

**CULTURE CUMBRIA BOARD MEETING**  
**10.00am, 12<sup>th</sup> May 2008**  
**Farfield Mill, Sedburgh**



**Agenda**

1. An introduction to Farfield Mill – Clare Hamilton
2. Apologies
3. Minutes of the previous meeting 20<sup>th</sup> March 2008 (attached)
4. A Strategy for Culture Cumbria – update (see attached)
5. Board Vacancy (see attached)
6. Cultural Tourism Marketing update (minutes of last meeting attached)
7. Conference 2009 – initial discussion on theme (Attached)
8. Information Update
  - a. Cultural Offer (Summary attached)
  - b. Arts and Business – (report attached)
9. Presentation of the cultural statistical analysis undertaken by John Myerscough on behalf of the County Council (paper to follow)
10. New Stakeholder Applications (Attached)
11. Any other business

**FUTURE MEETINGS**

Date	Venue	Notes
Thursday 17 <sup>th</sup> July	Faculty of the Arts UoC Carlisle	Room H8 (Homeacres)
Thursday 18 <sup>th</sup> September	Theatre by the Lake Keswick	Circle Bar
Thursday 27 <sup>th</sup> November	CREA Penrith	AGM and Board



6	<p><b>Work plan and Budget for 2008/09</b></p> <p>The report of evaluation of 2007/8 was approved.</p> <p>Programme for 2008/9 was considered and the following comments made:</p> <ul style="list-style-type: none"> <li>• On item “3” it would be useful to know what the 24 meetings referred to and whether other board members might usefully participate in or represent the board at those meetings. It was agreed that “Participation” be substituted for “Representation”.</li> <li>• It was felt that the links with Local Authorities were insufficiently developed giving regard to the extent of their investment in the sector. BB undertook to produce a briefing paper and suggestions for a future meeting</li> <li>• We should explore whether specific skills available amongst members might be utilised to develop the organisation e.g. web development (Grizedale)</li> <li>• Item 5 – we must not overlook the importance of A&amp;B in securing private sector matching funding in support of projects</li> <li>• We had been advised that the budget from NWDA should be applied for through Steve Broomhead as in the past</li> </ul> <p>The work plan and budget were approved.</p>	<p>EC/NJ</p> <p>BB</p> <p>EC/AS</p>
7	<p><b>Update on the development of a Strategy for Culture Cumbria</b></p> <p>There was an extensive discussion of the draft plan and many comments made which clustered around the following issues:</p> <ul style="list-style-type: none"> <li>• The strategy should be considered as dealing only with the Economic development and tourism opportunities at this stage and a related but separate report should be produced to deal with the community issues. That said, it should also highlight how investment in social capital produces economic benefit, and how failure to invest in infrastructure can inhibit maximising economic return on cultural investment.</li> <li>• The project list had a number of notable gaps and people who had already submitted ideas might welcome the opportunity to re-submit proposals in the light of the “filter” mechanism describe in the draft.</li> <li>• Links to LAA and LSP should be made clearer in the draft</li> <li>• For presentational reasons there should be more information carried in the appendices the action plan – when produced should be tabular in form to ensure that it is made clear who is doing what</li> <li>• The executive summary needs to be re-written to exclude references to the “Brantwood “ meetings.</li> </ul> <p>Agreed that:</p> <ul style="list-style-type: none"> <li>• Detailed comments would be submitted by email to EC</li> <li>• Amendments made to make it clear that this deals only with the economic and tourism issues and that there is more to come</li> <li>• Executive summary to be amended</li> <li>• Further trawl for projects to be launched and those who have already submitted be asked to consider revisions in the light of the mechanism now devised in the strategy</li> </ul>	<p>ALL</p> <p>EC</p> <p>EC</p> <p>EC</p>

