

CULTURE CUMBRIA BOARD MEETING  
10.00am, Thursday 18<sup>th</sup> September 2008

Theatre by the Lake, Keswick

*Sandwiches, coffee and cake will be appearing but due to the length of the Agenda we will work through until 1.30pm. Please advise if you are/are not able to attend by 5pm Friday 12<sup>th</sup> September so that we can book lunch for you !*

**Agenda**

1. Welcome and Apologies
2. Mike Clarke – Update on World Heritage Site bid.
3. Minutes of the previous meeting 17<sup>th</sup> July 2008 (attached)
4. Matters Arising
5. Libby Raper – Post CultureNorthwest & the Hodge Review
6. European Funding – Presentation by Ian Hill - National Contact Point, Interreg NW Europe programme
7. Focus on West Cumbria
  - a. Aileen McEvoy, ACE NW
  - b. Patric Gilchrist , Theatre by the lake
8. Cultural Olympiad Legacy programme update - Julie Tait and Taylor Nuttall
9. Culture Cumbria Strategy Update
10. Cultural Tourism Marketing update
11. AGM 2008 Update
12. Information Update
13. New Stakeholders
14. Dates of future meetings.
15. Any other business.

**CULTURE CUMBRIA BOARD MEETING**  
**17<sup>th</sup> July 2008**  
**Faculty of the Arts, University of Cumbria.**

**MINUTES**

		<b>Action</b>
1	<p><b>Present</b>  David Vaughan , Bruce Bennison, Michael McGregor, Nick Jones, Elaine Wise, Kerry Kolbe , Mark Hodgson, Margaret Riches, Richard Foster, Taylor Nuttall, Peter Tyas, Julie Tait, Hilary Wade, , Karl Creaser.</p> <p>In attendance  Andy McKay (CCSP), Martin Staveley (CV).</p> <p>Mark Hodgson introduced Martin Staveley (Cumbria Vision) as he was working closely with Mark on Cumbria Vision’s cultural, creative and digital programme.</p> <p>Nick Jones reported that Ian Hill was not able to attend for personal reasons, but that he would be invited to update the Board on European funding at the September meeting.</p>	NJ
2	<p><b>Apologies</b>  Sam Mason, Andrew Lucas, Euan Cartwright, Sandra Wood, Sheona Southern, Clare Hamilton, Adam Sutherland, Susie Bagot, Libby Raper.</p> <ul style="list-style-type: none"> <li>•</li> </ul>	
3	<p><b>Faculty of the Arts</b>  Ian Farren welcomed the Board on behalf of the Dean, and informed members that the Faculty was developing a cultural strategy for the University - details to be announced in due course.</p>	
4	<p><b>Minutes of Meeting 15th May 2008</b>  Approved</p>	
5	<p><b>Matters Arising</b></p> <p><b>Northern Rock Foundation</b>  Penny Vowles had written to Peter Stybelski, CEO CCC, requesting a meeting to discuss how the Foundation could work most effectively with CCC to develop the county’s cultural programme. Bruce confirmed that a meeting was scheduled for 1<sup>st</sup> September and that he and representatives from the cultural sector would be attending.</p> <p><b>Conference</b>  A meeting of the conference sub-group would be organised in August, reporting back to the Board on 18<sup>th</sup> September.</p> <p><b>Myerscough Report</b>  John Myerscough’s final report was awaited with keen anticipation. The interim report and findings confirmed that it would provide useful and revealing evidence about Cumbria’s cultural sector to help inform policy and strategy. It was agreed to invite JM to give a presentation at the AGM; and that the key findings and recommendations be made available</p>	EC

