

CUMBRIA CULTURAL FORUM BOARD MEETING

Tuesday 5th December 2006 at 10am **Cumbria Tourism offices, Staveley.**

AGENDA

1. **Welcome and apologies**
2. **Minutes of meeting of 7th July 2006. (Attached)**
3. **Matters arising**
4. **Election of Chair**
The Board needs to nominate and elect the chair. David Vaughan has indicated that he is happy to continue as Chair but if there are any other nominations these should be forwarded to Nick Jones by 30th November. If two or more names are put forward there will need to be an election by simple ballot.
5. **Nominations and Co-Options to the Board**
A number of people have expressed an interest in joining the board by nomination, election or cooption. Under the terms of constitution the Board has the right to co-opt five people over and above the twenty Board members (currently nineteen places filled). The Board will need to consider these and make a selection. The full list of possible co-optees will be circulated ahead of the meeting. Where possible the Board encourages nominations as individuals, however closer links with key bodies not currently represented or actively involved is also important. These include Cumbria Vision, Cumbria Strategic Partnership, Museums Libraries and Archives North West, Culture Northwest, English Heritage, and the RSA.
6. **Stakeholders**
Attached is a list of all those who attended (or sent apologies for) the AGM as stakeholders together with people who have subsequently applied to become stakeholders via the website at www.cumbriaculture.info. Any additional applications will be circulated at the meeting.
7. **Marketing Cultural Tourism**
Report attached.
8. **Raising the profile of the Forum**
For discussion – how to raise the profile and improve public understanding of its purpose and activities.
9. **Information Update - verbal**
 - a. County Council Cultural Strategy
 - b. Budget 2007/2008.
10. **Dates of next meetings.**
11. **Any other business.**

Sandwiches will be available after the meeting.

**CUMBRIA CULTURAL FORUM
MINUTES OF INTERIM BOARD MEETING
7 July 2006
Cumbria Institute of the Arts, Carlisle**

PRESENT

David Vaughan (Chairman)
Nick Jones
Euan Cartwright
Bruce Bennison
Ian Stephens
Carol Leathley
Gillian Peel
Chris Bisco
Jane Fletcher
Paul Smith
John Porter
Margaret Riches
Katie Wise

APOLOGIES

Eddie Edge
Kate Willard
Avril Greenhow-Parker
Sorrel Stratford
Michael McGregor
Aileen McEvoy
Carol Renshaw
Fiona Huntington
Patric Gilchrist
Sarah Maguire

1. Those present were welcomed to the meeting and apologies received.
2. **Minutes of the Meeting – 12th April 2006**
The minutes were accepted as a correct record of the meeting.
3. **Presentations**
 - 3.1 **Paul Smith**, Director, Arts & Business Northwest, gave a very interesting and informative presentation about Arts & Business. There were three main areas of focus : communication, advocacy, and professional development. He emphasised the importance of the arts and business sector establishing common ground, identifying mutual benefit, and contributing to corporate social responsibility. He also suggested that arts organisations need to be more actively “owned” by local communities and users, and that greater participation should be encouraged. It was suggested that Cumbria Cultural Forum could liaise more closely with the Cumbria office to develop local sectors - eg tourism, the nuclear industry, and rural businesses.

David Vaughan said that it was a topic that we need to come back to. It was agreed that hosting an event would help.

- 3.2 **Margaret Riches**, Director, Cumbria Arts In Education gave a presentation. She explained that 2008 will mark a funding watershed as Creative Partnerships comes to an end, and that there is a need to plan ahead. In this regard she outlined a proposal entitled “Cumbria consortium for the development of the creative arts and cultural learning in the education sector”.

There are 5 areas which will be looked at:

- Organisations which have projects where the aims overlap.
- Development of Artists in Residence in Schools.
- Training of Artists who are working in education.
- Training of Teachers to work with Artists.

Action

- Development of arts and creativity within the sector.

