

Consensus Workshop #3: Identifying our Strategic Direction

These are the verbatim notes / words that came out of the workshop; we may craft them a little for the strategy before it is published but will take care to preserve the meaning.

22 Jan 2020

		(F) Risk taking / subverting		(C) Celebrating				(J) Prestoning		
Celebrating the arts, by taking creative risks Town into city Forever "Prestoning"	Preston Creates	Acceptance of reality!	Edgy ie. grime scene, underground techno	Big Preston Festival (theatre, dance, film, art, nature, music)	Massive competition with a mega prize	Annual Celebration -social gathering -awards Guild celebration: -Makers -Designers		Giant egg to roll	Preston multi-year large HLF bid £1m+	Preston Holiday week in Guild Year
		Understanding Motivations		Festival of E-Making E-sport, craft, food and beer and gaming	Paint Preston	Arts Trail Preston and beyond Across county	Build on existing initiatives eg. Arts Festival	Infrastructure Preston Creative Model Hub Guilds Arts Website or app (survey)	Preston Arts & Culture Lottery Funding for opportunities	

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Connecting people, skills, knowledge and events in order to create a harmonious, collaborative and enjoyable city	(H) Communicating			(A) Exploring / Listening		(B) including / encouraging / nurturing		(E) learning / linking / joining / exchanging	
	Centralised funded database website	Gate Keeper Advocate / broker / database / listing / communication/ subscription funded	Integration of university and city	RESEARCH Ask people how they see Preston culture Reach out to retail Business interest groups Vol Arts	Create Focal Groups -at which PAA is one	A fully inclusive arts in education policy Art as a human right Mobile art gallery (outreach programme)	Regular art & cultural activities for young people / all people + inclusive of minorities and underrepresented	Twinning and learning from other cities Sharing best practice	Inter-generational mentoring system and organisations buddying
	Map assets Identify resources ↓ Connect to requirements	An online hub and library of knowledge & resources	Cross Arts networking Business advice Like this event	Promotion of sector and what it contributes Preston Creative Model	People Power – Collective ownership Guild Hall		Involvement of more young people in the arts	Increase confidence International festival Preston cultural exchange	
			Central communication to general public Accessibility & affordability						

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Developing routes to independent financial sustainability	(I) Resourcing / Structuring								
	A group of people dedicated to seeking out funding	FUNDING Collaborate and communicate to maximise bids							
	Cultural thematic working group								

Unlocking space for culture and arts in Preston	(D) Utilising / accommodating								
	Unlock unused space / policy	Opening up empty spaces (unusual)	Capital bid - buy the Guild Hall						
	To create a physical network -citizens advice buro for arts	Consortium funding for building							

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(G) Occupying / commandeering									
Squat a community building!	(Reuse heritage buildings)	Big space Small space							
LONG TERM	Guild Hall!!! Arts Hub / centre eg. The Storey House, Chester, The Storey, Lancaster	Physical / virtual Private sector + LA + Guild Hall							
Guild Hall Central arts space	Multi-purpose arts centre including info hub (Harris Institute)								