

CULTURE CUMBRIA BOARD MEETING  
1.30 (or thereabouts), Friday 20<sup>th</sup> March 2009



CREA, Redhills, Penrith

This will be a short meeting following the lunch after the Myerscough seminar.  
The start time may vary a little depending on the morning's discussions

## **Agenda**

1. Apologies
2. Minutes of the previous meeting 22<sup>nd</sup> January 2009 (attached)
3. Matters Arising – not on the agenda
4. Myerscough Report next steps following discussion in the morning
5. Workplan and Budget for 2009 ( See separate file – attached to email)
6. RS2010 Regional Strategy for England's Northwest Principles and Issues Paper – First Response (attached)
7. Proposed Seminar Programme – To discuss proposals for future events
8. Stakeholder Applications (Attached)
9. Dates of future meetings.  
  
14<sup>th</sup> May 2009 2.00pm -  
16<sup>th</sup> July 2009 2.00pm (NOTE CHANGE OF DATE) – Conference Room  
Cumbria Tourism
10. Any other business.

## AGENDA ITEM 2

CULTURE CUMBRIA BOARD MEETING  
14.00, Thursday 22<sup>nd</sup> January 2009

The Lantern House, Ulverston

### Minutes

Stephen Powell began the meeting by giving an introduction to the Lantern House. He explained that their work was now in three areas:

- 1) Large scale ambitious proposals – Liverpool 08, Olympic and paralympic handovers
- 2) The Building – making it available to arts organisation of all sorts – a “creation centre”, with a particular focus on film, TV and digital work.
- 3) Participation – schools colleges artists in residence and creating work which is participative e.g. Cumbria Ugly – curated exhibition, tourist map etc following a photography competition. Football Iliad – Trojan War as a football match located at the Barrow ground – putting culture into sport.

Stephen Powell, as Executive Producer, will be concentrating on the “Big Gigs” and a new Executive Director/ Business Manager is to be appointed. Lantern House are interested in being represented on the Board.

1	<b>Apologies</b> Mark Hodgson, Taylor Nuttall, Richard Foster, Sheona Southern, Julie Tait, Sam Mason, Maggie Toner Edgar, Clare Hamilton, Karl Creaser	
2	<b>Minutes of the previous meeting 27<sup>th</sup> November 2008</b> 4) Skills audit – not yet undertaken, still considered necessary 6) Regional strategy – EC/NJ meeting with Aileen next week 6) European funding – awaiting Ian Hill getting back to us on this. We would like to find similar organisation in other countries to share experience and knowledge. 9) Economic value of heritage – secure a copy of the report from KC and circulate	NW
3	<b>Events and Festivals update</b> Extensive discussion of the report led to the conclusion that, whilst the position described was not what would have been hoped it was at least clear and presented a challenge for Cumbria. It was agreed that: <ul style="list-style-type: none"><li>• We should seek to influence members of the NWDA board directly</li></ul>	

	<ul style="list-style-type: none"> <li>• We should continue to promote to CV and NWDA the value and opportunities of the cultural sector in Cumbria</li> <li>• We should make the question of the role of CuCu in this process part of the discussion at the March seminar</li> </ul>	
4	<p><b>Workplan and Budget for 2009</b></p> <p>Culture in Cumbria is in a vulnerable position. Need to ensure that the workplan is of use to the funding partners as well as to the sector in Cumbria. An introductory section to be added to outline aims and aspirations for the sector, not just meeting funders' aims.</p> <p>Newsletter and information exchange – goes out to stakeholders – need to widen to include key policy makers etc making sure that they are getting regular information. Need to have more focussed information going through to particular people – not all of the information, just the bits that apply to them.</p> <p>This should be backed up with attendance and presentations to key agencies and bodies regarding the value of Cumbria's cultural sector and the cultural offer.</p> <p>Feedback any ideas on people who could adopt ambassador role or who should receive updates.</p> <p>Themes for 2009 –</p> <p>Skills work force – keen to see training opportunities developed within the existing workforce. Building on the work of the Cultural Skills Partnership and the Audience Alliance.</p> <p>Need to keep links with Andrew Backhouse (formerly Heritage Development at Culture Northwest).</p> <p>Raising the profile of Culture Cumbria by establishing links on other websites.</p> <p>Write to Ian Stephens, Cumbria Tourism – re Sheona's replacement.</p> <p>EU – need to research opportunities.</p>	