Consortiums are formed to help individual organisations to retain their own individual identity whilst enabling them to apply for funding together and benefit from economies of scale.

Margaret pointed out that this document was a draft document which needed to be worked on, it needs more detail put on the proposals. Five key organisations will initially be asked to form a group to do this.

4. **Matters Arising from the minutes of 12th April 2006**

Lake District National Park Authority – Cumbria Cultural Forum are now represented in the World Heritage Site consultative process.

Cumbria Vision – The proposed sub-group meeting has not yet taken place. Nick has had informal discussions with Kate Willard who supports Cultural Forum representation on the board of Cumbria Vision. Nick will convene a meeting with Kate, David Vaughan, Bruce Bennison, Euan Cartwright and Chris Bisco as soon as possible.

NJ

Sports Economy – Carol was not in attendance to discuss this matter.

Forum Issues:

Funding – Nick reported that we have agreements from NWDA but no money yet.

Amendment – The minutes should have read MLA North West - £3,000, not NWMLAC.

Cumbria Pavilion Proposal – On-going. Nick has a meeting planned with Fiona Gasper from Liverpool's Culture Company at the end of July.

NJ

Cumbria Tourist Board Subscription – Does Cumbria Cultural Forum wish to subscribe to Cumbria Tourist Board? It was agreed that this will be discussed once the Forum is re-constituted.

Desire Lines Study – Chris reported the he had attended a meeting to review the draft report. Certain modifications had been agreed and amendments made but the published report showed little change.. Nick said that the process is on-going and that the Forum will be represented on an overseeing Steering Group, along with Creative Cumbria, CCC, and CTB.

Creating +ve Health Conference Publication – Gillian expressed concern that there was a lack of thought regarding the needs of people with visual impairment, specifically over the text colour and size of font used within the document. It was agreed that future publications should be produced with maximum accessibility.

5. **Culture In Action Conference Report** – Euan and Nick tabled a report and evaluation. They would draw up a set of recommended actions and report back on progress.

NJ
/EC

6. **Forum Issues**

6a **Constitution** – Changes have been made that were agreed at the last meeting. This now needs to go to the Annual General Meeting. There needs to be consideration of how the membership of the proposed Board is made up, especially as it is to be reduced to 15 people. It was agreed that the selection process should be transparent. Nick requested nominations ahead of the AGM **Annual General Meeting & Stakeholder Meeting** – This meeting will be held on Friday 3rd November at 10am. NB the venue has now been confirmed as Theatre by the Lake, Keswick.

ALL

6b Chris commented that there was no Statement of Limitation of financial liability. Euan informed him that this information had been distributed previously, and will forward Chris a copy for information.

6c **Budget** – Funding has been agreed. However, the money from NWDA has not come in yet. The rest of the funding is secured and we are working to budget. There is a separate budget for the Conference.

EC

7. **Information Update**

7a **Cumbria County Council Cultural Strategy** – There are 3 key themes:

- The way culture contributes to the economy.
- Quality of life (community).
- Celebrating culture (cultural tourism)

The Steering Group met on 6th July. Bruce confirmed that it will be a simple and straightforward document, which will align and complement actions from other stakeholders, and take account of issues raised at the Culture in Action Conference. Timetable:

- Consultation will go out inviting comments by 28th July 2006.
- It will go to the Cabinet at the end of September for their formal approval.
- Full Council approval.

The document will then become a Cumbria County Council policy document, which will be published. Cumbria County Council would welcome as many comments as possible. Anyone who has not received the draft should contact Bruce as soon as possible. Members of this group were invited to submit their comments via Nick.

ALL

7b **Cumbria Life Cultural Supplement** – Nick reported that Culture Northwest have allocated funds to kick start research and planning. The supplement will aim to develop existing markets as well as reach new ones. Presentations will be made to key public funders in the Autumn

7c **CSP Local Area Agreement Proposals** – Copies were distributed prior to the meeting for information. Cumbria Cultural Forum has now been recognised within the Cross Cutting Partnership Group This recognition is welcome. Bruce will give an update at the next meeting.

