

Minutes of the Sheffield Culture Consortium

Friday 28 April 2016, Sheffield City Hall, Vincent Harris Suite

Attending: Vanessa Toulmin (TUoS - Chair); Kate Dore (Yorkshire Artspace); Paul Billington (SCC); Sally Wade (SHU); Andrew Snelling (SCT/SIV), Dan Bates (Sheffield Theatres); Kim Streets (Museums Sheffield); Ian Wild (Showroom/Workstation); John Hamshere (SIMT); Tara Baker (Sheffield Dance Network); Wendy Ulyett (SCC Marketing Sheffield); Frank Wilkes (Creative Guild); Mary Heyler (Sheffield Music Hub); Maria Stoneman (Doc/Fest); Sara Unwin (TUoS – Minutes).

Attending: Simon Green (SCC, Place); Jon Flinn (DHA); Malcolm Williams (DHA).

Apologies: Julie Vincent (Sheffield Music Hub); Tracey Lancaster (SHU); Neil Jones (Urban Design); Laura Sillars (Site Gallery); Liz McIntyre (Doc/Fest); Lu Golob (Sheffield Creative Guild); Chris Wigginton (SHU);

	Notes	Action
1.	<p>Presentation</p> <p>To Mary Heyler who is stepping down from her Music Hub position. Mary will now Chair the SNAP group. Ian Naylor will be taking up Mary's position at the Music Hub.</p>	
2.	<p>Outdoor Advertising Contract</p> <p>Vanessa, Dan and Maria had met with the new outdoor advertising contractors and discussed the high fees that look to be having a negative impact on sales for partner's events and projects. As the cost has increased, the signs are not showcasing a vibrant city offer. Wendy confirmed that Marketing Sheffield are not using them. Vanessa will canvas the city festivals and circulate thoughts via email. It was agreed the ANCO Parkway signs are really effective and people are encouraged to use them.</p>	VT
3.	<p>Great Exhibition of the North</p> <p>Kim reported that a group is being galvanized to support bid writing. Julie Dore is keen on the city bidding. There have been conversations amongst the northern cities about bidding together or competing; either way with a deadline of 30 June it's important to move quickly. Kim confirmed that the bid would be for £5M with the opportunity to raise further private sector investment up to £10K. There is some resource from UoS to help shape the bid and all agreed it could be a turning point for the city, led by the Culture Consortium with support from partners (inc. AMRC). Kim will circulate a brief.</p>	KS
4.	<p>Year of Making</p> <p>Kim and Vanessa reported that 13 commissions had been awarded in round 1 with projects rolling out between April and the end of 2016; SHU had produced a brochure for their Catalyst programme; the first YOM brochure had been produced; hoardings have been branded with YOM logo and images at the top of The Moor; other commissions have been supported by the private sector e.g. at Yorkshire Artspace.</p> <p>Routes to market platforms have been created e.g. supporting the Maker hub at Hillsfest; Maker marquee at Western Park May Fayre; and the opening of the City of Makers gallery (corner of Charles St and Pinstone St), funded by TUOS that will be open until end of December and curated monthly with artist's work for sale.</p> <p>BBC Music Day: the success of the Music Report has led to the BBC working in</p>	

