

Mapping the new rural arts and creative rural industries

It will profile the significant contribution already being made to the rural economy by artists, designers, craftspeople, architects, media workers and other creative professionals working and living in rural areas. A case will be made for new cultural and arts investment in rural community development, and the unlocking of the cultural capital and entrepreneurial creativity embedded in rural communities everywhere. The cultural and entrepreneurial contribution made to the rural economy by rural women, elders, and young people will also be highlighted, including BME groups and traveller communities and migrant workers, who are also an important part of the cultural and economic life of rural England. *Rural Development Programme England



Conference location and Lancaster University campus map

Go to: <http://www.lancs.ac.uk/travel/maps.htm> <<http://www.lancs.ac.uk/travel/maps.htm>>



from left to right
Farmers at Agricultural Show, Slaidburn, Forest of Bowland. Photo LITTORAL.
Farm Barbecue, Masons House Farm, Bashall Eaves, Forest of Bowland.
Photo Farmers Guardian
Camping Barn, Chipping, Forest of Bowland. Photo Tessa Bunney.
Herdwick Sheep, Cumbria. Photo Alex Moore.
Cornstalk Bales, Yorkshire. Photo LITTORAL.



Some recent comments in support of the conference:

'Congratulations, what you are doing is important and exciting ... we wish you great success in your radical rethink of the Creative Rural Economy'.

(Richard Florida, author of *The Rise of the Creative Class*, www.creativeclass.org/_flight_author.shtml)

'It is clear that the future economic prosperity and well-being of both our rural and urban communities is dependent on our ability to nurture and harness the creative skills of those who live there. Given the particular challenges facing rural areas, the need for dialogue is all the greater. I am sure the conference will provide an opportunity for just such discussion and look forward to hearing its findings'.

(Dame Sue Street, Permanent Secretary Department of Culture Media and Sport, London)

'Reconfiguring the (cultural) connections between country and city is the most important design opportunity since the internet'.

(John Thackara, *Doors of Perception*, www.doorsofperception.com/)

'The creative industries make a significant, and sometimes unacknowledged, contribution to rural economies and societies. They can play a positive role in economic and social regeneration, helping to build social capital between and within communities and also investing in local distinctiveness and identity. There is a need for greater national, strategic focus to reflect and channel energy at the regional and local levels. This conference will, I am sure, help to achieve this.'

(Margaret Clark, Director, Commission for Rural Communities)

'The Carnegie UK Trust welcomes the recognition that this conference will give to culture as a driver of social and economic development. During our evidence gathering around the UK and Ireland we have learned that the unique narratives of each rural area can provide the foundation for flourishing enterprises'.

(Kate Braithwaite Director, Carnegie UK Trust Rural Programme)

'Helping to shape a viable and diverse rural economy by encouraging creative industries in rural communities is an excellent example of an innovative approach to sustainable development.'

(Sir Donald Curry, UK Government Advisor on Sustainable Farming and Food Strategy, DEFRA)

Conference developed and coordinated by LITTORAL Arts, in association with LEADER+ Lancashire and Arts Council England

LITTORAL, 42 Lodge Mill Lane, Turn Village, Ramsbottom, Lancashire BLO ORW

tel/fax +44 (0)1706 827 961, littoral@btopenworld.com, www.littoral.org.uk

Conference mobile telephone number +44 (0)7747 192 656

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CREATIVE RURAL ECONOMY

The arts and rural regeneration in the context of RDPE; LEADER+, investing in creative rural communities; and mapping the new creative rural industries.

Introduction

The Government's Rural Strategy (DEFRA 2004) and the proposed RDPE* guidelines (2007-13) are contributing to radical social and economic change in rural communities, the countryside and in the agriculture sector. These changes are also generating new social, settlement, landscape and economic formations throughout rural England, which in turn bring interesting cultural, aesthetic, social and creative challenges and opportunities which the arts community might begin to address. These imply the need for a fundamental rethink of the nature and potential of rural creativity in the economy, and the formulation of a new rural aesthetic capable of guiding and enhancing the future development of England's rural environments, communities, and economy.

The arts and rural regeneration in the context of RDPE

Following the success of arts and urban regeneration projects and urban-based cultural industries, the conference will attempt to define an equivalent area for investment in the rural economy, and suggest a strategic programme of arts and rural regeneration and creative rural industries projects that would be capable of supporting some of the economic, environmental, social priorities as outlined in the RDPE.