BB

9. **Date of Next Meeting**

AGM & Stakeholder Meeting – Friday 3rd November, 10am, at Theatre by the Lake, Keswick.

Stakeholders List as at 23/11/06

ACE	Aileen	McEvoy
adhoc associates	Rod	Hughes
Allerdale Borough Council	Mark	Edwards
Allerdale Borough Council	Catherine	Coulthard
Allerdale Borough Council	Debbie	Keir
Art Gene	Maddi	Nicholson
Arts & Business North West	Elaine	Wise
Arts Council England (NW)	Andrea	Hawkins
Arts Out West	Bob	Pritchard
Audience Alliance	Sandra	Wood
Barrow Borough Council	Doe	Brannon
Bishop of Penrith	James	Newcome
Brantwood	Howard	Hull
Brewery Arts Centre	Trevor	Avery
Brewery Arts Centre	Sam	Mason
Brewery Arts Centre	Michelle	Waller
Carlisle City Council	Mick	North
CARLISLE CITY COUNCIL	MARK	BEVERIDGE
Carlisle City Council	Mick	North
Carlisle Leisure Ltd	Jim	Douglas
CCSP	Peter	Davies
CN Group Ltd	Christopher	Bisco
Connexions Cumbria	Sara	Maguire
Copeland Borough Council	Cath	Coombs
Copeland Borough Council	Peter	Tyas
Creative Cumbria	John	Kinsella
Creative Partnerships	Andy	Mortimer
Creative Studies, Uclan, Newton Rigg	Patricia	Lewington
Culture North West	Libby	Raper
Cumbria Arts in Education	Kate	Morgan
Cumbria Audience Development	Sandra	Wood
Cumbria Community Foundation	Ann	Lohan
Cumbria County Council	Bruce	Bennison
Cumbria County Council	Sonya	Frankland
Cumbria County Council	Jim	Grisenthwaite
Cumbria County Council	Avril	Greenhough Parker
Cumbria Culture	Euan	Cartwright
Cumbria Culture	Nick	Jones
Cumbria Institute of the Arts	Karen	Bassett
Cumbria Institute of the Arts	David	Vaughan
Cumbria PCT	Fiona	Huntingdon
Cumbria Sport	Eddie	Edge
Cumbria Sport	Julie	Smith
Cumbria Tourism	Sheona	Southern
Cumbria Tourism	Ian	Stephens
Cumbria Vision	Charles	Woodhouse
Cumbria Vision	Kate	Willard
Dancer	Jeanie	McCaghren-Powell
Eden Arts	Sue	Allan

Eden Arts	Irene	Faith
Eden District Council	Keith	Morgan
Fold	Steve	Messam
Folly	Taylor	Nuttall
Furness College	Alan	Jackson
Government Office North West	Janet	Matthewman
Hayloft Publishing	Dawn	Robertson
International Centre for the Uplands	Ian	Soane
Karen MacDougall Art and Design	Karen	MacDougall
Kendal Catering Company	Samantha	Turner
Kendal College	Matt	Burke
Kendal Mountain Film Festival	John	Porter
Lake District National Park Authority	Steve	Ratcliffe
Lake District Summer Music	Andrew	Lucas
LAKELAND ARTS TRUST	Sandy	Kitching
Lakeland Opera Company	Judy	Kitchener
LITTORAL/Kurt Schwitters in England	Ian	Hunter
me/alston craft workers/ ceramics north	Sue	Sharp
Michael Slaney Design	Michael	Slaney
Millyard Studios Staveley	David	Penn
MLA North West	Paul	Fraser Webb
North West Vision	Alan	Saywell
Nothern Rock Foundation	Penny	Vowles
NWDA	Peter	Mearns
NWDA	Phil	Reddy
NWDA	James	Berresford
Orizen	John	Hodkinson
Primary care Trust	Carolyn	Nuttall
Prism Arts	Gillian	Peel
Regenerate Cumbria	Tom	Bell
Respice Finem	Gilly	Hodkinson
scene+heard=	Nikki	BIRKBECK
Simon Danby Photography	Simon	Danby
The Cumbria Network	Kate	Brundrett
The Wordsworth Trust	Michael	McGregor
Tullie House Museum and Art Gallery	Hilary	Wade
Westmorland Gazette Newspapers	Mike	Glover
willowpool	Simone	Siegan