8	<p><b>Update on the Cultural Tourism Marketing initiative</b></p> <p>Plans for the 2008/9 Cultural Tourism Marketing campaign are progressing well. Culture is one of the three key themes for Cumbria Tourism's 2008 destination campaign. The 2008 Marketing action plan which was agreed by the Culture Cumbria Marketing Sub-Group is underway and a draft 2009 action plan will be drawn up now that Jan Shorrocks is in post.</p> <p><b>Web</b> - will now drive forward the web content based on key 12/48 cultural events &amp; attractions, which are currently being finalised</p> <p><b>Digital</b> - Production of digital footage to provide rich media content on the culture pages of Golakes and any other appropriate channels (vodcasts, mpegs) is being commissioned</p> <p><b>Photography</b> - Photo shoot – season long programme of commissions to capture Cumbrian contemporary culture to develop image bank is being commissioned</p> <p><b>Data acquisition</b> - 25,000 culturally segmented email addresses based in the North West are being bought from Ticketmaster for a targeted incentivised email.</p> <p><b>Media</b> - An 8 page Cumbrian Culture insert will be delivered through The Guardian on 26 April.</p> <p><b>PR</b> - Colman Getty are progressing well.</p> <p><b>Launch event</b> - A major launch event is being planned for May 2008.</p>	
9	<p><b>ECCM Conference</b></p> <p>The event organised jointly with Creative Partnerships and Cumbria Arts in Education had been held in Forum 28 Barrow in Furness on 17<sup>th</sup> and 18<sup>th</sup> March. It had attracted about 180 participants and about 120 young people had contributed to the success of the event within the terms that were laid out for it. The Chairman congratulated and thanked all those involved in organising the conference.</p> <p>It was agreed that Board Members should bring any proposals for next year's conference to the next meeting of the board</p>	All
10	<p><b>Presentation</b></p> <p>David Horton-Fawkes, Project Director, Lowther Castle &amp; Gardens Trust explained the rethink that is being undertaken with regard to the Lowther project following the failure to secure support through the Big Lottery fund. The project is re starting from a blank sheet. Substantial effort is being put in to local consultation and the Cumbrian perspective ( which EC is helping with).</p> <p>Numerous comments were made about the previous scheme and the opportunity to reconsider use of the resource was welcome though some reservations were expressed about the potential value of the project as a whole. David undertook to meet with any interested parties to discuss further.</p>	

11	<p><b>Recent Stakeholder applications</b></p> <p>The following were approved:</p> <table border="0"> <tr> <td>Andrew Palmer</td> <td>Palmer Squared</td> </tr> <tr> <td>Hayley Skipper</td> <td>Forestry Commission, Grizedale</td> </tr> <tr> <td>John Darwell</td> <td>Photographer</td> </tr> <tr> <td>John Rice</td> <td>Poet &amp; Storyteller, Arts Manager</td> </tr> <tr> <td>John Parkinson</td> <td>Upfront Gallery Upfront Arts</td> </tr> <tr> <td>Jennifer Brooks</td> <td>Carlisle Arts Hub/ Freerange Artists</td> </tr> <tr> <td>Philip Lee</td> <td>Business Link Northwest</td> </tr> </table> <p>It was felt that clearer criteria for stakeholder membership should be proposed at the next AGM, and that all attending meetings should be asked to declare any interests in any topics discussed.</p>	Andrew Palmer	Palmer Squared	Hayley Skipper	Forestry Commission, Grizedale	John Darwell	Photographer	John Rice	Poet & Storyteller, Arts Manager	John Parkinson	Upfront Gallery Upfront Arts	Jennifer Brooks	Carlisle Arts Hub/ Freerange Artists	Philip Lee	Business Link Northwest	EC
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Philip Lee	Business Link Northwest															
12	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>• Changes to the position of the Cultural Policy Unit within the County Council structure were considered. It was agreed that the chairman should write to the Chief Executive expressing concern about the loss of identity at a time when the prominence of the work of the sector and it's value to the economy and community of Cumbria was being recognised elsewhere</li> <li>• CT tourism strategy is out to consultation and available on the CT website comments by the 18<sup>th</sup> April</li> <li>• John Myerscough's work on the scale an impact of the sector in Cumbria has been delayed but is expected by the end March.</li> </ul>	<p>DV</p> <p>NJ to co-ordinate comments</p>														

## **AGENDA ITEM 5**

### **Board Vacancy**

Gillian Peel resigned from the board of Culture Cumbria in March following her move to a new job in Hexham. The Constitution of CuCu allows to this contingency:

“5g The Board may appoint any other member of the Organisation as a Board member to fill a vacancy, provided that the maximum prescribed is not exceeded.”

