

Minutes of the Sheffield Culture Consortium

Friday 24th April 2015, Sheffield City Hall, Barbirolli Suite.

Attending: Dan Bates (Chair - Sheffield Theatres); Judith Harry (Site Gallery); Ian Wild (Showroom/Workstation); Chris Harvey (Museums Sheffield); Paul Billington (SCC); Vanessa Toulmin (UoS); Kate Dore (Yorkshire Artspace); John Hamshere (SIMT); Andrew Snelling (SCT/SIV); Brendan Moffett (Marketing Sheffield); Mary Heyler (Sheffield Music Hub); Rebecca Maddox (SCC – Minutes).

Visitors: Claire Thornley, Jonny Douglas

Apologies: Kim Streets (Museums Sheffield); Mary Nash (SY Dance Hub); Jo Lettin (SY Dance Hub); Neil Jones (Urban Design); Sally Wade (SHU); Tracey Lancaster (SHU);

	Actions	By
1.	Patrick Murphy, who was due to present an item on Sheffield Design Week, has been unavoidably detained in London. We will try to rearrange his agenda slot.	
2.	<p>Our Favourite Places Update – Claire Thornley, Eleven Design.</p> <p>OFP has up to 12,000 users per month, 63% of whom are new users and 50% of whom come from outside Sheffield. OFP, Marketing Sheffield and SCC Culture collaborated to place a half-page ad in the southern edition of a Guardian travel guide, published tomorrow. This should be the first of a series of adverts, with additional marketing at the same time in future.</p> <p>The OFP broadsheet will now be adapted to a smaller leaflet format which can be more widely distributed. OFP are producing a series of downloadable District Guides, including for Kelham Island, Hunters Bar and London Road. They will also be producing 1,2 or 3 Day Guides to Sheffield.</p> <p>OFP now has an Advisory Board, which includes Ian Slater, Chair of the Hospitality Sheffield group. Claire is working with the hotels to send weekly cultural updates. OFP is taking part in an ACE-funded research project, looking at cultural tourism guides produced by 20 independent publishers. Of this group, OFP has the second best audience stats.</p> <p>Claire will contact / meet all CC partners to work out the best ways to promote the site through their websites and printed materials.</p> <p>Vanessa noted that the University of Sheffield is redoing its city pages, and can provide additional profile to OFP. Sheffield University will promote OFP at Intro Weeks, while Hallam is putting an RSS feed on its homepage.</p> <p>Kate reflected on the value of having access to superb photos commissioned by OFP – Claire confirmed that as long as they are suitably credited, they can be freely used. In future an image database may be set up.</p> <p>Brendan to chase amendment to Welcome to Sheffield website, changing the yellow TdF button to an OFP link.</p> <p>Year of Making events can feature on OFP in 2016. Eleven could design a Year of Making window vinyl for ‘makers’ in the city.</p>	<p>ALL</p> <p>Brendan</p>