Cultural Tourism – A Plan for Action

This report is based on a paper that has been agreed by representatives of the Forum, Cumbria Tourism and the NWDA as a constructive mechanism for delivering improved co-ordination and action in the development and promotion of cultural tourism in Cumbria. Whilst this paper deals with promotional work subsequent reports are expected to deal with other, developmental, opportunities for the sector.

1. Objectives

To optimise joint working between the tourism and cultural sectors so as to enhance business performance in both sectors.

2. Activities

Discussions are on going with key partners about the activities that will be undertaken in order to deliver this objective. Preliminary agreement has been reached on a programme for the promotion of cultural tourism and this is covered in some detail in the Appendix.

Recent strategic thinking, including Desire Lines and the revised County Cultural Strategy place strategic emphasis on improved marketing and promotion in the cultural tourism market. Desire Lines identifies as one of its key programmes :

“(ii) Focussed marketing via the establishment of significant cultural brands, nationally and internationally “

Whilst the County’s refreshed strategy has as one of its three key themes:

“Celebrate our local culture and our status as a tourism destination”

3. Mechanisms

The cultural sector in Cumbria has been divided and lacking in clear leadership – this has diluted its influence. It is proposed that existing bodies and individuals be drawn together to establish a mechanism for clear leadership in the sector. Participants will include:

- The Cumbria Culture Forum
- Creative Cumbria
- Cumbria County Council
- Other organisations interested in joint working including Cumbria Tourism

This will be achieved by:

- Using the existing Cultural Forum as a foundation
- Changing the name under which the Forum operates to signify a new direction (Culture Cumbria)
- Structuring the Board of Culture Cumbria to ensure a sectoral and geographical spread

Culture Cumbria will then:

- Provide clear and strong leadership for the cultural sector
- Adopt, develop and pursue the priorities listed above expressing them in the form of an action plan with targets, responsibilities, performance measures etc.

- Establish a clear and influential link with Cumbria Vision
- Work as a (steering group) with Cumbria Tourism to oversee the improved tourism marketing of the county's cultural offer

4. Funding

Culture Cumbria will need on-going support for its operation if it is to deliver these priorities. Support currently for the Cultural Forum will form the base of this but will need to continue in a sustainable way and should be provided under a three year agreements with funders. In addition, programme money will be needed for specific priorities.

The most pressing need will be to agree an ambitious level of support for programme of promotional activities described in the appendix. Negotiations are continuing with the NWDA, ACE, Cumbria County Council and other for substantial funding over a three year period for this programme.

5. Recommendations

Agree the content of this report

APPENDIX

Priorities for the Marketing and Promotion of Cultural Tourism

The following priorities for action have been discussed with the NWDA and other partners :

- a. Establish a web-based, one stop, information and booking system for cultural attractions and activities across the region.**
 - Website will be DMS driven ensuring benefits: one entry point; accurate data; bookability from multi-channels; KPI/performance reports
 - Access via Golakes website and dedicated url eg cumbriaculture
 - Web editor could be contracted out or employed person
 - Content should be integrated with other tourism websites and therefore agency/person needs to liaise closely with CT E-Tourism and other county web teams as well as other key cultural contacts eg County Festival Development Officer and Audience Alliance Officer

