

## Minutes of the Culture Consortium Meeting

Friday 5<sup>th</sup> September 2014, Barbieroli Suite, City Hall

Attending: Kim Streets (Chair - Museums Sheffield); Dan Bates (Sheffield Theatres); Ian Wild (Showroom/Workstation); Vanessa Toulmin (UoS); Mary Heyler (Sheffield Music Hub); Judith Harry (Site); John Hamshere (SIMT); Rebecca Maddox (SCC – Minutes).

Visitors: Charlie Philips, Sylvia Wroblewska (Doc/Fest), Liz Ballard (Sheffield Wildlife Trust – observer on behalf of proposed Greenspace Consortium)

Apologies: Heather Croall (Digital Media); Kate Dore (Yorkshire Artspace); Paul Billington (SCC); Neil Jones (Urban Design); Brendan Moffett (Marketing Sheffield); Mary Nash (SY Dance Hub); Andrew Snelling (SIV); Sally Wade (SHU); Tracey Lancaster (SHU).

	<b>Actions</b>	<b>By</b>
1.	<p><b>Presentation on Doc/Fest 2014 – Charlie and Sylvia</b></p> <p>This 21<sup>st</sup> Anniversary Doc/Fest 7<sup>th</sup> – 12<sup>th</sup> June 2014 has been the most successful ever. There were record numbers of industry delegates – 3263 or 4.3% increase – plus 26,000 public attendances (13.7% increase). 150 films including 45 premieres were shown, with 1500 meet market meetings, 103 panel sessions and masterclasses, and big name speakers including Grayson Perry, Jon Snow and Jarvis Cocker. The Crossover Interactive Summit, Market and Interactive Exhibition were held in the Millennium Gallery, and outdoor screenings included Chatsworth and the Devil’s Arse.</p> <p>Of the delegates, 58% were national, 33% international and 9% local. Of the public attendees, 37% were from Sheffield and 50% from outside Yorkshire, and 96% of attendees rated Doc/Fest as good or excellent. The value of press coverage achieved is still growing – at least £1.3m. Local businesses reported a very positive impact - the Festival spent £1.2m in Sheffield and delegates spent £1.7m, with a final economic impact figure being worked on.</p> <p>Doc/Fest are looking to grow the local audience still further – Vanessa offered a SY Transport contact for tram and bus advertising, and noted that an early launch for the public programme, and identifying it clearly among the wider programme, would be useful.</p> <p>Congratulations to all at Doc/Fest for an outstanding festival, and for the really strong impact data. Charlie and Sylvia were thanked for their presentation.</p>	VT
2.	<p><b>Matters arising</b></p> <p>The second edition of the Our Favourite Places broadsheet has been produced. Claire is arranging for stands for the broadsheet for all Consortium members who display it. The University of Sheffield would also like copies.</p>	
3.	<p><b>Updates</b></p> <p><i>Cultural Destinations</i></p> <p>The Leeds-based company &amp;Co are carrying out the data and evaluation strand of the project. They are mapping visitor data held by festivals and venues, and doing</p>	

	<p>additional customer research with festival-goers from outside the city to find why they attended, their views of Sheffield etc. On September 18<sup>th</sup> there will be an update meeting with &amp;Co and Rebecca, Wendy Ulyett from Marketing Sheffield and Claire Murray from Sheffield Theatres.</p> <p>The Our Favourite Places website is operating well and continually expanding.</p> <p>We have appointed Mark Atkin of Crossover Labs as the Festivals Development Mentor.</p> <p>Festivals are bringing in additional international commissions, including Ron Finley, Los Angeles Guerilla Gardener for Festival of the Mind.</p> <p><i>CYP Cultural Providers Network</i>  Mary noted that this network needs to link closely with Silverdale which is providing a lead on cultural provision in schools. The second Steering Group meeting takes place on 8<sup>th</sup> September, with the first Open Meeting on 30<sup>th</sup> September 4.30 – 6.30 in the Millennium Gallery. Vanessa suggested that Kate Pahl should attend from Sheffield University.</p> <p><i>Economic Value of Culture study</i>  Neil is away today so unable to update. It was agreed that the study needs to be rigorous and to link with the work being undertaken on the Outdoor Economy. Once we have agreed a scoping brief for the study, we will approach the Arts Council for funding – and Vanessa has also offered a contribution.</p> <p><i>Creative Guild bid</i>  Rebecca is working with a writing group drawn from What Next? Sheffield participants to resubmit a bid to the Arts Council in early October. The Creative Guild will be an online platform which links artists together for collaborations and skills sharing, creates an online directory for commissioners, has quarterly public meetings and a figurehead Creative Ambassador similar to the Master Cutler. Dan agreed that Sheffield Theatres Trust would act as Accountable Body for the bid. It is proposed that the Creative Guild is set up as a member-owned Co-operative, so once the Co-op Board is established, funds will be transferred by STT to the Board, with clear monitoring and accountability ensured.</p> <p><i>Consortium Website and Logo</i>  The Cafeteria design company has proposed a lovely logo for the Consortium, based on the Granby font by historic Sheffield print-makers Stephenson Blake. The website itself is being built by Braw and should be ready by late September/early October.</p> <p><b>Please send a photo of yourself to Rebecca (if you have not yet) for the Membership page.</b></p>	<p><b>All who need to!</b></p>
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4.	<p><b>Sheffield: Where Growth Happens</b> – reflections on Brendan’s presentation last time.</p> <p>Consortium members agreed on the need to promote Sheffield as an attractive relocation destination, focusing on the city’s brand strengths of quality of life, greenest city in Europe, cultural offer etc. Vibrant city=vibrant business.</p> <p>There was concern that the proposed campaign – involving images and stories of business growth – did not have a strong enough curatorial policy to best reflect the city.</p> <p>Vanessa reported that the University of Sheffield had chosen not to support this campaign, though it may take place with other partners.</p>	
5.	<p><b>Culture Consortium Away Day planning</b></p> <p>The previous Away Day in February 2014 included 8-minute updates from each member; an assessment of the Consortium’s strengths and weaknesses; and some forward planning. It was agreed to use a similar format again, but to include discussion on the draft vision statement, and to consider the 2016 Year of Making plans which Vanessa and Kim are developing.</p> <p>Kim suggested holding the Away Day in Manchester, with input from the inspirational Maria Balshaw, CEO of Manchester Museums. In order to reduce travelling time and give maximum time for content, Vanessa offered Halifax Hall in Endcliffe as a venue, which was agreed.</p> <p>There was discussion of the best date for the Away Day, given that 31<sup>st</sup> Oct falls in Half Term. Rebecca to canvass opinion for the best date.</p>	Rebecca
6.	<p><b>Vice Chair nominations</b></p> <p>Vanessa Toulmin offered her nomination as Vice Chair, which was unanimously accepted by those present. The appointment then needs to be confirmed via e-mail to all Consortium members.</p>	Rebecca
7.	<p><b>AOB</b></p> <p>On August 20<sup>th</sup> Rebecca met with Joy Bullivant (heritage and access issues), and Brian Holmshaw (museums consultant). The Heritage sector has similar issues of lack of visibility and connectivity as the arts sector. The idea of a large conference had been suggested. After discussion, Consortium members felt that a conference was not a priority, but there may be ways to support better informal networking in the heritage sector.</p> <p>Kim was warmly thanked for her exemplary year as Chair. Dan will now take on the Chair role from the next meeting.</p>	
8.	<p>Date of next meeting:</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>	

