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|    | <p>creation. There are plans for an urban development plan for the whole City Region, and a City Region-wide marketing plan. Cultural organisations are encouraged to form alliances across the city region to help plug into the LEP.</p> <p>Mary Heyler also met with Inward Investment colleagues from the LEP, who encouraged links with the private sector.</p> <ul style="list-style-type: none"> <li>• Neil and Rebecca met with Diana Buckley to discuss the brief for an ‘Economic Impact of Culture’ study. This has clear links with Diana’s current work on the Outdoor Economy, and will build upon the work of those partners, such as Doc/Fest, who already gather sophisticated data. Neil will update at the next meeting.</li> </ul>  |         |
| 3. | <p><b>The city narrative and Sheffield: where growth happens – Brendan</b></p> <p>Sheffield’s ‘authentic and independent’ narrative has strong and long-term buy-in. However, there is a specific opportunity in the current economic upturn to lure businesses from London /SE to benefit from Sheffield’s attractive rents, varied space, skills, quality of life etc and to raise the perceptions of the 2 universities and the city as (rightful) world class competitors to Leeds and Birmingham etc.</p> <p>The campaign will be based on success stories, a perception tracker, the creation of visual assets, and a list of 5000 national key contacts who will be contacted at least monthly. A PR firm will add additional skills and capacity, to be procured in September by the Creative Sheffield Board. SCC will part fund, the private sector are supportive, and the Universities are potential partners. The need for external PR was acknowledged and it was suggested that, to maximize impact, this should be planned as part of a five year programme of activity rather than the one year outlined. It was agreed that the ‘stories’ need to be carefully curated to reflect the city authentically and that selection criteria would be helpful in ensuring a balanced profile.</p> |         |
| 4. | <p><b>Sheffield Live Media and Local TV – Steve Buckley and Richard Motley</b></p> <p>Richard is the Chair of Sheffield Community Media Ltd, and Steve is the Chair of the local Sheffield TV Board. Sheffield Live! covers radio, TV, cable, mobile and internet. The ambition is for the station to cover the whole city region, acting as a collaborative platform for the people of Sheffield to populate. The station will feature as Freeview Channel 8, and be carried by Virgin Cable. The BBC will provide £330k for the first 3 years for local news content, and part of the costs are being crowd funded via a community share offer from £100 - £20,000. The channel will also carry advertising. It should be on air by late September/ October 2014, and is aiming for a 1% audience share. There are strong skills development links with Sheffield College and the UTC.</p> <p>It was agreed to invite Steve and Richard back to a future meeting, in particular to discuss content, editorial policy and how the Consortium partners could link in.</p>   | Rebecca |
| 5. | <p><b>Other updates</b></p> <ul style="list-style-type: none"> <li>• With input from Heather, Jane Bhoyroo and Rebecca, the Cultural Destinations Festivals Mentor has been selected – Mark Atkin of</li> </ul>   |         |

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|    | <p>Crossover Labs.</p> <ul style="list-style-type: none"> <li>• The CYP Cultural Providers Network has a structure of Steering Group meetings and Open Meetings developing. Cape’s organising role is reducing, with the Steering Group becoming self-organising and back up being provided by Rebecca.</li> <li>• Another lively What Next? Sheffield meeting took place on July 17<sup>th</sup>, looking at the detail of the proposed Creative Guild bid to be drafted by the end of the summer.</li> </ul>   |  |
| 6. | <p><b>Vice Chair nominations</b></p> <p>Vanessa Toulmin has offered her nomination. There is still time for others to apply if you wish. The selection will be finalized at the next meeting.</p>  |  |
| 7. | <p>AOB</p> <ul style="list-style-type: none"> <li>• Mary Nash gave the good news that she has a new job heading up Marketing and Development at Barnsley Civic, and will be able to continue her roles with the South Yorkshire Dance Hub and the Culture Consortium.</li> <li>• Vanessa reported that Sheffield University has got through to the final shortlist of 5 for ‘Grow Wild’ – the creation of Love Square and the greening of the Riverside business district. It will be a televised competition with public voting and a prize of £120,000.</li> <li>• Mary Heyler reported that the Sheffield Music Hub won the Innovation Award at the Music for Youth national Conference.</li> </ul> |  |
| 8. | <p>Dates of next meetings:</p> <p><b>Friday 5<sup>th</sup> September, 9.30 – 11.30, Vincent Harris Suite, City Hall</b></p> <p><b>Friday 26<sup>th</sup> September, 9.30 – 11.30, <u>Town Hall Ante Room</u> (half way up the big main stairs)</b></p>   |  |