	<p>Possibility of charging a membership fee should be considered.</p> <p>What role could individual board members could play – might be done as a part of their jobs?</p> <p>Need for the board to establish a longer term vision for the future of CuCu.</p> <p>Need to understand the role of the CSPs and seek to influence them.</p> <p>Board to review how CuCu can best be constituted eg whether there are other options for how we are set up - but form should follow function.</p>	
5	<p><b>Myerscough Report</b></p> <p>The report was warmly welcomed as providing a firm statistical base from which to promote the value of the sector. It was agreed that we needed a clearly designed focussed document presenting the key facts which could be available for all stakeholders.</p> <p>The report argues that:</p> <p>“There is an overarching need to achieve sound understanding and broadly based ownership of Cumbria’s cultural sector.”</p> <p>It was agreed that the discussion of this should be at the heart of the March seminar.</p>	
6	<p><b>National Indicator 11 – Participation in the Arts baseline data</b></p> <p>Provided for information only demonstrated that Cumbrian participation rates at 42.5% are similar to Liverpool. County has a target to improve this figure by 6% (and at least 3.5% over 2 years).</p>	
7	<p><b>Proposed Seminar Programme</b></p> <p>March seminar to be at CREA rather than Rosehill. Focus should be the development of vision and future role of CuCu. need to take account of how the recommendations from the Myerscough Report can be implemented effectively, including</p>	

	<p>contribution to the in the context of the economic crisis, the reduction of Local Authority commitment to the cultural sector and the loss of CNW. CuCu needs to highlight the positive message that the cultural sector has a significant offer, is seeking partners to work with, and is able to contribute "Feelgood Factor", particularly valuable in the current climate. It was acknowledged that there may be a need for structural change to the organisation to facilitate delivery of a changed agenda.</p>	
8	<p><b>Production of Annual Report and information material</b></p> <p>It was agreed that the production of an annual report would not be a good use of resources and that instead we should concentrate on an effective advocacy document based on Myerscough and the conclusions of the March seminar. The document to include selected evidence from the JM report; to be forward looking; and to reflect the aims, aspirations, needs and strengths of the sector.</p>	
9	<p><b>Stakeholder Applications</b>          Jakki Moore, Moore Arts, Millom</p> <p>Sara Last, Brewery Arts</p> <p>Rick Mcleod, Cumbria Film Alliance</p> <p>Agreed that we should encourage as many people as possible to sign up and not restrict membership to one/two per organisation. Board members to circulate invitations to contacts in their organisations encouraging sign-up to CuCu via the website.</p>	
10	<p><b>Dates of future meetings.</b></p> <p>2pm Friday 20<sup>th</sup> March, CREA</p>	
11	<p><b>Any other business</b></p> <p>Margaret raised the opportunity for arts organisations to take student teachers on placement and undertook to circulate further details.</p>	

## AGENDA ITEM 6

Culture Cumbria

RS2010 Regional Strategy for England's Northwest

Principles and Issues Paper – First Repsonse

Culture Cumbria has been invited to feed back any response to Graham Hale Principal Planning Officer, Transport & Spatial Planning Unit, Cumbria County Council and to Sue Stephenson at the CSP by 13<sup>th</sup> March.

The Paper adopts a broad, inclusive approach that recognises the importance of economic and social issues – eg quality of life, environmental sustainability, strong communities, good design; and the need to develop alternative models and measures of growth. There are also several specific references to culture. That is encouraging. However there is no reference to tourism, let alone cultural tourism.

The paper seeks responses to specific questions. These questions are shown here together with proposed responses.

The consultation continues until 30<sup>th</sup> April. This is a first response.

If you have any specific additions, amendments or comments please let me know by 13<sup>th</sup> March is possible.