	<p>then in a clear, concise format. It was suggested that liaison with the Cultural Observatory at this stage might be productive.</p> <p><b>Future Funding</b> Euan was arranging a meeting with James Berresford at NWDA to discuss details of core funding support for Culture Cumbria. James to be invited to a future meeting.</p>	NJ
		EC
6	<p><b>Report on Every Creative Child Matters conference.</b> Margaret Riches introduced the previously circulated final report. This was welcomed by the Board. There would be an update on the development of Cumbria Arts in Education following the merger with Creative Partnerships at the September meeting.</p>	NJ
7	<p><b>A Strategy for Culture Cumbria</b></p> <ul style="list-style-type: none"> <li>• Mark Hodgson expanded on Euan’s Agenda item report on delays to the funding application process linked to the Strategy development. NWDA and Cumbria Vision’s arrangements are now designed to earmark all annual funding in advance with limited flexibility for discretionary or mid-term allocations. Approval on funding priorities and levels for 2009/2010 was being determined and an announcement was expected in December 2008.</li> <li>• Concern was expressed that the relationship between Cumbria Vision and West Lakes Renaissance was not clear, and that West Cumbria may not be getting appropriate support or representation. It was agreed that the Strategy Sub group should have representation from West Cumbria.</li> <li>• The Board was aware that consultants Era had been working with ACE, EH and WLR on a “Creative Energy” cultural investment programme for the “Energy Coast” ; that a report was expected shortly.; and that a representative from Era, ACE, or WLR be invited to update the Board at the September meeting.</li> <li>• Mark reported that Cumbria Vision was seeking responses to its consultative document on its Strategy Action Plans 2008, accessible on line at <a href="http://www.cumbriavision.co.uk">www.cumbriavision.co.uk</a> . The Board’s views to be submitted to Euan or Nick by 15<sup>th</sup> August 2008 for collation and liaison with Mark regarding a final submission to CV by the end of August.</li> <li>• Taylor Nuttall expressed concern that the call for proposals to populate and inform the strategy process had fallen into limbo leaving people feeling confused and out of touch. It was agreed that Nick and Euan should circulate all those who submitted proposals to update them on the process and to seek any amendments or new submissions. These to be analysed for clusters, strategic links etc and a report submitted to the Board’s September meeting.</li> </ul>	<p>EC</p> <p>NJ</p> <p>All</p> <p>EC/NJ</p> <p>EC/NJ</p>
8	<p><b>Update on the Cultural Tourism Marketing initiative</b> Minutes of the meeting of the steering group held on 30<sup>th</sup> June and revised terms of reference for were noted. Richard Foster highlighted the development of a Visual Arts marketing project to produce an “Arts and Galleries Guide” which was about to go out to tender.</p>	

	<p>The launch of the “DROP”, a highlight of the Colman Getty PR campaign, was scheduled for 4<sup>th</sup> September. An “Expression of Interest” funding application to the North West Operational Fund had been submitted. Cumbria CC would be requested to act as the accountable body. Future funding was critical to build on initial success and deliver full value. Taylor Nuttall to join the group. NJ to inform Jan Shorrocks.</p>	<p>NJ</p>
<p>9.</p>	<p><b>AGM 2008</b></p> <p><b>A) Rotation of Board members.</b> Six members of the current Board are required to step down in the current year, at the AGM. The following have volunteered :</p> <p>Susie Bagot Bruce Bennison Michael McGregor Libby Raper Margaret Riches Julie Tait</p> <p><b>B) Election of Chair.</b> It was agreed that Professor David Vaughan’s offer to stay on as Chair should be accepted, subject to approval at the AGM. It was also agreed that a paper be presented to the next Board meeting addressing the nomination and election of the Chair, to enable the Board to elect the Chair from its number at the first Board meeting following the AGM, rather than to have an election from all stakeholders.</p> <p><b>C) Content</b> It was agreed that topics for the Agenda for the AGM could include :</p> <ul style="list-style-type: none"> <li>• A presentation by John Myerscough.</li> <li>• A presentation that addressed issues and opportunities arising from strategic and political changes including the “Hodge Review” and the imminent demise of Cultural Northwest ; the positioning of culture within the Local Area Agreements; and the Cumbria Vision strategy. Suggestions for speakers were invited from the Board.</li> <li>• A presentation that highlighted issues and opportunities in West Cumbria.</li> </ul> <p>The content to be finalised at the next Board meeting. Jill Stannard, Head of Adult and Cultural Services, to be invited to attend the AGM.</p>	<p>EC</p> <p>EC/NJ</p> <p>All</p> <p>NJ</p>
<p>10</p>	<p><b>Information Update</b></p> <p><b>Appointments.</b> The Board congratulated Michael McGregor on his appointment as the new Director of Wordsworth Trust. It was noted that Michael Eakin was stepping down as Executive Director at Arts Council England Northwest to take up a new post with the Royal Liverpool Philharmonic Orchestra.</p> <p><b>Cultural Offer.</b> Margaret Riches reported that, although Cumbria’s bid for Cultural Offer funding was not successful, Cumbria Arts in Education was working with Cumbria County Council Childrens</p>	

Services and other agencies to develop a programme that would deliver five hours of quality cultural experience per week out of school time. The focus was on music, involving parents, and rural areas. Some 50 schools had expressed an interest in being selected to take part. There was to be research into raising funding, and how best to make the programme as accessible as possible.

