

# What do we want Preston's creative and cultural life to be like in 2032?

23/09/2019

Every decision is made with genuine care to save our world	We want Preston's cultural scene to be connected, with a clear voice that reaches out beyond Preston	We want Preston's cultural scene to attract investment from a wide range of government, promoters and sponsors  -to make it self-sustaining  -thriving	In 2032, our city will support ambition. We nurture artists from young to old, organisations from small to large, to flourish and create, innovate, risk taking, edgy, subversive work and become a city of inspiring firsts.	Preston is the centre of a creative Magnetic North	Young people are integral in shaping Preston's creative and cultural life	We want multi-purpose arts centre / hub	We want our city's ethos of ambition to permeate the culture and creativity in ALL aspects of the city	We expect Preston's cultural and creative life to be relevant to and support the well-being of ALL its people	We want a broad cultural offer that is relevant and speak [to] all
Transport	Connected within and without	An abundance of well-paid work for Preston artists	Space for smaller organisations / artists to flourish	A sustainable, managed programme of culture, accessible and diverse	Highest number of schools with Gold Artsmark in UK	<i>Linear Park Project</i> created for secure accommodation and workspace	Innovative and pioneering like our ancestors	Art is pervasive and permeates everyday life	Inclusivity leading to diversity
Energy	Marketing	Political leaders carry clout with major funders	Edgy / exciting / inspiring  Experimentation welcome	A proud, connected, generous city-magnet	Young people as leaders, producers and ambassadors	Spaces to make, produce and present	Culture is part of ALL ASPECTS of the city	Use cultural scene to bring together: -ages -ethnics -abilities	Equality of offer: -all inputs equally valid -wide communication -value local artists (as well!)
Sustainability	Communication	Artistic community -career paths for locals	Embracing opportunities for older and younger artists	Equitable platforms for local AND international arts	Blaze Academy dedicated to cultivating next generation of diverse cultural leaders	The largest and longest co-working space and fablab in Preston train station – focus on sustainability	Unique to Preston is its history and its future		Diversity
Environmental	Joined-up	Highest % of retained creative graduates and talent in the UK	We nurture the independent and subversive	Loads of arts and performance festivals	Next generation are an integral involvement	Reorganise and rebuild infrastructure to support artists	Celebrating past, present and future cultural values		Cultural life is owned by all
Sustainable	Networked	Wealth creation -attractive venues -funding from A/C -promoters / sponsors -external and internal events	City of firsts	Sticky place with a magnetic pull		Shared resources			Accessibility to all (venues / communities)
Global warming	Clear voice		Innovative	<i>Encounters</i> is an international multicultural arts festival attracting an extra 100,000 visitors		Venues / spaces  -performance -learning -social  Heritage building / re-use			
	Regular calendar of events =Guild (20 yrs) =Decade (10 yrs) =5 years =Annual  Well understood and communicated		'risky'	City is ambitious cultural hub and beacon					
			We produce ambitious and boundary-less work						