3.	<p>Sheffield: UNESCO Design City – Jonny Douglas</p> <p>Jonny gave a compelling presentation on Sheffield’s enduring strengths in creativity, problem solving and design, which were applied historically to steel and cutlery, but now apply to advanced manufacturing, music, brewing and more. A ‘Designed in Sheffield’ marque could connect and align these skills. Applying successfully for UNESCO City of Design status (first in England) could highlight this further and build on global links.</p> <p>The city needs to retain and attract 25-45 year olds with a great environment, night-time economy, and culture of creativity, as Austin, Texas has done. Connecting talent, tolerance and technology will lead to exponential growth.</p> <p>Jonny’s presentation was welcomed, and it ties in closely with work by the University of Sheffield and Creative Sheffield on Magnet Cities. Vanessa is commissioning work to validate statistics on artist’s studios, music and brewing. The Year of Making can be used to gather data for a UNESCO application. Vanessa and Jonny to meet to explore a design strand for City of Makers.</p>	Vanessa /Jonny
4.	<p>Minutes / matters arising</p> <p>The minutes were agreed as an accurate record following a couple of amendments to be agreed with Vanessa.</p> <p>The Research Bid to ACE was unsuccessful due to very tight (and slightly unclear) rules on minimum spend per calendar year.</p> <p>Contact to be made with the Creative Industries Federation.</p> <p>Accessibility and diversity audit to be undertaken with Consortium members to develop best practice.</p>	Rebecca Rebecca
5.	<p>Activity Updates</p> <p><i>‘Going Public’ (previously Art International)</i></p> <p>Arts Council funding of £80k has been granted for a city wide exhibition of 4 major international private collections, at SIA, the Cathedral, Site Gallery and the Millennium Gallery, from Sept – Dec 15. Scott & Co will provide PR.</p> <p><i>2016 Year of Making</i></p> <p>Vanessa reported that she is drafting a Business Plan to submit a funding bid to the University of Sheffield, including for a dedicated temporary post. Kim, Vanessa and Rebecca met with Pete Massey, who identified 3 potential Arts Council funding streams. Corporate sponsorship is also being explored. A joint Heritage strand is also being developed.</p> <p><i>£10m Tourism in the North Fund</i></p> <p>Brendan reported on the £10m Northern Futures Fund which was launched at the Crucible. The focus is on international inbound tourism. Specific items to be funded include a new flight from New York to Newcastle; IMEX B&B Conference; Tour de Yorkshire.</p> <p><i>Park Hill</i></p> <p>Paul reported that Urban Splash and S1 Artspace are working together on the</p>	

	<p>creation of a major new gallery at Park Hill, to complement existing city provision. SCC is funding an economic impact study.</p> <p><i>Sheffield Creative Guild</i> The Board is operating effectively and Jane Dawson is now in post, based at the Workstation. We will invite Jane to a future meeting.</p> <p><i>SNAP – Sheffield Network of Arts Providers for children and young people.</i> Mary reported on the SNAP Steering Group Away Day in Ecclesall Woods on 14th April. CAPE UK has played a key role in developing and supporting SNAP so far, though the Steering Group will need to take on a stronger role. Some CAPE funds are still available for innovative projects, to be decided by the Steering Group. Mary has been asked by CAPE to give a presentation on SNAP in Rotherham, to share good practice.</p> <p><i>Sheffield Dance Network</i> Rebecca reported that the Dance Network has successfully received ACE funding for ‘CityScapes’, a new performance piece using local dancers, which will be performed at Tramlines, Sheffield Design Week, Sensoria and Off the Shelf.</p> <p><i>Yorkshire Festival</i> Central government has pledged £1m for a Yorkshire Festival in late June to early July 2016, with match being sought. Dan is on the Festival Steering Group. Sheffield Hallam is keen to be involved, with potential for an opening event in Sheffield and a closing event in Hull.</p> <p><i>City Centre Business Improvement District(BID)</i> The BID has been voted in with a 73% Yes vote. James Prince from John Lewis is the interim Chair. A working group is developing the systems for the Board, with elections to be held in September; and a BID Manager is being recruited. There will be around £145k per year for city centre vibrancy/events.</p>	
6.	<p>AOB</p> <ul style="list-style-type: none"> -Yorkshire Artspace is looking to purchase Exchange Place, which they currently rent from SCC. -On Tuesday 5th May, Museums Sheffield are holding an event to introduce the ‘Going Public’ Exhibition, followed by the launch of the Taylor Wessing Portrait Prize. -Art Sheffield has appointed an artistic director. The festival will be held in March 2016. -Doc/Fest has a new director, Liz Macintyre. -Vanessa is collaborating with Heather Croall and Mark Atkin on a major new work to be premiered on June 5th as part of Doc/Fest. -Dan, Mary, Kate and others met the new ACE CEO Darren Henley. 	
7.	<p>Date of next meeting:</p> <p>Friday 29th May, 9.30 – 11.30, Vincent Harris Suite, City Hall</p>	

