

Cultural Community Business

The Northern Periphery Programme area has a rich cultural heritage, which is heavily dependant on music. However, when the need for cutbacks arises it is often voluntary spending on the arts that is hit first. This has a negative effect on the type of music that can be taught, the numbers of pupils and the amount of music that is available to the community as a whole. The three participating regions from Scotland, Norway and Sweden share many difficulties in financing music and arts organisation on a long-term basis. The Cultural Community Business project intends to apply the principles of community business to music and cultural organisations, in order to provide a framework for achieving sustainable financial stability. Closer links with commerce and strong regional and international networks will provide impetus, a flow of fresh ideas and later become a source of alternative income. Their reliance on annual handouts from local and central authorities will be reduced and the organisations will become part of a thriving cultural heritage, which increases the attractiveness of each community and assists in the retention of youth in northern periphery areas.

Objectives

Through new approaches to the running of music and arts organisations, using Community Business principles, the project aims to demonstrate that they too can become financially stable, with good support in the community and increased participation.



Project activities

- The transnationality of the project is vital as the three partners organise their own cultural activities differently. The process of spreading the various methods blends well with the very nature of Community Business which encourages new partnerships from new communities, sectors and regions. This will be achieved by at first conducting study trips and seminars, arts events will then follow. Sharing of the combined experiences will provide opportunities for solving not only common problems but also problems that may only afflict one region.
- CCB will create a sustainable network organisations that really want to work together. The networks will link many diverse organisations on several levels; local, regional and trans national.
- If Community Business can provide a viable alternative to traditional methods in an area which is notorious for devouring public funds then maybe the principles could be adopted to other sectors. There are already attempts in Scandinavia to address the problems of funding facing smaller health clinics, the long-term unemployed, local sports centres, etc. The project could provide the expertise to identify new sectors that could be developed as separate projects.
- A strong affiliation/community business will be then able to affect regional planning - working with central authorities, and providing them with a partner capable of developing cultural activities on their own.

Expected results

The results will prove that a new approach by these organisations to the public, private and voluntary sectors will, by harnessing focused economic activity, strengthen their position within the community and regional planners. This will enable them to coordinate and affect long-term regional music and cultural development. A social audit will provide a tool for proving their importance to the community and a handbook will be produced to help other communities with similar problems of funding cultural activities. Closer links with commerce and strong regional and international networks will provide impetus, a flow of fresh ideas and later become a source of alternative income.



Partners

Highland Council - Scotland
Mosjøen og Omegn Næringssselskap - Norway

Project website

<http://www.culturalcb.com>

Measure

3.2

Total Budget

954 802

NPP Award

540 134

Project Period

01/12/2003 – 31/03/2007

Countries Involved

Sweden, Scotland, Norway

Lead Partner

Organisation

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