

CULTURE CUMBRIA BOARD MEETING
14.00am, 14th July 2009



The Brewery, Kendal

Agenda

1. Apologies
2. Minutes of the previous meeting 14th May 2009 - attached
3. Future Development of Culture Cumbria - see attached paper reflecting the work of the Sub Group
4. LDNP Joint Seminar, Brockhole 14th June 2009 – report attached
5. New Stakeholder Applications (Attached)
6. Any other business
7. Dates of future meetings
17th September 2009 – Venue?

CULTURE CUMBRIA BOARD MEETING

14th May 2009

Rosehill Theatre

Minutes

1	Present Peter Tyas, Mark Hodgson, Karl Creaser, Sandra Wood, Alex McCroskie, Euan Cartwright, David Vaughan, Nick Jones, Kate Whitmarsh, Margaret Riches, Sam Mason, Mark Beveridge	
2.	Apologies Michael McGregor, Hilary Wade, Kerry Kolbe, Taylor Nuttall, Julie Tait, Richard Foster, Andrew Lucas, Bruce Bennison	
3.	Minutes of the previous meeting 20th March 2009 Approved	
4.	Matters Arising Economic Value of heritage paper is incomplete as yet and not available for circulation. Karl will make available	
5.	Future Development of Culture Cumbria A paper from Sam encapsulating the conclusions of the Grisedale meeting was introduced and discussed. The paper was welcomed and a number of discussion points arose: <ul style="list-style-type: none">• There is a need to consider the community and developmental needs of the sector and not just the economic impact/ business components. There was a need to demonstrate that all of these components could be satisfactorily handled by a single organisation. Experience of Liverpool in particular suggested that this could be achieved• Vital that the local authorities support the proposals and recognise that it is an arrangement that could help them to deliver their objectives – there is a parallel here with the way in which tourism development is being delivered• Need to determine an effective balance between over ambition and inspiring ambition	

	<ul style="list-style-type: none"> • Local Authority and regional agency finances are in a state of flux at the moment. The time may be right to deliver a change of this scale and nature but securing the support of , for example, Steve Broomhead and Peter Stybelski early on in the process would be crucial. • Need to consult widely with key partners e.g. Hadrians Wall, Carlisle Renaissance, West lakes Renaissance etc • Questions about the ability of a “top down” approach to deal with the social aspect of the sector though it may simply free people to concentrate on what they do well • How would resources be balanced between the economic and the social objective of the organisation and what would the impact be on the position of the arts in Local Authorities? <p>Overall it was considered that the time was right in terms of the position of the Local Authorities, the maturity of Culture Cumbria, the impact of Lakes Alive, the policies of Cumbria Vision etc to take forward a proposal of this nature.</p> <p>It was unanimously agreed that a sub group should be convened to undertake research and to explore the idea with key stakeholders.</p> <p>Membership to be :</p> <p>Sam Mason, Andrew Lucas, Kate Whitmarsh, Peter Tyas, Bruce Bennison, Mark Hodgson</p> <p>The group would determine its own terms of reference in accordance with this minute and should have in mind the completion of this work in two months or so and a possible recommendation to the AGM in November to enable significant change.</p>	
6	<p>New Stakeholder Applications Approved: Adrian Lochhead – Director of Eden Arts Elaine Watson – Capita Symmonds Tania Crockett – Forestry Commission</p>	

	Refer to July: Kate Harrison, Whiteside	
7	<p>Any other business</p> <p>Seminar – LDNP 17th June – How LDNP visitor centre can be used to promote culture in Cumbria</p> <p>County Council major events fund – allocated to 49 application 17 approved</p>	
8	<p>Dates of future meetings</p> <p>14th July 2009 10.00- 15.00 – Conference Room Cumbria Tourism</p> <p>17th September 2009 14.00 – Venue to be arranged</p>	

AGENDA ITEM 3

Culture Cumbria Board Meeting 14th July 2009

A New Model for Culture Cumbria

The subgroup established at the last meeting has now met on two occasions and is progressing the thinking and activity around the issue of re- shaping Culture Cumbria as follows.

Aware of the pressures on public resources and the difficulty that Cultural organisation and Local Authorities face in defending important but discretionary services we want to explore the potential of a new partnership which may help the cultural sector in Cumbria to face these challenges constructively.