Thanks

Nick

### Question A

Do you believe that things will have fundamentally changed as a result of this recession and that issues of climate change, low carbon economy, competing land use pressures and the nature of future growth are important to consider?

Propose to answer yes.

### Question B

Do you agree with the assumptions above? If not what alternative assumptions would you make? Are there any assumptions missing?

Propose to answer “that there will be an increasing need to manage and coordinate the impact and demands made by the visitor economy on the environment”.

**Question C**

Do you agree that the focus of this strategy should be on sustainable economic growth and contribute to sustainable development?

Propose to answer yes.

**Question D**

In the delivery of this, do you agree with the elements outlined above? Are there elements missing? How would you prioritise them?

Propose to answer yes.

**Question E**

How do you believe these aims / goals should best be measured?

The cultural references are in 5.2.2, 5.2.9, and 5.2.10

Propose to answer : Measuring cultural success needs to take account of quality, impact, and contribution to local distinctiveness.

**Question F**

Do you agree that these elements adequately summarise the Northwest's unique offer in a world economy? Are there any current or future potential elements missing?

Section 6 contains the major cultural references, because they help make it unique and distinctive.

Propose to answer yes agree...but also need to spell out outstanding strengths, eg World Heritage Sites, industrial heritage.

**Question G**

Do you disagree with any of these statements?

Propose to answer No

**Question H**

Do you believe these elements will still be unique about the Northwest in 20 years time?

Propose to answer yes

**Question I**

Do you agree with the challenges outlined above for the Northwest over the coming 20 years? Are there any missing?

Agree.

**Question J**

Do you agree that the list of major issues for the region to address via the Regional Strategy are correct and will lead to sustainable and equitable economic, social and environmental wellbeing? Are there any issues you would remove? Are there any issues missing from your perspective? How would you prioritise these issues?

Section 8 summarises major issues. The cultural sector is referenced in connection with 8.2.2, Urban Growth; 8.2.4, Places and Communities; and 8.3 Leadership of major cultural projects.

Propose to suggest that culture and creativity is referenced more positively in 8.2.6, Skills and Talent; and 8.2.8, Innovation.

**Question K**

Do you agree with the assertions made in these issues? Have you got any specific comments on the issues raised or the inter-relationships between them?

Propose to agree.

Dear All,

Please find attached a consultation on the **Regional Strategy: Principles and Issues Paper (RS2010)**, which has been prepared by the NWDA and in association with 4NW.

The period for this consultation is from the 02/02/09 - 30/04/09, and we are working with our CSP colleagues to prepare a joint 'Cumbria-wide' submission, as well as prepare a Cumbria County Council response. A working group has been established led by Sue Stephenson of the CSP to prepare the joint 'Cumbria-wide' response. The Spatial Planning Team has been tasked to submit Cumbria County Council's response.

The key point of the Single Strategy: Principles and Issues paper (RS2010) is to stimulate debate around the region on the challenges we face, and to stimulate a discussion as to how the North West can integrate the traditionally separate agendas of economic, housing and planning policy in one regional strategy document.

I would be grateful if you could have a look at the attached document, which, in fact, is only 12 pages long and asks a series of questions, which I would be interested to receive your views on.

If you have time, please also review the background evidence base document called "Moving towards the North West's Single Regional Strategy: Identifying the Issues: A Think Piece (30th January 2009) by SQW Consulting". I also provide below the web links to the NWDA website, which will give you access to this supporting 'SQW Thinkpiece' evidence base, should you be so inclined.

**Any comments that you may have should be sent to me by 5 o'clock Friday 13th March 2009** in order to fit in with the CMT, Cabinet Briefing and Cabinet report writing timetable, as well as the deadline set by the NWDA for the receipt of our comments by the 30th April 2009.

It is our intention to report our County Council responses retrospectively to the Cumbria CC Cabinet on the 5th May 2009.

I look forward to hearing from you.

