

CULTURE CUMBRIA BOARD MEETING  
10.00am, Thursday 17<sup>th</sup> July 2008



Homeacres,  
Stanwix Campus (Faculty of the Arts)  
University of Cumbria

*Homeacres is the detached building towards the left as you approach the main entrance.  
Map of Campus attached.*

## Agenda

1. Apologies
2. Minutes of the previous meeting 12<sup>th</sup> May 2008 (attached)
3. Conference report on Every Creative Child Matters (attached)
4. Strategy for Culture Cumbria update (see attached)
5. Cultural Tourism Marketing update and Terms of Reference (attached)
6. European Funding – Presentation by Ian Hill - National Contact Point, Interreg NW Europe programme
7. AGM 2008
  - a. Election of new board, chair etc (paper attached).
  - b. Content and presentations (paper attached).
8. Information Update
  - a. Cultural Offer proposal
  - b. Cultural Olympiad legacy programme update
  - c. Arts Heritage and Ecology Strategy.
  - d. Culture Northwest – the future.
9. Dates of future meetings.

| <b>Date</b>                         | <b>Venue</b>                | <b>Notes</b>  |
|-------------------------------------|-----------------------------|---------------|
| Thursday 18 <sup>th</sup> September | Theatre by the Lake Keswick | Circle Bar    |
| Thursday 27 <sup>th</sup> November  | CREA Penrith                | AGM and Board |
| Thursday 22 <sup>nd</sup> January   |                             |               |
| Thursday 19 <sup>th</sup> March     |                             |               |
| Thursday 14 <sup>th</sup> May       |                             |               |
| Thursday 9 <sup>h</sup> July        |                             |               |

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| Thursday 17th September |     |
| Thursday 26th Nov       | AGM |

10. Any other business.

**MINUTES - CULTURE CUMBRIA BOARD MEETING**

**15<sup>th</sup> May 08**

**Farfield Mill, Sedbergh**

|   |  | <b>Action</b> |
|---|--|---------------|
| 1 | <p><b>Present</b><br/>           David Vaughan , Bruce Bennison, Michael McGregor, Nick Jones, Elaine Wise, , Sandra Wood, Sheona Southern, Clare Hamilton, Adam Sutherland, Susie Bagot, Mark Hodgson, Margaret Riches, Richard Foster, Sam Mason, Andrew Lucas, Euan Cartwright<br/>           In attendance<br/>           John Myerscough, Carole Nelson, David Gaffney</p>  |               |
| 2 | <p><b>Apologies</b><br/>           Libby Raper, Gillian Peel, Taylor Nuttall, Peter Tyas, Julie Tait, Hilary Wade, Jenny Benson, Karl Creaser,</p>   |               |
| 4 | <p><b>Sedbergh Book Town</b><br/>           The Board received a presentation from Carole Nelson about the content and aspirations of the Sedbergh Book Town, which was establishing a strong image, and had links to Hay-on-Wye and Wigtown. She stressed the uniqueness of the event within Cumbria and outlined an exciting programme that addressed the perception that Sedbergh could become marginalised because of its geographical position.</p>   |               |
| 5 | <p><b>Minutes of Meeting 20<sup>th</sup> March 2008</b><br/>           Approved</p>  |               |
| 6 | <p><b>Matters Arising</b><br/> <b>Northern Rock Foundation</b><br/>           Information had been circulated to all stakeholders about the re-opening of NRF's cultural fund. It is substantially reduced but re-instated. Organisations are being urged to apply now although the future of the fund is uncertain. It was pointed out that the Sainsbury Foundation is giving sympathetic hearings to organisations affected by the situation at NRF.</p> <p><b>ACE</b><br/>           There was some uncertainty about the overall impact of ACE support in Cumbria at this time, partly reflecting the significant reduction in the G4A programme nationally. Some organisations had received considerable increases in support, others, notably the Local Authorities, had reductions and this was affecting the willingness of the LAs to continue support for the arts at previous levels. Overall support of c7% was proportionate to Cumbria's population within the region.<br/>           It was suggested that information might be consolidated about the pattern of ACE support in the County. Some of this might come from the Myerscough</p> | EC NJ         |

