

Blackpool

Building a cultural
strategy together



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THE GRAND
THEATRE | BLACKPOOL



Why have a Cultural Strategy?

The ambition

1. Window of opportunity
2. Genuine potential for growth
3. Do it collaboratively



So – what are we doing now?

The process

1. Co-design
2. Consultancy support...
3. A new way of working (together)
4. Connected



What have we been told?

Honest and open conversations

"It bursts with entrepreneurial potential."

"We need to start tiny revolutions. We can't change the world, but we can take on one neighbourhood at a time."

"Blackpool will always have this sort of special something and, and it is important that we connect with it, not just thinking that it is an alien spaceship at the side of its world."

"Our best bits are fantastic and hard to beat in other locations. But I think our bad bits are really bad and that things need to be addressed."

"We want to be part of it, to contribute to it and to benefit from it."

"We're a lights town, and we're illuminating spaces in a different way."

"NFB is something I use every day and it stands for 'Normal For Blackpool'."

How is Strategy development going?

1. Consultation
2. Shared values & vision
3. Drafting – strategic priorities & clear targets
4. Delivery model

COLLABORATIVE | NORTHERN | CARING
CHAMPIONING | LOCALLY-ROOTED | OPTIMISTIC | INSPIRED BY PLACE | INCLUSIVE DIVERSITY |
GIVING VOICES
EXCITING SOCIALLY-FOCUSED | LOSING LABELS
EVER-CHANGING | AMBITIOUS | FUN
RESILIENT | ENTREPRENEURIAL | COMMITTED WITTY
NOT NORMAL | TRANSPARENT | SURPRISING | EXTRAORDINARY | BREATH-TAKING |
EXPERIMENTAL CREATIVE | OFF THE WALL GENEROUS | SUPPORTIVE WELCOMING |
ENTERTAINING
CAN DO & DOES DO | VIBRANT | THOUGHT-PROVOKING

What's next?

1. A Cultural Strategy 2024-27
2. Ambitious funding approach
3. Evolved cultural leadership
4. New ways to get involved



*Blackpool's everyday,
is to be extraordinary,
bold and bizarre!*



Thank you.

We will be in touch...