshire for the next 3 years and sets out the necessary actions that we need to take to ensure the Arts have a sustainable future.

Lincolnshire County Council, in consultation with District Councils and Arts partners across the county and region have been exploring how we can communicate the key role the Arts can play in developing sustainable communities and explore potential new models of delivery that will safeguard the future of Arts services in Lincolnshire. We want to ensure that the Arts in Lincolnshire continue to provide even greater Art for everyone and thrive through the tough economic times we are all facing.

As a result, the County Council entered into the 'Lincolnshire One -Thrive' programme, funded by Arts Council England to support organisational development programmes throughout the Arts sector in England. 'Lincolnshire One' was awarded £510,000 from Arts Council England to explore how we can **deliver better Arts services for our communities and make the Arts infrastructure in Lincolnshire stronger and more sustainable.**

How does Arts Council England currently invest in Lincolnshire?



- The projected investment into Regularly Funded Organisations for 2010/11 totals **£725,000** – an increase of **£19,000** on 2009/10
- Investment via Managed funds totalled **£245,000** for 2009/10 and is projected to remain at **£245,000** for 2010/11

The wider picture – Sustainable Communities Strategy and Local Area Agreement.

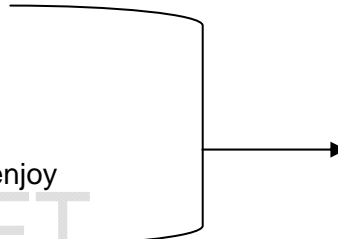
Every local authority in England is required to develop a **Sustainable Community Strategy (SCS)** to set the overall strategic direction and long-term vision for the economic, social and environmental wellbeing of a local area – for the next 10-20 years – in a way that contributes to sustainable development in the UK. The Lincolnshire Sustainable Communities Strategy will underpin the future work of the county councils services to achieve the vision for Lincolnshire on 2030.

Imagine Lincolnshire in 2030 ...

Ours is a Big County, with Big Skies that has a Big Future because Lincolnshire is the place where **everyone can find and enjoy the lifestyle that suits them best.**

Those great lifestyles come from:

- Vibrant communities where people enjoy life
- Opportunities for good health
- One of the healthiest and most sustainable economies in Europe
- Good connections between people, services, communities and places
- Rich diverse environments, heritage and cultures that residents and visitors enjoy
- Supported by organisations working together for Lincolnshire

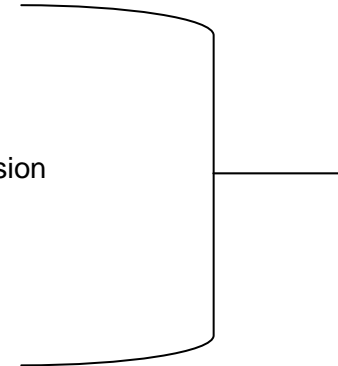


Through greater collaboration, we need to ensure the Arts sector becomes a key delivery vehicle for each of these streams.

As a result, the Sustainable Communities Strategy has adopted the above statements as key focus areas for the delivery of the strategy. Specific local area targets relating to the key themes of the Sustainable Communities Strategy are detailed within the county Local Area Agreement, a three year agreement between the county and district councils and partners within the Local Strategic Partnership.

The **Local Area Agreement** targets are connected to ten overarching priority areas for Lincolnshire:

- Children and Young People – Raise Attainment
- Improve health
- Improve skills and conditions for the economy
- Reduce alcohol harm and improve community safety
- Create better communities through growth and housing provision
- Promote social cohesion
- Tackle the issues and effects of climate change
- Improve quality of life for vulnerable people
- Get connected
- Improve services providing value for money



Through greater collaborative working, we need to raise the profile of the Arts in Lincolnshire to ensure representation for the sector at key county and regional decision making tables

Gaining representation for the Arts sector at Local Strategic Partnership forums and contributing to the delivery of the key aims and objectives of the Sustainable Communities Strategy and Local Area Agreement provides an invaluable opportunity to demonstrate the central role the Arts can play in developing sustainable communities.