CREATIVE RURAL ECONOMY

Conference 10 – 13 September 2006
University of Lancaster

The arts and rural regeneration:
mapping the new creative rural
industries

LEADER + investment in creative rural
communities: an arts and cultural
response to RDPE (2007 – 2013)



<http://www.littoral.org.uk/HTML01/pdf/NRA_Strategy.pdf>

INVENTING THE CREATIVE RURAL ECONOMY

10–13 September, Lancaster University Conference Centre

Programme:

Pre-conference Field Trips: an insight into some pioneering arts and rural regeneration and Creative Rural Industries projects in the North West of England

Sunday 10th September:

(A) Creative Rural Industries in Cumbria

(Coach departs Lancaster University, 10.00 am)

Learning from the past; a new future for rural crafts.

Revival of traditional rural crafts as the basis for new rural businesses. Staveley Village Cumbria: charcoal making and woodland craft demos led by Lakeland Craftspeople.

Grizedale Forest Park and Sculpture Trail (picnic lunch on site).

Introduction to the Forestry Commission cultural tourism initiative. Artists as catalysts for regeneration in forestry and remote rural communities.

Dada artists and Herdwick sheep as drivers of the new Creative Rural Industries.

Elterwater village and the Langdale Valley Cumbria.

- a) Woolly Rug Company, and an exhibition of wool crafts based on the Cumbrian Herdwick sheep.
- b) The Merz Barn and Kurt Schwitters: restoration of Kurt Schwitters' Merz barn art and architectural installation project at Cylinders Estate, Elterwater.

(B) Creative Rural Industries in Lancashire

(Coach departs Lancaster University 10.00 am)

Rural arts and community enterprise. Farm auction marts as creative hubs, community rural workspaces, and innovative public art in rural contexts.

- 11 am – 12.30 pm a) *From Cattle auctions to Car boot sales – Clitheroe Farm Auction Mart:* The changing role of farm auction marts; new arts, ICT, social and communication projects for cattle auction centres.
- 1 pm b) *The Poorlands Trust* rural community workspaces project, Slaidburn. LEADER+ funded community creative industries workshops and crafts centre.
- 3 pm c) *The Panopticons* project, Mid-Pennine Arts; experimental public art and architecture projects in urban/rural fringe East Lancashire.
- 7 pm Conference barbecue
An evening of traditional music and foods from Lancashire, Cheshire and Cumbria. Forrest Hills Farm and conference centre, near Lancaster University.

Monday 11th September

Mapping the new Creative Rural Industries

- 9 – 9.30 am Registration (tea and coffee): Lancaster University Conference Centre
 - 9.30 – 10 am Welcome and introduction; LEADER+ Lancashire, DEFRA and Arts Council England, conference sponsors. Speakers: (tbc)
 - 10 am **1 Positioning the Creative Rural Economy in context of the proposed EU Rural Development Programme, (2007–2013).**
Introduction to the social, environmental and economic priorities of RDPE Axis I–III programmes. Natural England and LEADER+ as potential partners for the arts sector. Geoff Brown, *Fells and Dales LEADER+ Cumbria*; John Welbank *Lancashire Rural Futures*; Simon Humphreys, *Natural England (NW)*
 - 11.15 am Tea and coffee
 - 11.45 am **2 Investing in Creative Rural Communities: artists, farmers and rural communities as drivers of the creative rural economy.**
The role of rural community cultural capital, rural social enterprise, and artist-farmer partnerships in sustaining the creative rural economy. Sally Robinson *Amplebosom* marketing company (www.amplebosom.com/)
Simon Thackray *The Shed* (www.theshed.co.uk)
Marco Marcon *IASKA* project Western Australia (www.iaska.com.au)
 - 12.45 pm Panel and Discussion
 - 1.15 pm Lunch
 - 2.30 pm **3 Locating the new creative rural industries: priorities and parameters**
Creative strategies for rural community development, environmental sustainability and economic regeneration.
- Workshop programme:
- a) *Urban Rural reconnections:* new rural cultural partnerships; Black and Minority Ethnic communities as new rural business partners and consumers.
 - b) *Digital Media and the Rural Economy:* promoting rural media, ICT and digital arts projects with rural communities and young people.
 - c) *Rural Tourism, Food Cultures and Heritage:* Rural tourism, heritage and foods marketing initiatives; rural touring; and arts festivals in rural communities.
 - d) *Renewables and Environmental Sustainability:* arts-led alternative crops and land use; creative responses to climate change, new rural energy and environmental initiatives.
- 4 pm Tea and coffee
 - 4.30 – 5.30 pm Report back session, open forum and discussion.
 - 6 – 7 pm Official opening of the conference exhibitions.
 - 7.30 pm Conference dinner, Lancaster University
The Third Revolution – imagining the new rural economy and society after 2013
After dinner speech by Mike Keeble (farmer and journalist)

Tuesday 12th September

Refocusing rural art practices and arts development policy; addressing the new rural agenda and RDPE priorities.

