



PRESS RELEASE

For immediate release

October 2022

Do you want to choose a career 'Working out of the ordinary?'

Looking for an outdoor job, a hands-on role, or want to work in the green sector? Being paid to do the job you love is a real honour. And being able to carry out this job in the area you love is a privilege. The Pendle Hill Landscape Partnership team have interviewed ten people who do just that, in a bid to inspire others to choose a career '*working out of the ordinary*'.

There are currently ten career films available to watch, with an accompanying booklet containing top tips, insight information and the next steps on how to get a similar job. The films aim to demonstrate a range of lesser-known exciting careers that take place within the Pendle Hill area. The idea that 'working out of the ordinary' is possible without leaving the area you grew up in.

National Careers Week have partnered up with STEM Learning and The Department of Education to launch the new careers initiative of a Green Careers Week, 7th to the 12th November 2022. These new films will be promoted during this week, with thanks to Inspira organisation. Inspira, are the leading employability experts in the North West, who build strong and enduring partnerships with educational institutions, the private sector and third sector organisations. Penny, Inspira Enterprise Coordinator for Pendle said, "These films are absolutely brilliant, and we will be promoting this on our website and in Lancashire schools. It's been fantastic working with the Pendle Hill project to create this new local resource".

Season one and two features sustainable roles, from outdoor education to environmental conservation, working with the local community through cycling, or creating art using traditional blacksmith techniques. There is inspiration for all.!" While the career guide booklet also provides an "action" section to each episode, giving information and web links that offer details about how someone could pursue this career, and the qualifications and experience you would need.

Emma Burns, teacher at Bowland High, suggested one of her ex-pupils for the project, a young local blacksmith and was impressed with the footage. "It is a great video about Oscar Duck, and we are distributing it to pupils so they can see how well an ex-bowlander has done by following his dreams

These ten films can be seen here: <https://www.pendlehillproject.com/working-out-ordinary>

Lancashire career leads have been using these films within school to equip their pupils with the knowledge and ideas for a local outdoor career. Laura Grenaghan, career lead at Whitworth Community High School, All Saints' Catholic High School and Bacup and Rawtenstall Grammar School commented "Thank you so much for the Out of Ordinary Project and the 10 films you created. They have become an invaluable resource for me as a careers adviser and coordinator in the 3 Rossendale schools that I work for. Whenever a young person in a careers interview mentions that they might like a career involving working outdoors, your resource is my go to choice for helping to inspire and give insight into local career opportunities."

The films were commissioned by the Pendle Hill Landscape Partnership to encourage more people to pursue their careers in the landscape, heritage and creative sectors that are available here in Lancashire. The Partnership discovered several inspiring local people working in these sectors, and they asked Nick Farrimond and Parvez Qadir to produce the films, with funds from the National Lottery Heritage Fund. The films shine a light on these 'out of the ordinary' careers.



Figure 1 Filming Forest of Bowland peatland conservation officer in Pendle



Figure 2 Young Blacksmith Oscar Duck at Forge



Figure 3A health and Wellbeing career can take you walking up Pendle



Figure 4 Museum supervisor talking about archaeology careers at Clitheroe Castle

EDITORS NOTES

- The Pendle Hill landscape partnership is led by the Forest of Bowland AONB.
- The partnership aims to:

I. restore, enhance and conserve the heritage and landscape of Pendle Hill

II. reconnect people with their past and their landscape

III. bring the two sides of the hill together

IV. create a sustainable future for the environment, heritage and for visitors' experience of Pendle Hill

- The scheme was awarded a National Lottery grant of £1.8million by the National Lottery Heritage Fund in January 2018. These funds will be delivered from 2018-2022 and will be matched with a further £1m raised locally.
- The scheme is made up of a dozen projects which safeguard the area's wildlife and heritage and improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising creative and digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. The scheme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.
- The Pendle Hill landscape partnership is supported by National Lottery players through the Heritage Fund and by the Forest of Bowland AONB. Partners include representatives of parish councils, the landowning and farming community, Pendle and Ribble Valley Borough Councils, Lancashire County Council, statutory bodies, tourism businesses and volunteers.
- Projects will be delivered by the AONB team, plus local delivery partners including In -Situ Arts, the Dry Stone Walling Association, Mid Pennine Arts and Ribble Rivers Trust.
- The Pendle Hill LP covers 120 square kilometres, stretching from Gisburn down to Whalley, and from Clitheroe across to Nelson and Padiham.
- The Hill is well known as a beauty spot and is heavily visited by residents of the local towns: it is a perfect place for walking and cycling.
- For further information contact the LP Scheme Manager cathy.hopley@lancashire.gov.uk on 07891 537835 / 01200 420420
- Visit the project website at www.pendlehillproject.com or visit our Facebook page 'Pendle Hill Project' for up to date news and views.

About the National Lottery Heritage Fund

Using money raised by the National Lottery, we **Inspire, lead** and **resource** the UK's heritage to create **positive and lasting change** for people and communities, now and in the future.

www.heritagefund.org.uk

Follow @HeritageFundUK on [Twitter](#), [Facebook](#) and [Instagram](#) and use #NationalLotteryHeritageFund



TOGETHER FOR OUR LANDMARK