This presents a challenge, as current representation by the Arts at key decision making tables is mixed at district and county level. At County Council level, the Arts sector is represented in one of the six key themes of the county Sustainable Communities Strategy - Vibrant Communities. The Arts has the potential for a much stronger role within the other five themes, contributing to a stronger, healthier and more sustainable Arts ecology. It is crucial that we develop new effective mechanisms to gain representation for the sector as these key decision making tables.

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Aspirations for the Arts in Lincolnshire

Our Starting Point	Where we want to be	Our future journey
<p>Communication and Awareness</p>	<p>Through re-structuring key Arts networks in the county, create a stronger, robust Arts forum that can effectively advocate for the Arts at key strategic tables, promoting greater awareness and understanding, partnership development, diversification and access to additional funding</p>	<p>Review and assess the effectiveness of existing Arts forums in the county and develop stronger, more sustainable models that can achieve greater impact.</p>
<p>Develop Creativity</p>	<p>Lincolnshire recognised regionally, nationally, internationally for producing high quality, innovative, original Arts practice.</p> <p>Through the development of co-commissioning networks and partnerships with leading production companies across both Visual and Performing Arts.</p>	<p>Through the Lincolnshire One venues collaboration, develop experimental co-commissioning partnerships with county based, regional and national production companies.</p> <p>Greater opportunities for greater collaboration – across the Arts sector in Lincolnshire. Sharing of best practice from Festivals, Arts Centres and Venues.</p> <p>Combine creative skill and experience within the county, across the region, nationally and internationally to develop high profile, distinctive Arts experiences – developing great Art for everyone in Lincolnshire.</p> <p>Actively promote Lincolnshire as a developing hub of creative and artistic excellence and a testing ground for innovative risk-taking Arts practice and performance.</p>

<p>Connectivity</p>	<p>Stronger ownership and 'buy-in' to Lincolnshire Arts by key stakeholder in local authorities and community planning who understand the role of the Arts as a key vehicle for tackling and achieving wider social and community agendas</p> <p>Ensure the Arts sector in Lincolnshire has a strong voice at key Cultural forums in the county and East</p>	<p>Establish stronger representation from the Arts sector at Local Strategic Partnership meetings, both at district and county council levels.</p> <p>Establish greater connectivity and representation at key county and district council decision-making groups such as the Lincolnshire Senior Cultural Officers Group and the Cultural Panels.</p>
<p>Partnership working and collaborative development</p>	<p>Create an Arts infrastructure that is visible across the East Midlands region, the UK and internationally that demonstrates the distinctiveness of the Arts in Lincolnshire alongside the diversity of environment and culture within the county.</p> <p>Connected programming across Arts Centres, Venues and Festivals of national and international profile.</p> <p>Through the development of greater audience intelligence, develop high quality, targeted programming campaigns focussing on increasing Arts engagement from both Lincolnshire communities and also attracting new audiences from outside the county.</p> <p>Through the 'This is Art' campaign, develop a greater understanding of the 'Arts' Lincolnshire people enjoy attending and participating in – increasing and directly responding to demand.</p>	<p>Create greater opportunities for collaboration with key strategic partners both in the county and the region.</p> <p>Identify and recruit a new series of fresh, forward thinking 'Arts Champions' to advocate for the Arts in Lincolnshire at key strategic posts within the county and region.</p> <p>Collective dissemination of audience intelligence across the sector to effectively plan strategy for increasing participation and diversifying demand.</p> <p>Ensure the Arts infrastructure can make stronger connections to connect to key development partners in the region and nationally including Cultivate and the Cultural Leadership Programme.</p> <p>Create mechanisms for greater collaboration and sharing of professional expertise across the county and East Midlands region.</p>

Sustainability and cohesive working

Through the legacy of the 'Meeting the Challenge' programme, establish a sustainable countywide Arts training and skills development programme accessible to all areas of the sector that can respond effectively to needs and aspirations.

Identify further 'new ways of working', including new organisational structures that can act as a conduit for greater investment in the Lincolnshire Arts.

Ensure the Arts infrastructure has the necessary mechanisms in place to disseminate future opportunities effectively throughout the county.

Through the development of the 'Rural Thrive' programme coinciding with the merger of Arts Councils regions 2010, develop new networks and opportunities to share good practice across the UK in particular with counties of similar rural coastal dimensions.