**Cultural Olympiad Legacy programme.**

The Board congratulated Julie Tait (KAI - Kendal Arts International) and Taylor Nuttall (Folly – FACT – Cornerhouse) on leading the two successful applications in the first stages of developing the programme for the Northwest region. *NB It was emphasised that the application process is not yet complete or finalised.*

Julie and Taylor outlined the stages, process, themes, funding context and strategic opportunities that their respective plans could deliver.

The submission of a united bid from Cumbria in partnership with CCC, the LAs, Cumbria Tourism and West Cumbria Arts Partnership was welcomed by the selectors. This bid linked to themes including ACE’s “Outdoor Arts Plan”; the promotion of Cumbria’s world-class landscape; and the development of an international platform for animation and street arts.

The FFC bid was intended to complement the Manchester International Festival and the Liverpool Biennial by running programme in alternate years, by linking the region by building on the “Velocity” model and working closely with the transport infrastructure.

**Arts, Heritage and Ecology Strategy**

Nick Jones reported that he had completed this study commissioned by ACE NW and EH. It included recommendations for the integration of ecological considerations to complement the Era report on cultural investment in West Cumbria’s “Energy Coast”; and a strategy for the arts, heritage and cultural sector to address ecological issues and climate change affecting the county, working with partners including the University of Cumbria and the Royal Society of Arts (RSA). Copies to be circulated to the Board.

**The Hodge Review**

It was confirmed that the DCMS will abolish the Regional Cultural Consortia on 31<sup>st</sup> March 2009. It is intended that ACE, EH, MLA and Sport England should work more closely together at a regional level, although exactly how this will be supported or delivered is far from clear at this stage.

The Board expressed concern that the excellent work of Culture Northwest would be jeopardised - particularly initiatives such as heritage tourism support, the Cultural Observatory, and the support for the Cultural Olympiad legacy programme.

It was also noted that all sectors seemed likely to lose staff as a result of the changes – this had happened already with MLA and Sport England.

It was agreed that Libby Raper be invited to speak to the Board on 18<sup>th</sup> September and that there be consideration of a workshop session after the Board meeting or the setting up of a working group to work with CNW on how best Cumbria’s cultural sector could position itself to address these changes effectively.

NJ



**Culture Cumbria Board Meeting 18<sup>th</sup> Sept 2008**

**Development of a Cultural Investment Strategy**

1. At the July meeting we reported on delays to the funding application process and on our understanding of how best to make progress. Following the meeting an update was circulated to all those who had registered expressions of interest. We received a number of responses to thank us for the information and looking forward to further news. A small number of people explained that they would wish to amend their proposals but to date no amendments have been received.
2. EC and NJ have since met with James Berresford and Aileen McEvoy to improve our understanding of how the NWDA viewed the process we were engaged upon and seeking their advice on progress. The background to that meeting was the work that had been done following the “Brantwood” discussions (in 2006) to develop agreed priorities and a unified voice in support of the cultural sector.
3. Culture Cumbria (CuCu) had been developing a strategic approach to investment and this had been done in parallel with the development of a sectoral strategy for Cumbria Vision (CV). CuCu had been encouraged to submit proposals for a programme of investment to be considered for inclusion in the Sub Regional Action Plan (SRAP). Others in the sector had been encouraged to follow the same path, including the Brewery, Wordsworth Trust, Lowther etc.
4. Prior to the meeting it had come to our attention that all of the cultural schemes now included in the Cumbria SRAP had been classified by the NWDA as “Not a Priority” or in a few cases “Still under discussion”. The purpose of the meeting was to try to understand how we had reached this point and what was needed to improve the chances of cultural projects in Cumbria being successful in the future.

We now understand the position to be:

**5. The SRAP**

This document is a statement of ambition prepared by CV – it lists projects which partners wished to see considered for future investment but is not a commitment to investment. A new SRAP is in the process of being prepared based on consultation with the Delivery Boards and including county wide initiatives. This will not preclude the addition of new projects at a later date if a strong case is made for the economic value of a project.

**6. The Integrated Regional Strategy**

With the dissolution of the Regional Assembly regional responsibility for Spatial Planning, Transportation and Housing will transfer to the RDA. A new IRS will take the place of the Regional Economic Strategy to allow for additional themes of which there are now eleven in total including housing and transportation etc. The IRS is currently out for consultation until the end of the year. It is suggested that the Cumbrian cultural sector can best respond to the consultative process through Cumbria Vision.

## **7. The Joint Investment Plan**

The NWDA and CV are in the process of agreeing a new plan for investment in 2009/11. The sectoral strategies recently consulted upon by CV (discussed at our previous meeting) will form the basis of their negotiating position together with the new SRAP currently being prepared (see above). This is where the opportunity to secure funding for economically important cultural projects lies. We understand that from the NWDA perspective there will be a preference to back projects which support the overarching strategic priorities. These are Hadrian's Wall, Carlisle Renaissance, World Heritage Site and the Olympic Legacy Programme. Other projects may be supported but the case would have to be made clearly and strongly.

