



PRESS RELEASE

For immediate release

16th November 2021

New career guide aims to inspire Lancashire students

A new career guide has been launched hoping to inspire Lancashire students to seek out jobs within the arts, heritage and outdoor sectors.

And to accompany the guide, a series of inspirational films have been created, providing information about how to pursue these careers locally, within the Pendle Hill area.

The Pendle Hill Landscape Partnership has collaborated with film maker Nick Farrimond accompanied by Parvez Qadir, to create six inspiring films.

Alison Cross is the Outdoor Learning Officer for the partnership, funded by The Ernest Cook Trust. Alison has worked with Pendle, Burnley and Ribble Valley schools to develop these films to suit the local young people.

"The films and guide hope to inspire pupils that any skills, hobbies or passions can become your future career," she said. "Maybe you enjoy being creative, active, or even blogging. There are Lancastrians being paid to do the things they love and other young people can do the same."

Career leads within secondary schools are very impressed with the films, launched earlier this month, and already have plans to use them in the future.

Emma Burns, Careers and Vocational Co-ordinator at Bowland High, said: "These films are fantastic, and valuable in highlighting the growing number of careers available within this area. We were delighted that our Countryside and Environment students were able to contribute to the films, through developing the interview questions."

Each film follows a Lancastrian on a day in their working life. They provide important information about their job, what they do daily, the skills required and their career journey. Within the short films and the complementary information booklet, there is information and web links on how someone could pursue this career, and the qualifications and experience they would need.

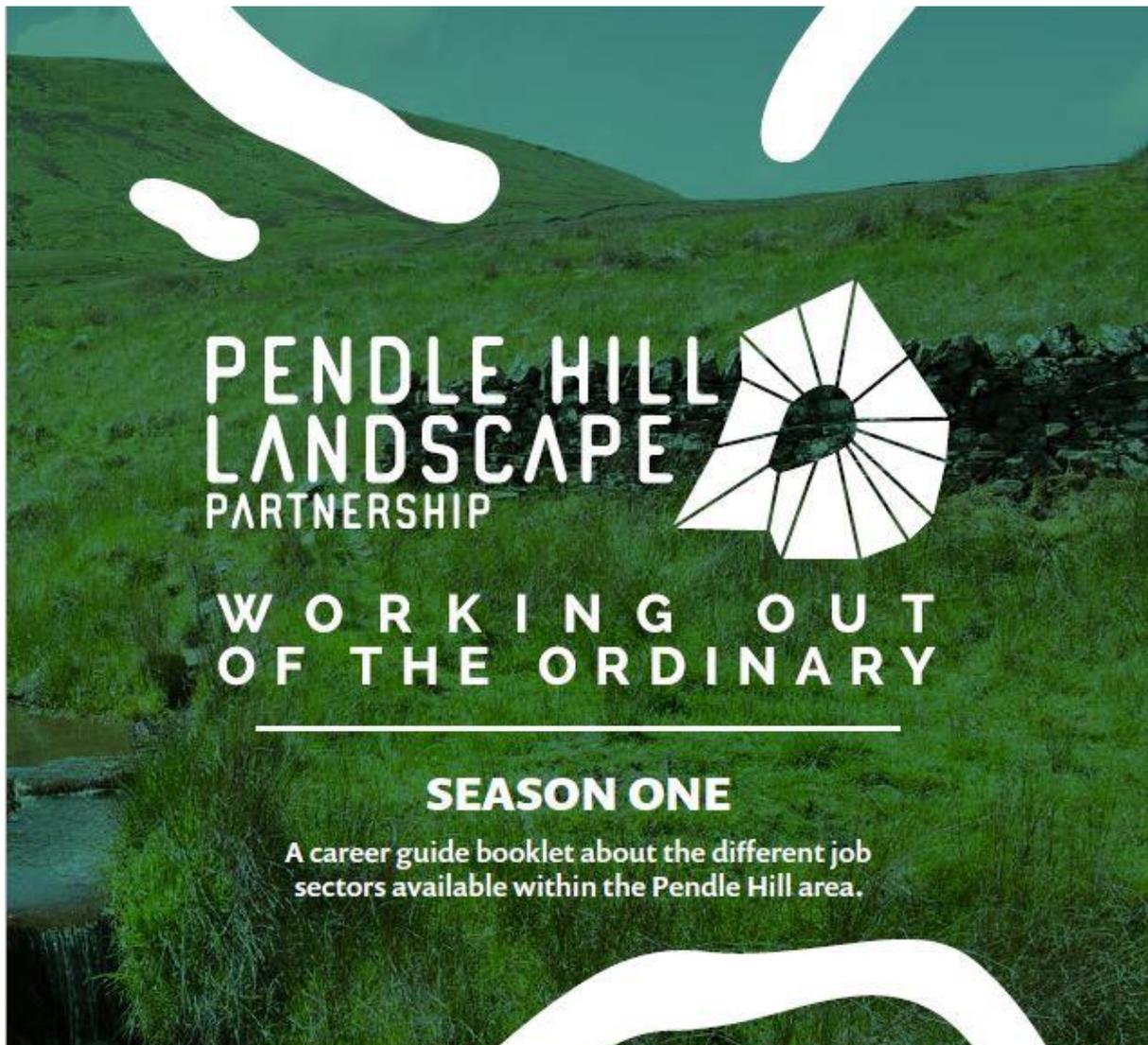
Nick Farrimond, local film maker has really enjoyed getting to know more about these unknown jobs.

"I've had the privilege of meeting some absolutely wonderful people working in extraordinary fields of work," he said. "To hear their stories is both humbling and inspirational and I hope young people in the Pendle Hill area watch these films and find them beneficial and influential to their own career pathways."

Some young people might already have an idea about the job they want in the future, and the sector they want to be within. But the Pendle Hill team think it is important to highlight other career possibilities and the fact that these jobs are based in Lancashire. The films have been funded by the National Lottery Heritage Fund, which supports the Pendle Hill Landscape Partnership.

The Pendle Hill team are now developing further films, interviewing more local people who have jobs linked to history, conservation, health and outdoors. Season one films and the complementary booklet can be found on the partnership's website at <https://www.pendlehillproject.com/working-out-ordinary> Season two will be ready in the new year.

The Pendle Hill Landscape Partnership project is supported by National Lottery Heritage Fund, as part of the four year Landscape Partnership, led by the Forest of Bowland AONB. 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. The career guide and films are among many community and learning projects being delivered by the team. During the project, the team hope to inspire a new generation about heritage, the local landscape and the arts, while engaging with more people from a wider range of communities.



New career guide booklet to complement the six career films about working within the Pendle Hill landscape.



Phil Wade works in the community engagement sector through his passion for cycling. He features in the films talking about being paid to pursue your hobbies.



Zaneb Khatun is a Pendle born artist. In the film, Zaneb talks about her career journey after leaving Nelson & Colne College with four A Levels, to setting up her own community arts company in 2016.



Hannah Binns is a Ribble Valley born blogger who is currently working as an agriculture journalist. Hannah offers top tips about university courses and how to work in the news industry..

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. The area's heritage is dominated by the story of the Pendle Witches, but there are lots more stories to tell including the founding of the Quaker movement, non-conformists and radicals, Roman and Bronze Age settlers, medieval farming systems and early industrial developments. The network of dry stone walls and hedgerows give the area a distinctive feel, and the landscape is also important for its wild moorland, rare birds and woodlands.
- 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

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