

Culture Cumbria Marketing Sub-Group : Terms of Reference

At present there are no formal "Terms of Reference" for the Culture Cumbria Marketing Sub-Group. The CC MS-G was set up by the CC Board in 2006, to help support and develop the Cultural Tourism marketing initiative and to address a perception that the cultural sector was :

- a) Under-selling itself
- b) Not working well together,
- c) In consequence, in a weak position to take advantage of strategic opportunities.

The initiative was set up to :

- 1. Raise the profile of Cumbria's cultural offer.
- 2. Improve joint-working and strategic approach within the cultural sector.
- 3. Strengthen links between the cultural sector, Cumbria Tourism and the tourism industry.
- 4. Add value and capacity, eg by highlighting clusters
- 5. Identify and address gaps and opportunities including new product
- 6. Provide sector support, skills development and training

The MS-G's role was to :

- 1. Liaise between CC, CT, funding partners and the cultural sector.
- 2. Oversee the funding process.
- 3. Provide advice and support to CT in developing the initiative.

Once the initiative was up and running (March 2008), the MS-G's role has been to :

- 1. Represent the interests of the sector as a whole.
- 2. Liaise with and provide support, advice and guidance to:
 - a. CT as the delivery body,
 - b. CCC as the accountable body,
 - c. NWDA, CCC and ACE as the funding bodies.

It is not appropriate or practicable for the MS-G to act in an executive or accountable capacity. If it has concerns or issues in these areas these are to be addressed by the full CC Board and, if necessary, taken up with the delivery, funding and accountable bodies.

In order to avoid confusion or misunderstandings in the future, it is recommended that these terms of reference be further discussed at the next MS-G meeting on 7th May and, subject to agreement and/or amendments, be submitted to the Board for approval on 15th May 2008.

The MS-G consists of :

Richard Foster (Chair)	World of Beatrix Potter
Sam Mason	Brewery Arts centre
Elaine Wise	Arts and Business
Sandra Wood	Audience Alliance
Sheona Southern	Cumbria Tourism
Bruce Bennison	Cumbria County Council
Nick Jones	Culture Cumbria
Euan Cartwright	Culture Cumbria