Projects will, in any case, need to demonstrate real economic impact; it has been made clear that it is not the role of the agency to support artistic excellence, community development etc. and other agencies must step in to support such projects.

## **8. Other opportunities**

The Capital of Culture bid was, we were advised, successful because of the relentless determination from Liverpool, over a prolonged period to make the case for the agency to invest in an area which is not their normal territory. Cumbria must be prepared to be persistent, forceful and unified in making the case for culture if it is to be heard in relation to projects that are not at present on the agency radar - but there must always be a strong economic case for the investment if NWDA support is to be secured.

In the wake of the closure of Culture Northwest a Regional Investment Strategy for Culture is being prepared by the NDPBs (Non Departmental Public Bodies) with a suggested publication date of December 2008. Cumbria needs to have an input into this document. NJ and EC will be meeting separately with Aileen McEvoy to explore this.

## **9. Implications for the CuCu strategy**

CuCu's call for cultural investment proposals has provided a useful overview of the sector's ambition. We have always known that it would be necessary to undertake a hard nosed assessment of those projects to divide those with economic benefit<sup>1</sup> from those with other benefits (community, artistic excellence etc). What is new, following these discussions, is the understanding that proposals will be expected to fit with the key strategic overarching priorities and opportunities - Hadrian's Wall, Carlisle Renaissance, World Heritage Site and Olympic Legacy Programme – although there is an expectation that exceptional projects outside this group may be considered.

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<sup>1</sup> In making this assessment "Economic Benefit" was defined as:

- Creating new jobs funded from increased, sustainable turnover and not just from the expenditure of grant received through this process
- Indirect creation of employment as a result of image or marketing initiatives which expand activity in existing sectors or attract new sectors
- Attracting new cultural business to develop or relocate into the county
- "Up-skilling" of existing and future workforce so as to achieve one or more of the above

We now need to:

- Determine which current proposals contribute to the overarching priorities and draw into the proposals schemes which can contribute to the overarching priorities
- Where there is no obvious fit, make a strong case for future potential as “green shoots” for example by adopting the “Myerscough” recommendations: building on Cumbria’s cultural “USPs” (eg landscape, heritage, visual arts, festivals):creating world class quality and content in their own right: linking with national and international partners.
- Consider how we can assist projects which do not meet the economic development criteria but which display excellence in other ways.

#### **10. Determine which current proposals contribute to the overarching priorities and draw into the proposals schemes which can contribute to the overarching priorities**

The strategy sub group should be asked to look again at the list of projects submitted and determine which ones would:

- Fall into the category of delivering economic development (as previously defined)
- Are supportive of the “Regional Priorities”

These projects would then form the basis of our submission to CV/NWDA for inclusion in the new SRAP and, we would hope, the JIP.

We would hope to draw in to the list proposals which relate to the regional priorities but did not previously submit expressions of interest e.g. proposals from the Hadrians Wall Company and proposals for the Carlisle Theatre

We would also expect that these recommendations would include proposals for the continuation of the Cultural Tourism Marketing work and the Events development fund. Whether these should all be presented as one Culture Cumbria development proposal or broken into smaller bids we will be guided by CV on.

***Action: Strategy Subgroup to undertake this analysis immediately and circulate to the board by email for comment, a special meeting of the board to be convened if considered necessary by the Chairman.***

#### **11. Developing Future Potential**

It was stressed in the discussions with James Berresford that projects which were to be successful in future years would need to be supported by sound evidence of their potential economic impact and would need to be the subject of persistent and organised lobbying. We have, through the Myerscough report, a sound evidential base for the development of future projects and the position which CuCu has created for itself, which is unique in the region, provides a foundation upon which future success could be built though we have to be realistic about the time scale and chances of success.

Some additional research is needed to complement Myerscough's work and explore economic potential in the sector and the commissioning of this work is in hand.

*Action: the Strategy Sub Group to undertake an analysis of the Myerscough report and to make recommendations to the board on opportunities presented by its evidential base.*

## 12. Assisting other (non economic) Projects

The majority of projects which submitted expressions of interest would, on a preliminary assessment, fail to meet the requirements of "economic benefit". Many of the projects are valuable for other reasons and deserve support and assistance. We have so far concentrated on the economic issues because of the opportunity presented to co-ordinate our work with that of Cumbria Vision. In the strategy we have acknowledged that:

"The cultural life of Cumbria will contribute fully to:

- **Economy:** retaining, attracting and developing creative and cultural industries
- **Tourism:** delivering a high quality, robust, thriving and sustainable sector at the heart of Cumbria's life

These two pillars of our strategy will be joined by a third pillar, community, in due course."