	<p>partnership with YOM to promote activity in the city on Friday 3 June as part of their national BBC Music Day. This will be under the ‘Sheffield Makes Music’ branding and feature in the next YOM brochure (covering June-August). The day is programmed by Adele Bailey (Plug) and Penny Blackham (UoS Students Union) and includes professional and no-pro bands, choirs, individuals performing in venue and outdoors. The day will feature on CBBC and will become an annual event.</p> <p>Kim reported on Making Ways (project funded by £550K Arts Council Ambition for Excellence) that will run over 3 years developing excellence in the artist community with training, mentoring and exhibitions. Kim is in conversation with ACE (Daniel Cutmore) to agree cash flow and this should be signed off in May.</p>	
5.	<p>Creative Guild</p> <p>Frank reported that 82 people had now signed up as pioneer members and that the launch party on 20 May (Roco) had sold out. Please join up if you haven’t yet done so. Kate and Vanessa meet every other month with Lu Golob as the Chair of the Guild and at the last meeting had reviewed the role of the Master Creative; looking at the original documents the emphasis was on advocacy and it was felt very important to achieve this as a figurehead for the Guild.</p>	
6.	<p>SNAP</p> <p>Mary, as new Chair of SNAP, reported that she had attended her first meeting (28/4) and that some fantastic activity was taking place in the city. Her priority is governance and SNAP was grateful to Museums Sheffield for their support. An open meeting was taking place on 10 May for all creatives interested in working with children and young people. On 22 June SNAP will run a meeting for teachers, led by Emily Hutchinson and funded by CAPE UK. Vanessa enquired what support SNAP might need from the consortium; Mary will report back. It was discussed after the meeting whether SNAP would have representation at the Culture Consortium meetings – to be discussed.</p>	MH
7.	<p>Yorkshire Festival</p> <p>Dan brought YF brochures to the meeting. It was regretted that Sheffield had lost an event due to lack of sponsorship but Matt Burman has done a great job. The YF is planned for every 2 years – so will fit with the Great Exhibition of the North if it comes to Yorkshire. Welcome to Yorkshire will retain the team to keep momentum. Wendy reported that Marketing Sheffield had not had a direct approach about the YF.</p>	
8.	<p>Surrey Street Central</p> <p>Paul reported slow progress had been made and that, whilst there was no desperate urgency, he wanted to maintain momentum. ARUP have been engaged to develop ideas for the building. SCC will embrace external thinking, primarily from the Culture Consortium, and willing to take down the walls around current thinking for the building. Vanessa said this was a priority for the consortium and that she will keep close to developments (after standing down as Chair) and focus on Surrey Street as a shared site for all members, a real focus for cultural strategy development.</p>	
9.	<p>S1 at Park Hill</p> <p>The Government has pledged £1M. Paul has been in conversation with Louise and there is strong support from ACE – possibly looking at interim funding (TBC) as there is a £9M gap. SCC are yet to confirm their position.</p> <p>Vanessa will contact Louise and offer to have S1 at Park Hill as an ongoing agenda item. Louise would be invited to present and then update/report back as necessary.</p>	

10.	<p>Reflection/discussion with Simon Green</p> <p>Simon was pleased that SCC can support the Culture Consortium through Paul, Wendy and Rebecca and felt that we had come a long way over the last 4/5 years – shaping the consortium and cultural strategy.</p> <ul style="list-style-type: none"> • Working together (as for the City of Culture bid which was the catalyst for the consortium) is the key for sustainable development. The Making Ways funding is a great example of that as is the relationship with the BBC for the Music Day in YOM – this sees us expressing ourselves in a way other cities do not. • All the member organizations have matured and the emphasis within the consortium is on the city and what is best for the city. SCC role is to help set strategic leadership for the city, to facilitate and open doors, advocate. As the city moves from traditional commodities activity, culture and creativity help to attract investment, showcase our talent. • Where next for the Culture Consortium is crucial e.g. new and innovative operating models for culture, funding, gap analysis of the cultural offer (be that about major events or more thematic). <p>Vanessa said that impending cuts made advance planning for the sector difficult but that culture was an important way to redefine the city narrative. The city has a great relationship with ACE nationally and the consortium is seen as a good model. Weakness lies in the resilience of individual member organisations and cuts could undo some of the good work achieved over the last 4 years.</p>	
11.	<p>Supporting the development of a cultural strategy (Jon Flinn and Malcolm Williams)</p> <p>Vanessa explained that this work was commissioned (via DHA) in the context of the YOM. This was an interim discussion in advance of their report.</p> <p>Jon was asked to critique the vision for the city and felt that great things were happening but that there were gaps where people needed to connect, and knowledge gaps to be filled e.g. more evidence gathering on specific activities/mapping of hot spots. Jon’s approach looked at:</p> <ol style="list-style-type: none"> 1. Spaces and places (Sheffield twinned with Mars) 2. Creatives (City of Little Mesters) 3. Selling the City (Looking good on the Dancefloor) <p>Jon looks at these under, what are our ambitions, what is strategically in place, what enabling tasks need to happen.</p> <p>Malcolm is looking at the 3 reports (Music, Art, Beer –magnet city narrative) and has identified:</p> <ul style="list-style-type: none"> - Information gaps – where we need specific evidence - Infrastructure gaps - the need to link more (e.g. micro brewers need canning/bottling) - Brand identifier gaps e.g. YOM and Outdoor city – where do they connect? 	
12.	<p>Minutes, Matters Arising and updates</p> <p>The minutes of the March 2016 meeting were agreed.</p> <p>Date of next meeting: Friday 27th May, 9.30 – 11.30, City Hall, Vincent Harris Suite</p>	