- b. Improve communication with the national cultural media to increase exposure of the Cumbria offer.**
 - Publicist could be contracted out via London/Manchester PR agency and managed by CT or employed person
 - Agency/person to work with web editor
 - Publicity should integrate with other tourism communications and therefore agency/person needs to liaise closely with CT PR team, and other county cultural contacts eg County Festival Development Officer and Audience Alliance Officer
 - Activity to include: organisation of press familiarisation trips, liaison with listings contacts; press releases, features, advertorial where necessary, press clippings and monitoring service; other awareness activity eg stunts and competitions

- c. Improve information and marketing of the cultural offer through high quality publications (print and/or on-line)**
 - Proposed quarterly "Culture" magazine produced by external publishers.
 - Providing regular, in-depth coverage of major cultural attractions, events, issues.
 - Aimed at local people and visitors, building on existing market
 - High quality design and format.
 - Complementary web-based content

- d. Develop a strong cultural offer to align with Liverpool 08 and London 2012 stimulating debate around the County of Culture proposal.**
 - Development of strategy responding to opportunities offered by Liverpool08 and London 2012, combining these into single document with clear actions for development starting in 2008 and taking up Cultural Olympiad through to 2012
 - Structuring support mechanisms for cultural sector in Cumbria to meet challenges of Liverpool08 and London 2012

- e. Establish a web site for the Forum for the dissemination of information to ensure that all sectors, attractions, organisations and individuals can be involved in the debate on strategy and action.**
 - Board papers etc to be available to all stakeholders
 - Views canvassed on key issues

- f. Strengthen the links with Cumbria Vision and other regional and sub regional stakeholders and offer guidance on development priorities**
 - Influence for the Cultural sector at the highest strategic levels
 - Effective leadership for the sector

- g. Work with HE, FE and other partners to research and support the effective marketing of cultural tourism and improve workforce development and training in the cultural tourism sector. Partners to include :**
 - University of Cumbria
 - FE Colleges
 - Cumbria Cultural Skill Partnership
 - Creative Cumbria

Operation

1. The accountable body for the project will be Cumbria County Council.
2. Priorities a, and b will be delivered by Cumbria Tourism. A steering group of three Board members will provide the overview of these elements of the project and will operate as a sub-committee of the Board, reporting back to each Board meeting.
3. Priority c will be delivered by external publishers working in partnership with the steering group of Board members.
4. Priority d will be lead by Cumbria County Council. A steering group of three Board members will provide the overview of these elements of the project and will operate as a sub-committee of the Board, reporting back to each Board meeting
5. Priorities e, f will be the responsibility of the full board.
6. Priority g will be lead by the Board through a sub committee of four Board members reporting back to each Board meeting

Cumbria Cultural Board Membership 2006_07

1	Bruce Bennison	Head of Cultural Policy	Cumbria County Council
2	Chris Bisco	Managing Director	CN Group
3	Matt Burke	Visual and Performing Arts, Media and IT	Kendal College
4	Eddie Edge	Director	Cumbria Sport Partnership
5	Paul Fraser Webb	Development Officer	MLA North West
6	Avril Greenhow-Parker	Schools Improvement Officer	Childrens Service
7	Fiona Huntington	Public Health Development Specialist	Carlisle and District Primary Care Trust
8	Andrew Lucas	Director	Lake District Summer Music
9	Sara Maguire	Digital Arts Coordinator	Connexions Cumbria
10	Sam Mason	Director	Brewery Arts Centre
11	Aileen McEvoy	Director of External Relations	Arts Council NW
12	Michael McGregor	Wordsworth Trust	Dove Cottage
13	Gillian Peel	Director	Prism Arts
14	John Porter	Mountain Heritage Trust	Brook House
15	Sheona Southern	Marketing Director	Cumbria Tourism
16	David Vaughan	Principal	Cumbria Institute for the Arts
17	Hilary Wade	Director	Tullie House Museum and Art Gallery
18	Kate Willard	Strategy Director	Cumbria Vision
19	Elaine Wise	Cumbria Manager	Arts & Business North West
20	Vacant		

Co-Options

1	Vacant
2	Vacant
3	Vacant
4	Vacant
5	Vacant