

Minutes of the Sheffield Culture Consortium

Friday 29 November 2019, City Hall, Vincent Harris Suite

Attending: Judith Harry (Site Gallery - Chair); Kim Streets (Museums Sheffield); Sara Unwin (University of Sheffield); Jo Towler (Music in the Round); Dan Bates (Sheffield Theatres); Ian Wild (Showroom/ Workstation); Naimh Downing (SHU); Oriana Franchesci (Creative Guild); Andrew Snelling (SCT/SIV Ltd); Rebecca Maddox (SCC); Janet Jennings (Museums Sheffield).

Guests: Darren Grice (Link4Life, Rochdale Borough Cultural Trust); Aylo Sho (freelance consultant); Jan Hinde (Link4Life, Rochdale Borough Cultural Trust)

Apologies: Nick Partridge (Libraries); Chris Keady (SIMT); Melanie Iredale (Doc/Fest); Wendy Ulyett (Marketing Sheffield)

	Notes	Action
	<p>The Group welcomed visitors from Rochdale Borough Cultural Trust, who were attending as observers to gain an insight into models of Consortium development.</p> <p>The meeting was formatted slightly differently to include a workshop on the Culture Collective.</p>	
1.	<p>Minutes and Matters Arising</p> <p>Minutes of 25/10/19 agreed.</p> <p>Tour of Leah's Yard has been requested. Not heard back.</p> <p>Vice Chair - Rebecca will be contacting people to invite them to stand for this position in the coming weeks.</p> <p>Events Sub Group: Vanessa has emailed re mandate for this and terms of reference are currently being developed. This will focus on 2022 and events coming from the legacy of Cultural Destinations 2.</p> <p>Need to chase Richard Eyre to send through footfall figures for the city and a list of all events happening.</p> <p>Inviting other people to attend CC meetings:</p>	<p>Rebecca</p> <p>Rebecca</p> <p>Rebecca</p>

	<p>Laura Clarke from Arts Catalyst has been invited to attend the February meeting as an observer. Please contact Judith with other suggestions.</p>	<p>ALL</p>
<p>2.</p>	<p>Workshop on Culture Collective – see notes below</p>	
<p>3.</p>	<p>Updates to ongoing projects and activities</p> <ul style="list-style-type: none"> <p>• Making Our Way: Visual Art Statement</p> <p>A networking meeting for all visual arts sector organisations has been planned for January. This will update on the Visual Art Statement and give organisations the opportunity to sign up to the new Visual Arts Panel. Two artists (one maker and one contemporary fine artist) will also be recruited to this panel, with a similar artist networking meeting taking place.</p> <p>• Creative Guild</p> <p>Oriana’s reported that the Guild’s new board has been established and they have moved to Orchard Square. They have secured £5k which will be used to buy equipment, for marketing support and an accessibility audit. They are hoping to commission a mural and launch the new space in January. The first event will address environmental sustainability in the arts.</p> <p>• City Region work</p> <p>Culture Consortium helped to facilitate the City Region culture meeting last November. Mayor Dan Jarvis will be appointing a Commissioner for Culture across South Yorkshire in January as well as a project officer to support this role. A budget of £200k a year for two years, from the City Region Mayoral fund, not the LEP, has been allocated to this activity.</p> <p>The City Region Strategic Economic Plan will have a focus on place-making and culture will be identified as a way to build this.</p> <p>• Cultural Assets Strategy</p> <p>Cultural Assets Strategy is at final draft stage and should be complete in the New Year. Clearer priorities have been identified, including Central Library, S1 Artspace and Harmony House.</p> <p>• Governance</p> <p>Culture Consortium is in the final stages of setting up as a company. Judith will send through documents to sign to relevant parties. Ideally set up as a charity needs to be undertaken quickly after this.</p> 	<p>Rebecca to work with Cllr Mary Lea to present to Cabinet</p> <p>Founder members of CC to sign Company set up documentation ASAP.</p>

	<ul style="list-style-type: none"> • Darnall Community of Culture Ignite Imagination taking this forward and will be undertaking community research to inform a larger future bid. After Christmas they will be consulting with groups in Darnall; and CADS will be investigating meanwhile space development. • Hat List BID – renewal documents to be circulated to BID members <p>Welcome to Yorkshire – interview taking place to recruit new Chief Exec. New trustees will be appointed.</p>	
4.	<p>AOB</p> <p>Music in the Round – The artistic director is stepping down in May, after ten years, and recruitment will take place for this role in the new year.</p> <p>Sheffield Theatres</p> <ul style="list-style-type: none"> - Talent Development initiative – The Bank, located adjacent to the Crucible, will form a creative space for local artists and theatre makers to develop work, skills, collaborations and careers. This will support a cohort of 12 writers, producers and directors each year – 100 applications were received. - Capital Funding - Sheffield Theatres were successful in their bid to ACE for Capital funding to develop the foyer space next summer. <p>Visual Artists in the City – Sheffield is celebrating three artists winning prestigious national awards in the last month</p> <ul style="list-style-type: none"> - Penny McCarthy was awarded the Evelyn Williams Drawing Award at this year’s Trinity Buoy Wharf Drawing Prize. Penny will receive £10,000 and go on to hold a solo exhibition at the Hastings Contemporary in 2012-21. - Joanna Whittle was awarded British Contemporary Painting Award; she will receive £2,000 prize money. - Conor Rogers was named Robert Walters Group UK Young Artist of the Year, an award delivered in partnership with the Saatchi Gallery and charity UK Young Artists. He was awarded £10,000 and exhibition at Saatchi Galleries. <p>Museums Sheffield</p> <ul style="list-style-type: none"> - Capital – Successful in ACE application for a small capital grant to develop the digital infrastructure of Millennium Gallery and Weston Park Museum, to allow for more adaptability for events and improve offer. - Drag Queen Storytime for Toddlers at Weston Park – After some initially 	

