



THE NATIONAL

# FESTIVAL OF MAKING

6TH-7TH MAY 2017



## The team

1. Wayne Hemingway MBE - Director
2. Claire Tymon - Director/Strategy, Partnerships and Fundraising
3. Elena Gifford - Director/Creative Producer
4. Lauren Zawadzki - Festival Producer
5. Rob Allen - Maintain Perspective - Communications
6. Stephen Caton - Source Creative - Design
7. Alex Zawadzki - Festival Producer Assistant



## ADVANCED MANUFACTURING



### Total employment

- UK **8%**
- Lancashire **12%**
- Blackburn with Darwen **25%**



### GVA Contribution

- Nationally **8%**
- Lancashire **15%**

**UK's biggest export is manufacturing**



## CREATIVE ECONOMY

1 in 11  
jobs in the UK

36k  
jobs in Lancashire

2015  
contributed £134 billion  
in GVA to the UK economy

EMPLOYS 2.5m  
demand for 1.2m people  
with creative skills by 2022



## **BRINGING THE SECTORS TOGETHER TO CELEBRATE THE POWER OF MAKING...**

Creative & Digital businesses are the early adopters of new technologies, therefore in a strong position to lead more traditional sectors – like manufacturing, health, energy - in bringing about change.



# THE NATIONAL FESTIVAL OF MAKING

**Creating a celebratory festival experience  
that illuminates making and manufacturing  
in the UK and engages audiences in the  
joy of making**

6th–7th May 2017 – Blackburn town centre



**“ Making is the most powerful way that we solve problems, express ideas and shape our world. What and how we make defines who we are, and communicates who we want to be... Those whose craft and ingenuity reaches the very highest levels can create amazing things.”**

*From Power of Making by Daniel Charny*



# NATIONAL AMBITION NATIONAL SIGNIFICANCE

**Making** is paramount in a number of sectors:

- Engineering : Construction : Manufacturing
- Technology : Creative : Digital
- Art : Craft : Design
- Food : Music : Beauty : Fashion
- Medicine : Prosthetics : Plastic Surgery





## What we have achieved so far...

- Research and development
- Set up a Community Interest Company
- Raised £190k so far
- Building partnerships - local, regional and national
- Developing the programme + new commissions
- Communications plan



## Where we are now... 8 weeks and counting

- Operation and production planning
- Maintaining relationships
- Confirming content
- Ensuring high quality delivery + outputs
- Evaluation + documentation
- Sustainability + planning 2018 event



# Programme structure

## **B2B events**

- Teacher CPD workshops
- Factory Tours
- BIG conference
- Make It British panel
- Hive pop-up shop
- Lancaster Uni Masterclass
- Festival VIP Launch
- Maker Assembly

## **Weekend event**

- Headline project - Art in Manufacturing
- 8 Making themes
  - Making Love
  - Making History
  - Making Things
  - Making Place
  - Making Taste
  - Making Noise
  - Making a Living
  - Making Digital

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- Festival Venues
- Central Festival Space
- Possible venues



## Education

- Working with local colleges and universities
- Developing schools project - Making Paper Fly
- Get Set internships with House of Holland
- Teacher CPD workshops - Ultimaker, Crafts Council



## Skills

- Making a Living Fair - Crafts Council, Princes Trust, Virgin Start-Up, Barclay's Eagle Lab
- Blackburn Youth Zone film project
- Lancashire Skills Hub/Manchester Growth Co
- Creative Lancashire BIG programme



## Health and wellbeing

- Making Tastes - healthy food demonstrations, Town is the Menu
- Newground - allotment recipes
- Wayfinding - encouraging walking and skipping
- Blackburn Community Football



## Diversity

- Front Room Factories
- Engaging food and textile businesses
- Media relations - BBC Asian Network
- Students with learning disabilities
- Refugees/Homeless community project





## Sustainability + Impact

- Business - Inspiring longer term partnerships
- Environment - Promoting reuse, recycle and reduce across the programme
- Place - Promoting Blackburn on a National platform
- Demonstrating impact across the strategic themes



## Our ask...

- Getting the word out – best communications channels
- Are we missing anything?
- Encourage attendance at B2B events
- Evaluation – data collection, economic impact
- Strategic leadership
- Supporting our ambition to make this an annual event

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[www.festivalofmaking.co.uk](http://www.festivalofmaking.co.uk)