The board has a number of options:

1. Leave the vacancy to be filled at the next AGM (November)
2. Invite the runner up in the election held last November to join the Board. ( Matt Burke – Kendal College)
3. Invite another Stakeholder to join the Board

## AGENDA ITEM 6

### Culture Cumbria Board Meeting

**SUBJECT:** Cultural Cumbria Tourism Marketing Campaign

**PREPARED BY:** Jan Shorrocks, Cultural Tourism Marketing Executive,  
Cumbria Tourism

**DATE:** 9 May 2008

#### 1. Background

Plans for the 2008/9 Cultural Tourism Marketing campaign are progressing. The campaign is being delivered by Cumbria Tourism on behalf of Culture Cumbria with Cumbria County Council as the accountable body. Funding of £260k until March 2009 has been allocated by NWDA with match funding from: Cumbria County Council and Arts Council England. Culture is one of the three key themes for Cumbria Tourism's 2008 destination campaign. The aim of the Campaign is to change the perception of visitors by communicating Cumbria's cultural assets in a more contemporary way.

Part of the funding covers the costs of employing Jan Shorrocks as Cultural Tourism Marketing Executive who works on behalf of Culture Cumbria and is line managed by Cumbria Tourism's Marketing Manager.

#### 2. Marketing Activity

1. **Guardian insert.** A Culture Cumbria insert into 560,000 copies of The Guardian was distributed on 26 April, highlighting key events and messages. Hits on the culture pages on the golakes website are being tracked for impact, and there was also a weekend 'culture break' competition which we are using for data capture purposes.

#### 2. DROP

The proposed DROP installation which was expected to generate a significant amount of press interest early in the campaign has been postponed until the season end due to some environmental concerns (otters habitats and an invasive weed) that need Environment Agency and Natural England input. It is now planned that DROP will be launched in early September. This allows greater marketing possibilities over the busy summer period to hopefully attract some return visitors, access into some joint promotion with the National Trust and the potential to find a sponsor for the installation.

3. **Action plan 2008/9.** A draft broad brush strokes action plan for 2008/9 cultural tourism marketing work (attached) was presented to the marketing sub group at their meeting of May 7 for consideration. Some prioritisation guidance has been sought from the sub-group but the direction was broadly supported and Jan will now add the detail to this and continue to research, develop and implement the plan.

The plan is predominantly focussed towards:

- activity targeted outside of Cumbria (particularly the M6 corridor)
- the more contemporary end of the cultural offer, in line with the 12/48 events as agreed by the sub group.
- promoting culture as a reason to visit rather than something to do when you visit for other reasons.

- packaging the cultural offer to give potential visitors greater incentives than single events/organisation may offer.

It is envisioned that year one of this project will be mainly focused towards continuing to develop relationships between the cultural and tourism sectors, embedding the cultural offer in all Cumbria Tourism's marketing channels, developing new culture specific marketing channels and contacts, and piloting some initial ideas.

The plan is an outline and must be flexible enough to respond to new opportunities as they arise.

### **3. Recommendation**

Members are asked to note this report.

## **AGENDA ITEM 7**

### **Culture Cumbria Conference February 2009**

Planning for next years conference need to begin now to ensure that a strong programme supported by an adequate budget can be planned and delivered.