The simple model for the new organisation is that it should be:

- A new vehicle to support the development of the cultural infrastructure of Cumbria
- Enabling and encouraging sustainability amongst existing organisations by
- Delivering economies of scale, shared services, marketing, sales, business management and commercial skills
- Operating countywide but responsive to varying local need
- Drawing in external resources

This proposal will be progressed on two fronts:

1. Research on existing models (NGI, Liverpool, Highland Arts) –it is hoped that Kate Whitmarsh might be made available to do this – arrangements for her secondment being discussed between Bruce and Patric.
2. Discussions with potential key partners seeking expressions of support/ interest in the development of the idea:

Organisation	Basis of discussion	Responsibility
Northern Rock	Ascertain if NR would be prepared to pump prime the process using some of the resources already allocated to the Brewery for the WIF but not now needed	SM
Cumbria Vision	Determine what the CV strategy means when it talks of supporting the development of CuCu and if the development of the new model might be supported	EC
Cumbria County Council	Determine if the County would be interested in: a) supporting the development of the initiative by using the resources freed by	NJ and SM teed up by BB

	<p>Carol Leathley's departure to assist the process</p> <p>b) Examining how the new organisation might help the County to deliver its own objectives and services</p>	
ACE	Seeking support for the principles of the development and some cash input to facilitate the process	NJ
Carlisle City and Carlisle Renaissance	To discuss whether there is interest in working with the new initiative to address cultural issues in Carlisle	NJ, RF
Allerdale	To discuss whether there is interest in working with the new initiative to address cultural issues in Allerdale	EC
LDNP	To discuss potential links with the Brockhole project	SM, EC/NJ
Cumbria Tourism	To brief them on the project and to seek their in principle support.	RF
To Follow		
MLA, Other districts NW Vision University etc		

A verbal report on progress with these various issues will be given at the meeting.

AGENDA ITEM 4

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Report on the Culture Conference focusing on how the Lake District Visitor Centre at Brockhole could promote culture in Cumbria, held on 17th June 2009 at Brockhole.

The conference was attended by 30 people including many Culture Cumbria stakeholders. There were presentations on how the Peak District National Park Authority involved local communities in its activities; and on Brockhole's plans for redeveloping the site to include more cultural activities and provision. The plan was to build a new, more accessible centre between the existing car park and the lake, together with an arena near the lake, space for exhibitions, displays, sculpture and public art, an improved retail outlet for local makers, and office space (which could be available for cultural organisations) in the old building. The views of those attending was sought on how the new centre and future plans might meet their needs. Main points that emerged :

1. Brockhole will need to be a cultural destination in its own right, with unique, high quality product and content in a building that reflected the strengths and cultural identity of the National Park - eg a world class cultural landscape, potential World Heritage Site.
2. Any new facilities should :
 - a. Build on strengths and USPs of the Lake District and the centre (flagship for the LDNPA, first port of call for many, large visitor footprint, location, new eco- friendly ferry services etc, water as a key theme).
 - b. Add value to, complement, support and work with existing cultural destinations, by showcasing, publicising, providing tours, guides, information and transport links.
 - c. Comprise well designed building, performance arena, exhibition, event, retail, workshop and educational programme.
3. There was concern that:
 - a. Any facilities should be well considered, eg the arena plans, and that other options (eg performance arena at Bowness Bay) should be considered before any final decision was made.
 - b. That needs, needs, expectations, and potential of the market be fully assessed. The cultural market is complex and diverse. Sophisticated marketing is needed to attract, retain, bring back, but....
 - c. use of the centre to draw in and then direct visitors to cultural destinations might not work (learning from the Rheged experience), because many visitors may bypass it.
4. It was felt that that :
 - a. There is much that could be done without capital investment but with suitably qualified coordination around building partnerships to programme activities eg :
 - Changing sculpture trails in the grounds
 - Workshops (painting, photography etc) in the grounds and buildings

- Performance – open air and or in existing spaces in the buildings (terrace, video theatre restaurant etc)
- b. But that running a retail crafts outlet, keeping stock, contacting scores of individual suppliers etc. might be best contracted out and undertaken by specialists.

It was agreed that Culture Cumbria would work closely with Brockhole, the LDNPA, and Cumbria Tourism to address the issues raised and development plans.

AGENDA ITEM 5

New Stakeholder Applications

Kate Harrison Whiteside – Key Advice, Broughton in Furness

My new business, Key Advice - New Media Services, is based on experiences gained as web editor at The Westmorland Gazette, where I worked with a number of arts and creative organisations - Abbot Hall, The Brewery Arts, Women's International Festival, Anne Pierson Award, Wordsworth Trust, Word Market. I work in online content development - written, visual. I am exploring how new media can benefit communities. Several of my indi films have been featured at Cumbria Filmmakers Network events, as I experiment with digital media. I feel I could, with my experience, provide valuable services as a stakeholder - and that my new business could benefit from this role as well. New media, new opportunities.

Harriet Smithson – Arts Development Worker , Allerdale BC

I am the new Arts Development Officer for Allerdale Borough Council. Committed to improving the arts in West Cumbria (both in my professional capacity and as a new resident!) I would like to be kept uptodate on Culture Cumbria's work and events.

Madeleine Baird, Maryport - Cumbria's Calling

Helping to set up new independent radio station for Cumbria

Kate Lowe, Aqueous Films, Kendal

I have recently set up a video-production company in Kendal. Using broadcast quality equipment I film, edit and produce bespoke videos for clients. My focus is on the outdoor sector (adventure sports, outdoor centres) and local companies/events.

Rosy Thurston, Theatre by the Lake

Work for Storytree

Derek Eland

Artist in residence Carlisle City Council

