

Minutes of the Sheffield Culture Consortium – joint meeting with Chairs

Friday 27th November 2015, Sheffield Town Hall, Committee Room 3.

Attending: Vanessa Toulmin (UoS - Chair); Dan Bates (Sheffield Theatres); Kate Dore (Yorkshire Artspace); Andrew Snelling (SCT/SIV); Judith Harry (Site Gallery); Lu Golob (Sheffield Creative Guild); Laura Sillars (Site Gallery); Liz McIntyre (Doc/Fest); John Hamshere (SIMT); Neil Jones (Urban Design); Paul Billington (SCC); Mary Heyler (Sheffield Music Hub); Rebecca Maddox (SCC – Minutes).

Visitors/attending: Peter Brooks (Chair, SMEC); John Cowling (Chair, Museums Sheffield); Claire Thornley (OFP /Eleven Design); Sam Martin (SCC).

Apologies: Brendan Moffett (Marketing Sheffield); Ian Wild (Showroom/Workstation); Sally Wade (SHU), Tracey Lancaster (SHU); Kim Streets (Museums Sheffield).

	Actions	By
1.	<p>Welcome and Introductions</p> <p>Vanessa welcomed Peter Brooks and John Cowling, Chairs of the Showroom/Workstation (SMEC) and Museums Sheffield, to the annual joint meeting of the Culture Consortium and their organization Chairs.</p>	
2.	<p>Reflections by Chairs</p> <p>John reflected on funding challenges, particularly the acknowledged pressure on Local Authority funding. Organisations need to be looking continually at diversification of income streams through donations, sponsorship, events, and commercial activity. Peter noted that the Showroom/Workstation had had its best year ever last year, but faces pressures such as the National Living Wage and ongoing refurbishment of a heritage building, and in future increased competition from The Light.</p> <p>Several organisations are working on audience development, to ensure that the diversity of the city is reflected in audiences, staff and Board members. The Showroom is helping to develop film audiences across the North through Film Hub North, supporting small cinemas across the region. SMEC is also taking up the Investors in Diversity programme.</p> <p>This year Doc/Fest are creating pop-ups and information hubs in areas of Sheffield outside the city centre, in order to reach wider audiences.</p> <p>Working together across organisations and creative genres is always useful, and the Year of Making will help to facilitate that.</p> <p>Sheffield is a music-making city including classical music, brass bands, popular music etc. Vanessa is intending to commission a series of music workshops, which could include composing for film and documentaries.</p> <p>At this time of public funding crisis, the role of the Consortium is even more important in promoting the wider good of the city and the city's shared ambition.</p>	
3.	<p>Our Favourite Places – update and future proofing – Claire Thornley</p> <p>The Our Favourite Places website is being supported until March 2017 as part of Sheffield's Cultural Destinations project. Over the summer, OFP was promoted via</p>	

	<p>advertises on 40 buses; poster sites in Manchester, Leeds, Doncaster, Derby and Wakefield train stations; and the distribution of 25,000 listings leaflets in regional venues. This raised the monthly page views from 25,000 to 40,000. In 2015, 360,000 articles were read by 95,000 unique users. 48% of users come from Sheffield, 52% from outside Sheffield, and 20% from London. These figures will be used as benchmarks for next year. Users find the site through direct searches, tags and social media.</p> <p>Eleven Design is part of another ACE-funded project – the Northern Publishing Network – looking at similar cultural websites across the North. OFP is in the top third of viewing figures, with the best-resourced sites showing the best use. Other sites are resourced in various ways, including via advertising, Local Authorities, ACE, cultural institutions, BIDS and universities.</p> <p>Claire asked partners to check their own website analytics to identify cross-traffic with OFP, and to consider how best to signpost to OFP from their own sites. Sheffield Theatres is a good example. She also asked for all partners to tweet and share.</p> <p>Claire offered to meet with each partner to create a mini-guide based on their venue but giving options for other activity and staying over.</p> <p>The Year of Making website will cross refer to OFP.</p> <p>OFP is offering weekly content to hotels. A 4th Sheffield Guidebook is being produced, hopefully before Christmas. Claire is also supporting the Festivals Development strand of Cultural Destinations by producing a Culture Map of Sheffield.</p>	<p>Claire to draft a report on user figures, costs and potential funding models.</p> <p>ALL</p> <p>Tamar</p>
<p>4.</p>	<p>Doc/Fest future plans – Liz McIntyre, Doc/Fest Director</p> <p>Doc/Fest has a great new logo, produced by Peter and Paul after a national tendering process.</p> <p>Doc/Fest is keen to strengthen links with the Sheffield public. The aim is for a Festival which is a leader and trend-setter; is democratic and approachable with a strong and diverse offer; which builds links in communities as well as promoting city centre vibrancy; is internationally excellent; and which removes barriers to participation by e.g holding screenings for the hearing impaired and providing crèche facilities.</p> <p>Liz’s plans were warmly welcomed by the group.</p>	
<p>5.</p>	<p>Culture for Children and Young People – Sam Martin, Deputy Director of Lifelong Learning</p> <p>Sam explained his role in Youth Service Commissioning within Children’s Services. The Youth Service has been changing to target the most disadvantaged, who need opportunities to engage with culture just as much as sport. There are still 50+ youth club sessions per week engaging 3,000 young people, so the Youth Service can provide a project audience for partnership projects. There is a desire to connect young people with the city centre and its cultural facilities. There could be clear links to the Year of Making; to the University of Sheffield’s Widening participation scheme with the AMRC; Site Gallery’s Society of Explorers project; and SNAP.</p>	<p>Rebecca to arrange a sub group with Sam and interested partners inc Liz, Laura and Mary.</p>

<p>6.</p>	<p>Minutes and matters arising and AOB</p> <p>The minutes of the October meeting were agreed with small amendments.</p> <p>Vanessa and Kate as Chair and Vice Chair will meet with Lu and James as Chair and Vice Chair of the Creative Guild.</p> <p>SNAP would like to come to a future Consortium meeting.</p> <p>Mary highlighted the importance of the forthcoming CAPE Local Cultural Education Challenge launch event on 10th December.</p>	
<p>7.</p>	<p>Dates of next meetings:</p> <p>Friday 11th December, 9.30 – 3.30 – Consortium Away Day – Halifax Hall. Pete Massey (ACE) attending for the afternoon.</p>	