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"We have to provide the necessary infrastructure for talented local Artists to fully develop their potential creating and producing locally inspired work to international standards." Lincolnshire Artist

"We need to ensure our Arts voice in the county is loud enough to be heard across the region, nationally and internationally." Lincolnshire Artist

"From Plough plays in people's living rooms through to internationalism!" Lincolnshire Artist

"We have to ensure that our Arts infrastructure has the capacity to develop talent but to also retain talented local Artists in the county." Lincolnshire Artist

"We want to ensure the current mechanisms in place for taking the arts out to our communities are fit for purpose and that our communities are able to confidently enjoy and feel proud of the Arts in Lincolnshire." Lincolnshire Artist

Improving awareness of the Arts in Lincolnshire

There is an Arts specific National Indicator included in the full version of the Lincolnshire Local Area Agreement under the 'Promote Social Cohesion' priority. National Indicator 11 – Engagement with the Arts seeks to improve levels of engagement by local communities in Arts related activity*. In Lincolnshire, we have a target of 48% of Lincolnshire people, who when questioned, can say that they have taken part in Arts-related activities (either as an audience member or participant) at least three times in the past year. This works out at an additional 19,000 people taking part in the Arts (see Improving Awareness of the Arts)

As a direct result, Lincolnshire County Council in collaboration with district partners, have developed an Arts awareness campaign, designed to promote greater awareness what taking part in the Arts actually means.

'This is Art' has been designed to identify and promote arts events throughout the county. It will be used to highlight all types of Arts events, but especially those not traditionally thought of as belonging to 'the Arts'. 'This is Art' will appear on posters, flyers, leaflets, adverts and websites for all the Arts events that are taking place across the county with the aim that the logo will be adopted by all members of the Arts community working across sectors from Arts Centres and Venues, to Arts agencies, amateur organisations and Arts practitioners.



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To accompany the campaign, a dedicated website has been developed for communities to explore and be inspired by the Arts in Lincolnshire. The website will include images and stories of how Lincolnshire people are enjoying taking part in the Arts and the many different journeys our communities have taken to explore the Arts in Lincolnshire.

An important part of improving awareness of the Arts in Lincolnshire is how we connect with communities and Arts partners outside of Lincolnshire, across the East Midlands region, nationally and internationally. Raising the profile of the Arts in Lincolnshire is a key focus area for the Arts strategy and to focus on utilising the expertise and experience in the county to develop a robust communications strategy to better connect with communities outside Lincolnshire and to demonstrate the uniqueness of the Arts in the county.

Developing people in and through Arts activity

The benefits of active participation in the Arts are vast and varied and cover a range of themes including how the Arts contribute to the local economy, community health and wellbeing, education and learning. The Arts have a major role to play in developing sustainable communities and improving the lives of people in Lincolnshire.

Arts and the Economy

The Creative industries sector in the UK employs two million people and contributes £60 million to the UK economy (7.3%). Research has shown that investing money directly into the Arts has also led to spending in other areas of the economy that then enhanced wealth and numbers of jobs being created. In addition, Arts, Cultural and Creative Industries contribute many wider economic benefits such as encouraging tourism and supporting economic regeneration. In Lincolnshire, there are approximately 7,660 people employed in Creative and Cultural Industries. This accounts for 2.5% of people in employment in Lincolnshire (*'Celebrating Success' Lincolnshire Creative Solutions Initiative, BOP Consulting 2006*)

Investment in Creative Industries by Local Authorities can have great impact on the local economy. The IDeA website (Improvement and Development Agency for Local Government) states:

'The Creative and Cultural Industries are regarded as having strong 'multiplier' effects. This means there is evidence to suggest that Creative Industries contribute positively to local and regional regeneration beyond their direct economic impact.'

'Investment in Creative Industries can greatly impact on the economic and physical development of deprived areas through the following areas:

- Flagship cultural developments can have a significant impact on the quality of the public realm in communities if devised appropriately for the local area.
- Vibrant clusters of creative industry activity can help build competitive advantage for a place by developing strengths in high-value economic activity.
- The recent recession has created an opportunity to use unused retail space for Creative Industries.

