

MARKET TOWN AWARDS 2007

MARKET TOWN: **POCKLINGTON**

PROJECT NAME: **POCKLINGTON ARTS CENTRE**

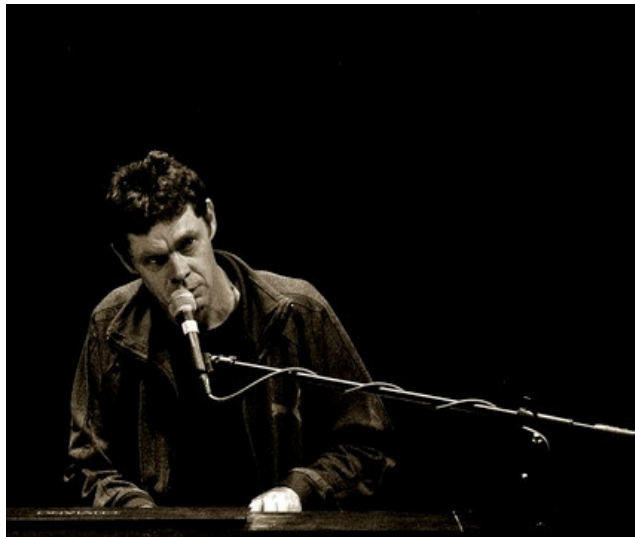
Partners: **Pocklington Town Council & Pocklington Arts Centre (PAC)**

Category: **Environment and Culture**

The aim of PAC is to offer a broad-based programme of visual and performing arts to the rural area, through a mixed programme of film, music, drama, dance, lectures, workshops and exhibitions. It also provides conferences and hire opportunities for business, local charities and community groups. The venue objective is to break-even, as a not-for-profit organisation.

A major factor of the music programme is that audience member's travel from around the region (attendance last year was in the region of 25,000), staying and spending in the town with obvious economic benefits for local business. With limited arts provision a 'drinking culture' has developed in Pocklington but it is widely accepted that the presence of PAC in the heart town has improved the atmosphere especially during the evenings.

The local community is heavily involved in the management and operation of the venue, principally through the Friends of Pocklington Arts Centre / PAC (a registered charity) and



there is a stated aim to involve as many people as possible in the area as participants.

PAC has achieved a good standard of arts provision within an extremely rural area with very limited resources (both in terms of finance and paid staff). It is PAC's intention to dispel any preconceptions people may have of the arts, motivate and encourage active participation and attendance at events focusing on the rural area; the more remote villages; and community groups, including youth groups.

The objective of PAC is to break-even, as a not-for-profit organisation, and indeed operates independently of Pocklington Town Council. Any surplus funds are earmarked for technical development and reserved for medium and long-term redecoration and maintenance.

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