Regards,

Graham Hale  
Principal Planning Officer  
Transport & Spatial Planning Unit  
Cumbria County Council  
Tel: 01228 226716

## AGENDA ITEM 8

### **Rick Mcleod Cumbria Film Alliance**

I have recently set up the Cumbria Film Alliance, the aims of this organisation, although still very young, is to encourage filming collaborations at every level right across the county. I also have my own small production company and film crew and are working on many varied projects this year to enhance the creative filming talent we have in Cumbria. It was suggested that it would be a good idea to join by Mark Hodgson of Cumbria Vision who also support the CFA. The CFA aims to represent the filming community within Cumbria.

### **Audrey Steeley**

I'm working as project development officer for an industrial heritage site operating as an arts and education resource (charity and limited company) I'd like to receive newsletters and updates by email please

### **Nick Schofield Made in Cumbria**

I am employed as the Creative Development Officer for Made in Cumbria, a part of the County Councils Economic Development Department. I see the board is mainly made up of those with ties to visitor attractions or strategic bodies whilst the actual cultural practitioners (ie designer makers) and facilitating bodies are not represented. MIC events are used in a small way as animators and catalysts for visitor / tourist attractions whilst providing a valuable service for the counties creative and cultural entrepreneurs. I feel that it would be valuable to have input from cultural practitioners and also have input from a more commercial sector of the counties cultural industries.

### **Emma Foxall Soundwave Cre8**

I am programme leader west for Soundwave and would like to become a stakeholder in order to keep abreast of cultural initiatives and opportunities in the area

### **Jane Donalson Maryport Settlement**

I represent The Settlement, Maryport's Community, Arts & Learning centre. The Settlement's arts programme is firstly aimed at supporting the arts by developing & deliver a range of good quality, accessible projects and activities. Developing partnerships with other groups and organisations who are active in the area, using the arts to support the delivery of their objectives. Promoting the value of arts as beneficial to regeneration, the economy, the environment and quality of life. Supporting local artists by offering opportunities to work, exhibit, develop and network. Promoting the arts as a route to employment, through training, volunteering, skills development & work with young people. Secondly, at Promoting participation by developing a range of accessible opportunities for all people in the area Developing a range of activities aimed at target groups. Ensuring a good balance of activities to appeal to a wide range of people, e.g. using different art forms, working with a range of artists, using different venues/locations Linking activities into the work of others. Cultivating the social aspects of participation in the arts, building a friendly and welcoming arts community. Promoting the value of the arts to encourage, motivate and

**Russell Burbush New Music North Ltd**

I am a director of New Music North Ltd., and have been a community musician in the area for the last 10 years. I have a keen interest in arts practices in Cumbria, the way in which cultural capital is approached in the arts, and cultural policy.

**Ian Hare The Porch**

Within Cumbria, I work on a free-lance basis as the Chorus Master of the Cumbria Rural Choirs, Musical Director of the Keswick Choral Society and Director of Music at Crosthwaite Church, Keswick, which includes promoting a series of summer concerts entitled Music at Crosthwaite.

**Karen Thompson The Wave Centre**

The Wave Centre is a brand new heritage and entertainment centre on the West Coast - we programme a range of theatre, concerts and events and are a member of the West Cumbria Arts Partnership.

**Sarah Allison Soundwave**

SoundWave is a social enterprise based in West Cumbria, providing arts/music opportunities throughout Cumbria. Our mission is Transformation through Music. I wish to become a stakeholder so that my organisation is informed and has opportunity to inform decision makers.

**Ian Douglas Cre8**

I am Artistic Director of Storytree-Theatre by the Lake. And am very interested both personally and professionally in the development of culture and cultural activity in Cumbria, both practically and politically.

**Quentin Merritt Wingspan Consulting Ltd**

I am one of two directors of Wingspan Consulting, a management consultancy based in Keswick. We specialise in community development, regeneration and sustainable development; and have worked on numerous local arts/culture projects (eg Creative Partnerships Cumbria, Derwentwater Foreshore Project, West Cumbria Arts Partnership OD Thrive Project). We are very keen to keep abreast of developments in this sector.

**Richard Gibb**

I am an Apprentice Theatre Practitioner working for Storytree, Theatre By The Lake. My work is mostly concentrated in West Cumbria and would like to be kept up to date with any developments in Cumbria