One of the key impacts of creative industries identified by local authorities was 'place making' and the impact that the cultural and creative offer can have upon attractiveness to investment, the 'feel' of a place and the quality of life for residents.' (*IDeA website 'Impact of Creative Industries'*)

The recent Lincolnshire Creative Solutions Initiative (2007) injected £900,000 into the development of Creative Industries in Lincolnshire assisting a total of 68 SME's (Small and Medium Enterprises) overall including 12 start-up's. Our challenge is how we can support these industries through the tough economic times and ensure creative industries in Lincolnshire continue to flourish in the future

Arts, Health and Well-Being

The relationship between the Arts and the transformational impacts on health and well-being are well-documented with its presence and activity growing considerably in recent years. Arts, Health and Well-being initiatives now form part of many front-line healthcare services across the UK, where GP's and other medical professionals are actively referring patients to specific participatory Arts programmes and commissioning Arts providers as a key element of treatment and care plan programmes.

In addition, the impact of the Arts on our general well-being is substantial with research projects continually proving that people who engage with the Arts are people who help communities to thrive. Research into the impact of the Arts has also demonstrated that people, who take part in Arts-related activities, over time, also engage in positive civic and individual activities, such as volunteering, going to sporting events and outdoor activities at significantly higher numbers than people who didn't engage in the arts.

People who participate in the arts.....

- **Feel more part of their local community**
- **Enjoy an enhanced, richer quality of life**
- **Have increased confidence and self esteem**
- **Generally feel happier, less stressed and healthier**

Improving the quality of life for communities across Lincolnshire is a key priority area for all district councils, reducing inequality and securing sustainability for future generations. The challenge now is to provide the mechanisms and resources to enable the arts in the county so that more Lincolnshire people can experience the benefits and impact the arts bring to communities.

Arts Education and Learning

The Arts and creativity are both key motivators for young people and provide unique opportunities for raising aspirations and achievement. The Arts impact upon all areas of our lives, for example through the design and development of our environment, our lifestyles, our homes, our clothes, ourselves through art, craft and design or through literature, poetry and the performing arts that both reflect and challenge our different cultures and stereotypes. The Arts are essential to the development of the 'whole person'

"Learning to think and behave creatively can transform pupils' lives . . . It increases their motivation, self esteem and levels of achievement. Beyond school, it enriches their lives and prepares them for the world of work" *Creativity, Find it, Promote it QCA 2003*

The programmes developed in Lincolnshire are designed to provide opportunities for young people to explore their own creative potential and encourage creative approaches to learning in and through the arts. Lincolnshire County Council and CfBT Lincolnshire School Improvement Service commit funding towards programmes which support young people's development in the above areas.

Examples of some of those programmes are:

- **Talent Lincolnshire** – a strategy which strives to develop pathways from school based activities to local, regional, national and international opportunities in the Arts and PE School Sports. This promotes the belief that every child in Lincolnshire should be able to pursue their interests and talents to whatever level they feel appropriate. It attempts to provide the necessary signposts to support development, by making use of organisations, venues and agencies in the provision of existing activity and opportunity
- Key programmes such as **Sew into Fashion, Lincs2Stage, Lincolnshire Young Journalists Academy** and **Lincolnshire Dance Academy** where young people have the opportunity to work with professional in industries such as Fashion, Theatre and Media in order to work to real life briefs and timescales
- **The Menu** – an opportunity for young people to work with arts professional in an after school context in order to develop skills and expertise in a wide range of artforms
- **Provision of curriculum support** in the Arts for schools, in-service training for teachers and arts professional and support materials and guidance as part of the statutory Teaching and Learning programme for school improvement
- **Arts Award** – a national qualification for 11-25 year olds which aspires to support any young person to enjoy the arts and develop creative leadership skills
- **Creative Partnerships** – a creative learning programme designed to develop the skills of young people, raising their aspirations, achievements, skills and life chances

Increasing opportunities and provision for the Arts

2012 Olympic Games and the Cultural Olympiad

The London 2012 Olympic games and the Cultural Olympiad, presents an invaluable opportunity to showcase the breadth of the Arts in the UK *“placing Culture at the heart of the 2012 games – encouraging participation and celebrating the cultures that make up the UK”* (Cultural Olympiad website)

The Cultural Olympiad has seven clear aims to achieve this:

- encourage and welcome involvement from communities across the UK, including London;
- leave a lasting legacy that improves cultural life;
- showcase excellence in the performing arts and creative industries as well as sport;
- introduce young people to the UK’s many artistic communities and those from around the world;
- promote London as a major cultural capital;
- heighten economic regeneration and encourage tourism in the UK through the work of the creative industries;
- Incorporate the Olympic values of ‘excellence, respect and friendship’ and the Paralympics vision to ‘empower, achieve, inspire’.