Previous CuCu conferences have focussed on

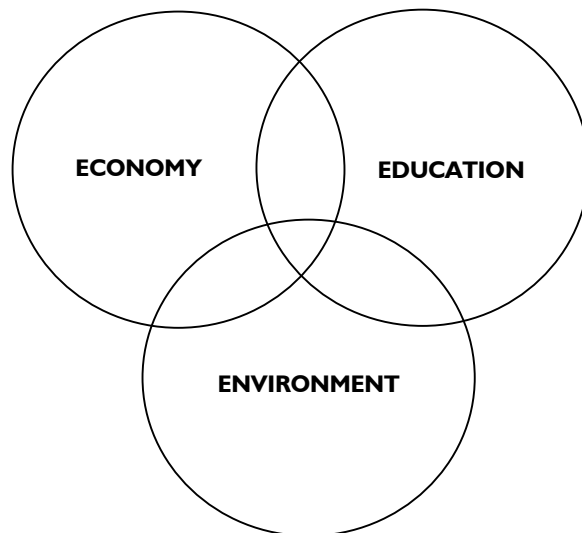
2004/5 Culture and Tourism

2005/6 Culture and Health

2006/7 Culture and the Economy

2007/8 Culture and Education

We would like to propose that 2008/9 event focuses on the Environment but does so alongside the Economy and Education:



The issues that we might encompass could include:

- The Energy Coast
- Art and Ecology
- University of Cumbria, arts environment and economic impact
- World Heritage Site bid
- The Cultural Offer
- Cultural Olympiad Legacy programme

## **AGENDA ITEM 8a**

### **CUMBRIA CULTURAL OFFER PILOT - EXPRESSION OF INTEREST SUBMITTED TO CREATIVE PARTNERSHIPS**

**WHO** Cumbria County Council Cultural Policy Unit with a small steering group from School Improvement Team, Integrated Youth Support Services, Positive Activities Group, Cumbria Youth Partnership and Cumbria Arts in Education have submitted an expression of interest on behalf of County, Districts, and all Cumbria cultural partners to pilot a programme in Cumbria.

If Cumbria's bid is successful (we should know by the end of May) we will need to move quickly and will be in touch with all partners with further detailed information. (Please note with only 10 pilots available nationally this is a highly competitive process. We understand 24 expressions of interest have been submitted in the North West and 142 have been submitted nationally.)

**WHY** We wanted to engage in the national pilot programme because there is real energy, focus and commitment from all sectors to support a cultural offer for Cumbria.

**COST** The total cost of the bid is **£3,654,250**

**WHAT** The Cumbria pilot will consider how to strengthen the practical access to a cultural offer for all young people and their families in economically deprived, isolated areas of Cumbria. The pilot bid responds to needs identified by young people in Cumbria, key Cultural and Creative sector partners including School Improvement Team, Cumbria Vision, West Lakes Renaissance, Cumbria University.

We believe the pilot will try and meet these needs by:

- Investing in increasing the volume of existing training provision
- Empowering young people by giving them an active role in the shaping of the plan detail
- Addressing access to highest quality work on a range of scales in a Cumbrian context
- Identifying progression routes and pathways of advancement for the most talented students
- Strengthening the capability and reach of existing organisations within the County
- Working with newly identified partners inside and outside the County on aspects of delivery
- Concentrating resources in the most testing areas
- Placing great emphasis on the role of independent evaluation as the pilot programme proceeds.

We plan to trail blaze the Youth Offer in Cumbria initially with music and dance, linked to six broad cross cutting themes below. We will work with key cultural organisations to build an attractive cultural offer, based on film, creative industry, digital and new media, museum, library, archive, heritage, theatre, creative writing, visual art and craft and combined arts developments, phasing them in throughout the course of the three year pilot.

The programme has six cross cutting themes

**1. Culturally Productive**

Creative Edge Youth Festival  
Youth Arts Award Support  
Young people's creative apprenticeships

**2. Culturally Aware**

Branding cultural youth offer activity  
Identify science, new media and digital partners to maximise technological opportunities

**3. Culturally Knowledgeable**

Young people will shape the development and delivery of the pilot by being engaged in all aspects of the commissioning of the cultural offer. Key themes for development will be focus on Friday night activity, those not in education, employment training, education, and achievement and arts awards, holiday activity.