	<p>negative feedback on social media, this event was a huge success; a really positive experience and absolutely packed. Three sessions were delivered in the end.</p> <p>Dance Network – Nisha Lall will take over from Tara Baker as dance representative on the Culture Consortium and will be invited to the Away Day, as well as being invited to update at the meeting in February.</p>	
5.	<p>Thank you</p> <p>Guests from Rochdale Borough Cultural Trust thanked the Consortium and said their visit had enable them to learn more about the importance of collective working to enable efficient, strategic and connected reactions to opportunities and promotion of the city.</p>	
6.	<p>Next meeting:</p> <p>Friday 13 December, 9.30 – 11.30, City Hall Vincent Harris Suite.</p>	

November 29 2019 – Sheffield Culture Consortium

Culture Collective Workshop

Overview

Set up with funding from Arts Council/DCMS, plus match from both Universities, Sheffield Property Association and the City Council, Sheffield's Culture Collective is a high-level, multi-sector board designed to embed culture across all parts of the city's life. It has a budget of £44k and is aiming to 'create the conditions for culture to thrive.'

Aims

The Collective is tasked with drafting a Business Plan by the end of March 2020, as well as developing a compelling vision for Sheffield. This will be aimed at promoting Sheffield on the national/international stage, with a stronger ask for culture, developing competitive place-making.

Consortium and Collective

The Consortium and the Collective have distinct and complementary roles, with good cross-representation via Kim, Dan, Judith, Sharna, Vanessa and Rebecca.

The main difference between the Culture Consortium and the Culture Collective is that membership of the Collective includes organisations who aren't just about Culture. The Collective is made up of private, public and voluntary organisations that have a much wider remit, including property and health.

The initial Collective board was selected, due to tight timescales, but will be reviewed and opened to new membership in Spring 2020.

Activity to date

There has been an away day, 2x meetings, a launch and 1x public meeting. These have been very successful and positive, but there is a need to ensure progression is valuable and energy is channeled wisely and present ideas to allow a more nuanced approach.

Business Plan

Consultants will be brought in to help develop the business plan, although there will be a slight pause before this goes ahead to allow reflection on how far we have come and ascertain a clear sense of the task and any gaps in knowledge. This needs to include things such as the Cultural Assets Strategy as well as initiatives such as the Creative Guild.

Taking things forward

Set up subgroups around

- Defining the Ask;
- Building an evaluation base / data and impact;
- Branding and
- Inclusivity

See details below on discussion topics raised in the meeting.

Action: Email Rebecca to volunteer to be part of these groups

Reflection / workshop

We now need to help shape the business plan and vision – thinking about / how do we grow the sector? What is the need? (People, places, infrastructure – short/medium/long term), What are the blocks/barriers? What would make a difference?

Growing the sector

- Broadening the funding base /gain access to funding that isn't just Arts Council
- Leadership of the city: needs further development

Planning

- Collaboration and recognizing the good things that comes from this. Make sure this isn't always a last minute consideration. Need to share willingness for this, identify priorities and question what does success look like?
- Identify what the city needs to deliver a cultural engagement programme – supporting CYP, families... do we need a new summer festival to address this, or do we support existing activity/anniversaries and bring these together?

Inclusivity

- How to build capacity of smaller arts organisations? Enable growth and longer term funding packages. Maybe this means more NPOs?
- business support initiatives for smaller organisations – support, spaces, talent development schemes, Share more resources and expertise.
- Listening to grass roots level concerns
- Not just city centre cultural offer. Community buildings... libraries, pubs

branding / place-making / Sheffield Makes

- Collective branding exercise on behalf of the city to raise funding... Move away from philanthropy to place-making. Be confident about what culture brings – vibrancy, competitive edge
- Importance of focusing on talent – international connections and celebrating what we have
- Ensure a city-wide shared narrative

Buildings

- Capital projects such as Music Hub (Canada House), Graves/Library and S1 Artspace

Making the Ask

- need to have a really clear ask of the private sector!
- Ensure we are bold and ambitious and not so reticent
- Authenticity – need to be distinct and export the city brand nationally and internationally... for example, value of the creative industries

Communication

- Festivals are good ways of attracting audiences/tourism and getting the word out... but might need a PR agency
- Improve listings and support/grow Our Favourite Places – so people are aware of what this is – can people find it? Need to maximize and grow its reach
- Signposting people to this site from their own website... if you are here, you can also visit this...
- How can we involve/engage with the hotel sector?
- Consider how visitors view the city when they first visit
- Set up/develop Central marketing group and link this to the Visitor economy forum
- Are there ways that the websites of cultural organisations could be linked together / allow better cross-referencing, to improve information flows and sharing of audiences?

What's missing in the city?

- World music, contemporary dance, cultural festivals – how do we address this? And connect with different communities in the city?
- Cultural Assets Strategy is more about what we have, than what we don't
- How do we support new start-ups, grass roots activity through funding apps, Creative Guild support?
- Articulate the need – talent, sustainability, economic development.

Demonstrating the Need - Data gathering

- Identify what exists and what we need
- CRESR – research on economic impact of culture (is this public domain?)
- Student retention – do people move away after their first job?