- 9 – 10.30 am **4 Learning from the urban Creative Industries experience**
A critical take on urban creative industries and regeneration.
Creative Rural Clusters: Simon Evans, Director Creative Clusters, Sheffield.
Dilemmas and paradoxes in urban creative industries: Dr. Franco Bianchini, De Montfort University. *Culture and the regeneration industry:* Julian Dobson, Editor NEWSTART Magazine.
- 10.30 am Tea and coffee
- 11 am – 1 pm **5 Art, design and new media projects in the rural economy:**
Parallel workshop programme:
 - a) *Crafts and the Rural Economy:* exploring a new role for contemporary and traditional crafts and design in the context of RDPE and rural regeneration.
 - b) *Rural Design and Architecture.* Designing future rural settlements, landscapes and built environments, design and architecture in the rural economy.
 - c) *Rethinking public art and the countryside; life after the Sculpture Trail:* artists as catalysts in the rural economy; public art and rural tourism; new art works in challenging rural and agricultural contexts.
 - d) *Community broadcasting and the creative rural economy:* the role of community radio, ICT and wireless broadband in rural areas.
- 1 – 2 pm Lunch
- 2 – 3.30 pm **6 Investing in rural creativity: Poster display sessions and workshops.**
Promoting rural creativity and sustainable communities.
(Programme to be announced)
- 3.30 – 5 pm **7 Creative strategies for rural regeneration:** new rural contexts and partnerships for the arts.
 - f) *Artfarms: creative rural clusters and incubators,* the role of rural studios and work spaces, and the economic impact of farm-based arts, cultural and exhibition projects.
 - g) *Field Art and arts projects on farmland:* Crop circles, corn mazes and field art; farmers as artists.
 - h) *Grains of Truth:* the role of photography, film, and video in the new rural economy. Documenting rural social and environmental change.
 - i) *Framing new regional RDPE arts and cultural partnerships* East Midlands LEADER+ and strategic partners discuss a possible cultural programme for the RDPE in their region.
- 5 – 6 pm Report back session, and open forum.
- 7.30 pm **Lancashire's Rural Venice:** dinner cruise and evening of entertainment on the Lancaster Canal for conference delegates and guests.

Wednesday 13th September

Delivering the Creative Rural Industries

- 9 – 10.30 pm **8 Sustaining the future Creative Rural Economy**
 - a) *Education and training for the creative rural industries:* proposals for future rural arts skills education and creative rural industries research programmes. *On the Edge Project,* Grays School of Art, RGU, Aberdeen.
 - b) *Blueskies/Greenfields; arts-led research and the rural economy:* artists as rural pioneers and entrepreneurs; new arts and cultural initiatives in support of rural regeneration and the RDPE.
 - c) *Creative Rural Communities:* unlocking rural community creativity and cultural capital as drivers for the new creative rural economy; presentations by rural community leaders and other arts and rural organisations.
- 10.30 – 11 am Tea and coffee
- 11 am – 12.30 pm **9 Regional delivery partnerships for the Creative Rural Economy**
Proposals for regional Creative Rural Economy development programmes; future deployment of the arts and cultural sector in support of RDPE, rural community development, environmental sustainability and creative rural industries initiatives
- 12.30 – 1.30 pm Lunch
- 2 pm Conference closes.

NB The programme is subject to change and confirmation is awaited for some of the speakers.

BOOKING FORM CREATIVE RURAL ECONOMY: Mapping the new Creative Rural Industries

International Conference & Field Trips	10–13 September 2006	University of Lancaster
Full Registration (4 days 10–13 September, Regional CRE study trip, dinners September. 11&12)	£ 325	■
Conference Registration (3 days 11–13 Sept., includes dinners Sept 11&12)	£ 280	■
One Day Conference Registration (excludes dinner)	£ 80	■

Sunday 10 September Regional Study Trips		
Study Trip 1 Coach tour of creative rural projects in Cumbria, lunch included	£ 35	■
Study Trip 2 Coach tour of creative rural projects in Lancashire, lunch included	£ 35	■

Please tick as appropriate

September 10 Cumbria	September 10 Lancashire	September 11	September 12	September 13
■	■	■	■	■

B&B Accommodation is available on campus at £48 per night for en suite rooms and £40 for standard rooms (delete as necessary)

September 10	September 11	September 12
■	■	■

Name (block capitals)

Address

Telephone Fax E-Mail

Profession/Organisation

Signature TOTAL: £

Cheques/orders should be made out to LITTORAL ARTS and sent to: 42 Lodge Mill Lane, Turn Village, Ramsbottom, Lancashire BL0 0RW, tel/fax +44 (0)1706 827 961, littoral@btopenworld.com (send S.A.E. for receipt if required)