**4. Culturally Literate**

Creative collaboration and co operation between secondary schools and cultural organisations with specialist schools, head teachers and key cultural practitioners mentoring and sharing best practice.

**5. Leaderships skills development**

Young people to lead, address and inform the pilot

**6. Development of Creative transport schemes and physical access to culture**

**WHERE** The Cumbrian pilot aims to share best practice, and to link, contrast and creatively explore the delivery of a high quality cultural offer to children and young people and their families, disadvantaged by distance from major conurbations and cultural centres. We hope to use the pilot to enable us to build a framework for future cultural offer delivery countywide. The Cumbria pilot expression of interest has an initial emphasis on young people aged (11-19 years) and their families and communities in a North East rural cluster and a South West urban cluster of Cumbria.

**HOW - MANAGEMENT** The County Council will develop its capacity to undertake the pilot by creating a small but dedicated project team to support and manage delivery. We also hope to harness the extensive education teams and expertise in external cultural organisations. The team will consist of a

- Cultural business commissioning post -
- Admin support and performance monitoring
- Finance Officer
- External Evaluator

To receive further information on County Cultural offer contact Carol Leathley on 01228 607289 or [carol.leathley@cumbriacc.gov.uk](mailto:carol.leathley@cumbriacc.gov.uk);

## **AGENDA ITEM 8b**

### **Arts & Business Restructuring.**

Arts & Business have recently announced a major restructuring of the organisation in the wake of the recent Arts Council cuts to A& B from £6M p/a to £4 million p/a.

The restructuring is likely to involve merging A&B's North West, North East and Yorkshire regions into one larger "A&B North" region to be headed by a Regional Director based in Manchester. This will entail redundancies and the North West office are being asked to make decisions about reducing staffing in Manchester from 4 to 3 people by the end of the month. There is now a risk that Cumbria will lose its part-time Manager (Elaine Wise), leaving it to be serviced by non-specialist staff based in Manchester, if at all.

The new NW Regional Director, Ian Sanders, does not want this to happen but decisions are being forced on the regions from Head Office. Ian will make a case for maintaining existing staffing levels in the North West. Cumbria values its specialist A&B representation and urgently needs to ensure ongoing support. Elaine has put together a brief document to help make the case for the continuation of A&B's representation within the county. This is supported with evidence and testimonials of the value derived by the cultural sector from A&B's work, including some from Culture Cumbria board members.

The timing is particularly frustrating given the emerging Culture Cumbria Strategy and other opportunities which will need to be matched. A&B's Head Office will be made be aware of these, of the recent cultural tourism initiative, of the potential for Cumbria to be a region of culture, and of the opportunities available now for the private sector to invest in Cumbria's culture. The substantial reduction in funding from Northern Rock will also be pointed out.

## **AGENDA ITEM 10**

**Maggie Toner-Edgar      University of Cumbria**

I have been researching into craft for the last 6 year and I now Direct the Applied Arts Research, Centre. This involves potential future projects and collaborations which will be of interest to Cumbria as a whole.

**Philip Oxford      Cumbria Chamber of Commerce & Industry**

As the Event Manager for the West Cumbria & Furness Business Forum Group I have setup Creative Industry Groups in both West Cumbria and Furness to try and bring together Creative Industry businesses to discuss their issues and share best practices and most of all give them a chance to network with their peers in what in most cases is an isolated existence. On a personal level in my spare time I am trying to work with various Cumbrian Creative groups to offer my support to their businesses.

**Stephen Powell      Lakeland Radio Ltd**

As the local commercial radio station serving the communities of the South Lakes we very much believe that we are a critical stakeholder in the support and delivery of communications across all community, social, cultural and commercial activities. Lakeland Radio would actively pursue partnerships with CultureCumbria if invited, to explore ways in which we can best support the activities and vision of CultureCumbria and its partners.

**Dan Gibson – Heron Corn Mill**

Arts Project Leader from Heron Corn Mill, a long standing heritage attraction that is currently in a state of development (both capital and structural) to re-develop as a centre for arts and education.