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|   | <p>study, some from ACE and others.</p> <p><b>County Council Cultural Services</b><br/> The County had restructured and placed Culture in with Adult Services. The new department was likely to be called Adult Services and Culture. Agreed to invite Jill Stannard to a future meeting.</p>   | BB   |
| 7 | <p><b>A Strategy for Culture Cumbria</b><br/> EC reported on amendments to the strategy following discussions at the previous meeting. Where we go to next was significantly affected by the current situation at Cumbria Vision.</p> <p>Mark Hodgson reported that:</p> <ul style="list-style-type: none"> <li>○ Culture was one of 9 key areas for strategic focus identified by Cumbria Vision</li> <li>○ The draft strategy is consistent with the view and emphasis placed on the sector by the CV board.</li> <li>○ All RDAs were reviewing policies, procedures and priorities and, as a result, progressing the application for approval of priorities for funding was proving convoluted. It now involved deeper and more extensive consultation with NWDA than had previously been recognised.</li> <li>○ This means that, although culture remains a priority for CV and features highly in their plans MH could not confirm that Warrington would approve those plans and did not expect to be in a position to offer that confirmation until early in 2009.</li> </ul> <p>After extensive discussions about the implications of this news the board concluded that:</p> <ul style="list-style-type: none"> <li>○ CuCu should seek to be represented at a meeting to be held with the Agency on 27<sup>th</sup> June</li> <li>○ Separate discussions should be held if possible with Roger Liddle, Richard Greenwood, James Berresford, Bryan Gray etc to clarify the position and to stress the importance to the development of culture in the county</li> <li>○ The development proposals that have been received should be summarised and used as evidence in these discussions</li> <li>○ In the meantime the strategy as approved at this meeting should be the subject of consultation so that it could be signed off at the September meeting</li> <li>○ Information on this position should be conveyed to all stakeholders</li> <li>○ Funding for the continuation of the Cultural Tourism marketing campaign should be sought through NRF, CV etc</li> <li>○ Core funding for CuCu should be sought through Steve Broomhead</li> <li>○ James Berresford should be invited to a future meeting</li> </ul> <p>The revised strategy was approved for consultation purposes.</p> | <p>EC/NJ</p> <p>“</p> <p>“</p> <p>“</p> <p>SS</p> <p>EC/NJ</p> |

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| 8  | <p><b>Board Vacancy</b><br/> Agreed to invite David Gaffney (ACE) to join the board subject to the agreement of Aileen McEvoy.</p>   | <p>NJ/<br/> EC</p>     |
| 9  | <p><b>Update on the Cultural Tourism Marketing initiative</b><br/> Minutes of the last meeting of the steering group were noted. 500k copies of the Guardian supplement had been distributed. Impressions of the publication varied around the table but it was agreed that producing the publication in the timeframe had been a remarkable achievement and that the project represented at step change in anything that had gone before. CT were collecting responses to the publication which would be consolidated, reported to this board and used to inform future work.</p> <p>It was agreed that the terms of reference of the working group should be circulated for the next meeting of the board.</p> | <p>SS<br/><br/> EC</p> |
| 10 | <p><b>Conference 2009</b><br/> Discussions of ideas for the conference for 2009 concluded that:</p> <ul style="list-style-type: none"> <li>○ It should be based on a subject which people felt was relevant and pressing rather than just because it was that time of year</li> <li>○ The event should take a form which distinguished it from “normal” conferences – perhaps involving people in a more participatory way and perhaps using an open air venue</li> <li>○ The theme might be around “internationalism” “cultural diversity”</li> </ul> <p>The following offered to form a sub group to advance the thinking:<br/> Sam Mason<br/> Adam Sutherland<br/> Clare Hamilton<br/> Elaine Wise</p>        | <p>EC/NJ</p>           |
| 11 | <p><b>Information Update</b></p> <p><b>Cultural Offer</b><br/> The summary of the County’s bid for Cultural Offer funding was welcomed. It was noted that 35 applications had been made from the North West and that an announcement is expected at the end of May.</p> <p>CP/CAE intend to adopt the principles under pinning the bid regardless of the outcome.</p> <p><b>Arts and Business</b></p> <p>It was agreed that a letter be sent on behalf of CuCu based on the report circulated at the meeting.</p>  |                        |
| 12 | <p><b>Presentation of the cultural statistical analysis undertaken by John Myerscough on behalf of the County Council</b></p> <p>JM reported verbally on his work on current cultural sector data which was</p>  |                        |

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|    | <p>intended to be a baseline study for assessing the impact of initiatives developed by CuCu and partners. The study considered not just levels of take up of cultural service but also sought to address trends within the sector in Cumbria. The report is expected to be available soon for circulation.</p> <p>The report was widely welcomed by board members as painting a picture of the Cumbria which they recognised. They looked forward to seeing the complete document.</p>  |       |
| 13 | <p><b>Recent Stakeholder applications</b><br/>Applications were approved from:</p> <p>Maggie Toner-Edgar University of Cumbria<br/>Philip Oxford Cumbria Chamber of Commerce &amp; Industry<br/>Stephen Powell Lakeland Radio Ltd<br/>Dan Gibson Heron Corn Mill</p>   |       |
| 14 | <p><b>AOB</b></p> <p>It was noted that Kendal College is now offering apprenticeships for young employees wanting to work in the cultural sector.</p> <p>It was noted that the MLA regional office was closing due to national restructuring.</p> <p><b>Euro Funding</b><br/>It was reported that Ian Hill (Regeneration Support Team) was leaving. It was suggested that a meeting is arranged before he goes to pick up ideas for the cultural sector. It was also proposed that the Eurofunding expert based in Cornwall and referred to in Julie Seyler's presentation at the November 07 AGM be contacted for advice.</p> | NJ/EC |