We would recommend that, alongside the proposal to develop the Regional Investment Strategy for Culture we should now consider how best to work with partners to develop this strand of our thinking and suggest:

*Action: The strategy sub group be asked to consider how best to progress this work and in the meantime contact be made with the group developing the Regional Investment Strategy for Culture to determine how we can best input into their work.*

**Culture Cumbria Board Meeting 18<sup>th</sup> Sept 2008**

**New Stakeholder Applications**

The acceptance of the following applications to become stakeholders will increase membership of Culture Cumbria to 205.

Shorrocks Jan Cumbria Tourism

Hilton Kate The Kirkgate Centre, Cockermouth  
I am Development Manager for the Kirkgate Centre -a multi-purpose community arts venue in Cockermouth. The Kirkgate Centre Trust is currently working through a development and business planning process. Euan Cartwright has suggested that it would be useful for me to be kept informed of developments within the wider cultural sector in Cumbria, as we go through our own development project

Yorke Michelle  
I am involved in a project to bring a theatre festival to Carlisle.

Forster Andrew The Wordsworth Trust  
I'm the Literature Officer with the Wordsworth Trust and my role involves the programming and delivery of literature events. I wish to become a stakeholder in Culture Cumbria in order to keep myself informed of cultural events and opportunities throughout Cumbria.

Fine Dianne The Dock Museum  
I am the Visitor Services Manager at the Dock Museum in Barrow in Furness. The Museum has over 100,000 visitors every year. We deliver an extensive Education and Events Service. I would like to become a stakeholder as I feel that the Museum can play an important role in achieving the aims of your organisation.

Jones Gordon Furness Tradition  
I am a director of Furness Tradition - an organisation based in Ulverston working with traditional music and dance in the communities around us. We also run Furness Tradition Festival annually (this year is our tenth festival). I am a member of the National Executive of the English Folk dance and Song Society and run a recording company based in Ulverston specialising in traditional music recordings.

Seed Sally  
I am a professional public relations and marketing communications consultant based in Cumbria and active in working with a number of cultural organisations and events across Cumbria. In the past 3 years I have worked with Creative Partnerships, Highlights Rural Touring, The Cumbria Network, The Wool Clip and Woolfest and Vista Projects as well as getting involved in communications training for a broad range of small creative enterprises and craft producers via CREA and Distinctly Cumbrian. I also work with a range of professionals in areas such as graphic design, web development and events and therefore think I could have an

unusual perspective or potential for bridge building. I see a lot going on across the creative sector in its broadest sense and am keen to play a part in its continuing to thrive. Culture Cumbria seems to be ideally placed, through its Board representation and its recognition by Cumbria Vision and NWDA, to deliver on some of its promises and hopes so I would like to get involved.

Parsons Emma Emma Parsons Consulting  
I am a freelance arts marketing and management consultant working with organisations who share my passion for developing audiences for the arts and heritage. I have worked in the heritage and culture sector in the NW for over 17 years and am keen to join Culture Cumbria to help to deliver and promote their aims.

Heaton  
Cooper Beckey The Heaton Cooper Studio  
Becoming a stakeholder has been recommended to me by Mark Hodgson of Cumbria Vision. I hope that our organisation will become more involved and aware of cultural developments and opportunities. I hope we will have the opportunity to contribute and influence future activities.

Gina Dowding Churches Trust for Cumbria  
Churches Trust for Cumbria aims to help churches and the faith communities that use them, develop partnerships for a secure future. This include partnerships which promote tourism, the arts and community services.

Barbara Slack Highlights Productions  
Have applied a couple of times to join, but don't seem to get any information back. Could you just confirm that I am on the database. Many thanks. Barbara

Kate Rees CN Group  
I'm a journalist working in the field of arts, culture and entertainment.

**Culture Cumbria Board Meeting 18<sup>th</sup> Sept 2008**  
**Dates of Future Meetings**

**Venues to be confirmed**

Date	Venue	Notes
Thursday 27 <sup>th</sup> November	CREA Penrith	AGM and Board
22 <sup>nd</sup> January 2009		
20 <sup>th</sup> March 2009		
14 <sup>th</sup> May 2009		
9 <sup>th</sup> July 2009		
17 <sup>th</sup> September 2009		
26 <sup>th</sup> November 2009		AGM and Board