

## Minutes of the Sheffield Culture Consortium

**Friday 23rd October 2015, 9.30 – 11.30, Marketing Sheffield Board Room, 11 Broad St West.**

Attending: Vanessa Toulmin (UoS - Chair); Dan Bates (Sheffield Theatres); Kate Dore (Yorkshire Artspace); Andrew Snelling (SCT/SIV); Judith Harry (Site Gallery); Brendan Moffett (Marketing Sheffield); Lu Golob (Sheffield Creative Guild); Kim Streets (Museums Sheffield); Laura Sillars (Site Gallery); Ian Naylor (Sheffield Music Hub); Nigel Fischer (Doc/Fest); Rebecca Maddox (SCC – Minutes).

Visitor/attending: Jane Dawson (Sheffield Creative Guild); Matt Burman (Yorkshire Festival Artistic Director).

Apologies: Liz McIntyre (Doc/Fest); John Hamshere (SIMT); Ian Wild (Showroom/Workstation); Neil Jones (Urban Design); Paul Billington (SCC); Mary Heyler (Sheffield Music Hub); Sally Wade (SHU), Tracey Lancaster (SHU);.

	<b>Actions</b>	<b>By</b>
1.	<p><b>Minutes and matters arising</b></p> <p>The minutes were agreed as an accurate record.</p> <p>Vanessa attended the launch of The Herd, which was well supported.</p> <p>Paul Billington met with ARUP re imaginative ideas for the Central Library/Graves Gallery building. A meeting with Consortium members is being arranged. Central Library/Graves Gallery to become a standing agenda item.</p>	<b>Rebecca</b>
2.	<p><b>Outdoor Advertising Contract – Brendan Moffett</b></p> <p>The changeover from JC Decaux to Clearview will now not take place until April 2016. This will result in a smaller number of sites (180 reduced to 65), but with higher impact and rotating messages. Charge rates have still not been finalized, but will be higher than at present. There is likely to be a gap in provision during the changeover, potentially in February 16. This could have a serious impact on several partners/projects, including Sheffield Theatres, Museums Sheffield, Art Sheffield, University of Sheffield, Doc/Fest, Music in the Round. Brendan to report back on potential mitigations (use of poster sites, lamppost banners etc) and what might be available in Jan/Feb next year. Partners reported that communication over the changes has been limited. Vanessa will meet Eddie Coates-Madden and James Henderson as Consortium Chair before Christmas.</p>	<p><b>Brendan</b></p> <p><b>Rebecca to arrange</b></p>
3.	<p><b>Activity Updates</b></p> <p><b>City Centre Business Improvement District</b> – Dan and Vanessa have been nominated for the Board, with elections next week. Diane Jarvis, the new BID Manager, is currently based at the Electric Works, and is drawing up a funding policy for events/activity. Diane to be invited to a Consortium meeting in the New</p>	<b>Rebecca</b>

	<p>Year.</p> <p><b>Cultural Destinations</b> - &amp;Co will be reporting back on this year's Festivals fieldwork at a meeting on December 1<sup>st</sup>. Our Favourite Places continues to flourish, with an advertising campaign over the summer boosting user figures. The huge banner on the back of the Central Library was provided by Marketing Sheffield. The next joint Festivals Mentoring Day takes place in November. Rebecca is attending a tourism conference in London on 24 November at ACE's request to report on Sheffield's Cultural Destinations project.</p> <p>Eleven Design have also produced the Sheffield Outdoor City website and brochure, which cross-promote culture and OFP. The recent European Outdoor Summit at the City Hall as attended by 350 delegates, and has led to increased business enquiries. Diana Buckley to be invited to a future meeting for an Outdoor City update.</p> <p>Sheffield was named by TripAdvisor as the Best Value City Break destination.</p>	<p><b>Rebecca</b></p>
<p>4.</p>	<p><b>Yorkshire Festival, Matt Burman</b></p> <p>The 2016 Festival will build on the success of 2014, taking place from 16<sup>th</sup> June to 3<sup>rd</sup> July 2016. It will be distinctive, world class, international and multi art-form, and is planned to become biennial. The vision is for it to become a 'top 3' festival alongside Manchester International and Edinburgh. It will be distinctive in celebrating community and participation, with a strong ethos of welcome, including community feasts.</p> <p>Activity will be based on a hub and satellite model, with 5 events to be announced in December, and a full launch in mid-April 16. Matt has made links with a number of local artists and organisations.</p> <p>Rather than a Fringe, there will be a Yorkshire Festival Plus programme.</p> <p>Funding has been obtained from Central Government, with additional funding and sponsorship being sought. Kim, Vanessa and Dan to meet with Matt to ensure that programming and funding bids for YF and YOM are complementary.</p>	<p><b>Rebecca to arrange</b></p>
<p>5.</p>	<p><b>2016 Year of Making</b></p> <p>The Year of Making will celebrate everything which is created and made in Sheffield, and will showcase the city as a great place to live, work, study and invest. Sara Unwin has mapped planned activity and there is already a strong programme.</p> <p>The Events Manager for the Year of Making, Tamar Millen, starts on 9<sup>th</sup> November, funded by the University of Sheffield.</p> <p>The Advisory Group on October 1<sup>st</sup>, chaired by Surriya Falconer, was well attended by key figures from business, education and the city.</p> <p>We have re-submitted an Ambition for Excellence expression of interest.</p> <p>2016 Year of Making is being officially launched on November 20<sup>th</sup>, 4.45pm at Yorkshire Artspace.</p>	

6.	<p><b>Creative Guild update</b></p> <p>Jane presented the package of benefits for Guild members. Membership will be open to individuals, with organisations able to register as supporters. Kate suggested that Direct Debit / Standing Orders are a good way to ensure renewal of subscriptions. Vanessa suggested that members should have a badge.</p> <p>The Guild's branding should be ready in mid November, with a soft launch following and full operation in early 2016.</p>	
7.	<p><b>AOB</b></p> <p>The Classical Weekend begins this evening! (23<sup>rd</sup> – 25<sup>th</sup> October). There will be over 300 performers and 30 concerts at venues throughout the city centre, including the City Hall, Cathedral, Firth Hall and Winter Gardens, with choral music, Indian classical music, minimalism, chamber music, opera and more.</p> <p>Lu has been working on a Tech North project, and questioned whether the Consortium should have a formal Digital/Creative rep. It was agreed to discuss this at the Away Day.</p> <p>Vanessa alerted everyone to the huge e-coli sculpture in the Winter Garden, which is part of Krebs Fest.</p>	
8.	<p><b>Dates of next meetings:</b></p> <p><b>Friday 27<sup>th</sup> November, 9.30 – 11.30, Committee Room 3, Sheffield Town Hall</b>— joint meeting with the Chairs of the Consortium member organisations.</p> <p><b>Friday 11<sup>th</sup> December, 9.30 – 3.30</b> – Consortium Away Day – Halifax Hall. Pete Massey (ACE) attending for the afternoon.</p>	