‘Igniting Ambition – ‘The East Midlands 2012 Great Exhibition’

The igniting ambition showcase is a huge celebration of culture and communities across the East Midlands region, designed to showcase an area of the East Midlands each year up to the London 2012 games., culminating in a unique, region wide, festival of cultural events entitled ‘The East Midlands Great Exhibition’. The exhibition will be held over a five-month period (May to September 2012) incorporating Arts, heritage, media, sports, science and well being activities.

Preceding the great Exhibition will be a series of four annual showcases between 2008 and 2011 highlighting a specific area of the East Midlands. The first showcase took place in Derby during 2008 marking the handover from the Beijing Games. In 2009, the focus moved to Leicester for the Special Olympics during July and August. 2010 will mark the turn of Nottinghamshire, Leicestershire and Derbyshire.

2011 – Lincolnshire, Northamptonshire and Rutland

The focus for our year of the cultural Olympiad is building capacity, partnerships and participation by our communities in a range of Cultural activities reflecting the diversity of environment and community across all three rural counties. Focusing on 'Connecting Communities', partnerships are currently being developed placing communities at the centre of the work to devise a variety of participatory activities in the regions forests and woodlands. In addition, trails that animate open spaces and promote healthy lifestyles connecting rural and coastal areas with market towns and cities.

The 2011 Cultural Olympiad in Lincolnshire presents an opportunity to demonstrate to the world the uniqueness of Lincolnshire's changing environment and diversity of community. The lead up to 2011 will be the focus for the development of the County Councils cultural activities, forging new partnerships between cultural organisations and communities leaving a lasting legacy that opens new doors for people to engage with cultural activities and in particular with the Arts.

Arts and Lincolnshire's Heritage

Without doubt Lincolnshire has a rich, diverse cultural heritage that almost provides a 'rough guide' to the entire history of the UK, from the Roman occupation of Lincoln in AD48, through to the Elizabethan architecture of Burghley house and the vast Royal Air Force aviation heritage in the county.

However, heritage is about much more than historic buildings. Heritage explores our own past, places and the many cultures, traditions and customs that make Lincolnshire what it is today.

Both the arts and heritage worlds collide in Lincolnshire in many ways, either through Arts exhibits situated in the many stately homes in the county to discovering that the famous composer Franz Liszt once performed in the ballroom at the Stamford Arts Centre through to the 'Da Vinci Code' and 'Elizabeth – the Golden Age' being filmed in the county.

Our challenge is to ensure we can develop stronger partnerships and greater opportunities for collaboration between the Arts and Heritage sector within the county but also across the region. To show what can be achieved by both the Arts and Heritage sectors working together, the White Light partnership created the 'House of Bling', fusing Lincolnshire's heritage at Tattershall Castle with contemporary Art installations from 5 international artists.

HOUSE OF BLING CASE STUDY HERE

Thanks and Acknowledgements

We would like to thank the following individuals and organisations for their contribution to the development of the Arts strategy. In particular, our thanks go to the working groups from the Lincolnshire One Thrive programme and all those who have attended specific events and contributed to the wider consultation process.

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Julie Catterson, Bishops Greaves Theatre, Bishop Grossteste University College, Lincoln
David Pople, Guildhall Arts Centre, Grantham
Graham Burley, Stamford Arts Centre
Steve Rushforth, Embassy Theatre
Pollyanne Trapmore-shaw, Embassy Theatre
Al Duncombe, Terry O'Toole Theatre, North Hykeham
Elaine Knight, Terry O'Toole Theatre, North Hykeham
Jeremy Webster, The Collection/Usher Gallery, Lincoln

Clare Freeman, East Lindsey District Council
Claire White, West Lindsey District Council
Rachel Rowett, South Holland District Council
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