**CULTURE CONSORTIUM MEETING**

Friday 24th November 2023

**Site Gallery**

**Present**

Olivier Tsemo SADACCA - Co-Chair

Laura Clarke Arts Catalyst – Co-Chair

Tom Agar Fourth Street

Pam Bowman SHU

Kate Brindley Sheffield City Council

Diana Buckley Sheffield City Council

Mojisolo Elufowoju Utopia Theatre

Sonia Gayle African Heritage Culture Forum

Annabel Grundy DocFest

Kirstie Hamilton Sheffield Museums

Judith Harry Site Gallery

Georgina Kettlewell Yorkshire Artspace

Rebecca Maddox SCC/Culture

Jo Towler Music in the Round

Sara Unwin UoS

Jo Wingate SCC/Pipeline Fund

Ian Wild Showroom

**Apologies**

Tom Bird Sheffield Theatres

Hilary Coulson SCC/Libraries

Daljinder Singh Theatre Deli

Wendy Ulyett SCC/Marketing

Rose Wilcox Leadmill

**Minutes**

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| **Notes** | **Action** | **Deadline** |
| Introductions and welcomes |  |  |
| Tom Agar outlined the initial stages of the culture strategy.  He introduced Fourth Street and the team who have knowledge of cultural, creative and arts sectors; community engagement and facilitation. Also, an understanding of regeneration, economics and public policy.  Joe Kriss/Opus will focus on engagement. Sheffield City Council team is Kate Brindley and Rebecca Maddox. 3 creative practitioners.  Mixed team reflects dynamism and a knowledge of Sheffield.  Tom would like to talk about the process and about ‘what is culture’.  Rebecca gave the context that within the city council, culture was now considered at the centre of growth and success of the city.  1. WHAT IS CULTURE?  Tom felt it would be helpful to get a steer from the group, and thoughts on what culture is. He presented Sic Codes/ONS but giving context that they aren’t entirely applicable.  From discussions so far, he felt the need to keep definition as broad and inclusive as possible.  Tourism is considered culturally adjacent.  Ian flagged re. the games sector, which is strong in Sheffield.  Rebecca is keen that more informal art eg street art, DJ-ing is in the mix, needs to be about community art activity, beyond institutional culture.  Diana explained that sport won’t be at the centre of the strategy, though sport events often have a cultural element or fringe. There is a place for it but not at the centre.  Geogina - Manufacturing cuts across – is a city of makers.  Kate agreed it’s a super cluster.  Kirstie commented that there is a backlog of existing projects and infrastructure that’s already there, not cared for, that needs looking after. Asked how we consolidate and grow this.  Ian asked to what extent the strategy will look at the gaps, what is not here, e.g. previously strong contemporary dance activity \*leaps out\*, be interested to hear approach re. gaps and ways to address that.  Kirstie felt the strategy also needs to be explicit re. collaboration and how we use resources.  Tom found the cultural sector in Sheffield very collaborative and difficult to put in boxes, overarching.  Rebecca referenced the loss of the Creative Guild, highlighting the infrastructure needs of the city - freelancers very important too.  Sonia questioned how we prioritise in terms of funding and who decides what is protected - have lost some assets in the past.  People are having to visit other cities in some instances – have to meet that need.  Laura added that we need to look at the impact of the strategy in the city, how it sits alongside other strategies and why we’re doing it.  Whilst Jo W. agreed re. backlog, she emphasised the need to be looking to the future and to find space for new homegrown talent.  Mojisolo pointed out the need to be clear when setting things up – what is its purpose and who it serves (ref. Creative Guild).  Georgina questioned the ‘either/or’ conversation - one organisation can be brilliant, but we can still have room for others.  Rebecca mentioned that city council messaging is not just a core city, it’s the outlook of a key European city.  Kirstie also raised that Sheffield is the largest centre in South Yorkshire. Needs to have that role with a supporting vision and wider cultural vibrancy.  OBJECTIVES  Ian felt we need something about audiences and a diverse cultural offer; more people to see more – needs to be more explicit.    METHODS OF ENGAGEMENT  Phase 1 cultural audit and mapping;  New Year sees the engagement process and objectives.  Phase 3 Action plan. Using a ‘diagonal slice’ to hear lesser heard voices. Principle in every type of engagement is to have a real selection of voices.  A steering group meets monthly and are ambassadors to talk about strategy. Separate engagement groups to test ideas. Will mix groups up to have a conversation. All within sector.  There will be some conversations with specific audiences – eg youth – specifically designed workshop - it’s a city they will inherit.  Diana asked whether there is a list/spreadsheet/visual on who is being engaged with so can see what is missing?  Tom explained there is a working list.  Sara asked re cultural sectors? Can help with writers.    Task and Finish Group is the gateway eg Sonia and Laura are there for the Consortium, all to disseminate and field to wider networks.  Annabel felt it worth thinking about volunteers – DocFest has 500, largely young people, for broader engagement.  Tom - to start talking about STRENGTHS AND OPPORTUNITIES  Tom asked about the stories should be telling/ building on.  How to build diverse cultural leaders.  Sara felt Sheffield is becoming a magnet city eg publishing good news story publishers moving to Sheffield;  Jo W highlighted music - city attracted SynthFest UK due to Sheffield music heritage.  Sonia agreed it needs to become a great music city.  Mojisolo had been in Sheffield not too long - found the city welcoming, with a supportive network. Surrounded by other artists who care about arts, culture and people. Can’t do that elsewhere, it’s special, can’t see herself elsewhere.  Laura felt it was time to have a new narrative and viewpoint of the city.  Kirstie questioned how the city can play transformational role and invest in people. Need to enable different ways into a cultural city so that everyone is catered for.  Sonia born in Sheffield and had felt very vibrant – a big melting pot but with cohesion. We need to reclaim our history.  Olivier sees Sheffield as HQ of intelligence – with the universities.  Kate agreed there is a strong knowledge economy and it is global.  Tom asked re. young people interested in culture - eg’s to get trained/knowledge – are there gaps in pathway?  Sonia put forward the perception that if you want to thrive, you have to leave the city. Youth need to see they can make a future here.  Kirstie added the issue is of jobs, many have great experiences but there is no job for them.  Laura felt that this is characterised by lack of resources, organisations want to grow but no assets to do that.  Sonia commented on the population, slightly aging and standing still - that Sheffield needs to attract talent towards the ecosystem. A city where people want to put down roots.  Olivier added the last 10 years had an increase of less than 55,000 - pretty much static.  Diana outlined re. talent attraction of creatives - economy echoes other sectors; need ecosystem but there are gaps in the infrastructure. Perception that culture hasn’t been as a cluster – when you map assets it’s the whole of the city. Thinking of it as a growth cluster.  Engagement is a bedrock – change aspiration – embed a foundation.  Sonia questioned whether we really facilitate a night-time economy. Especially for youth and diverse sectors; not everyone finds it a friendly city.  Diana added Heart of the City will be something of a catalyst; there will be more in the city centre eg Bethel Chapel and Event Central.  Sonia added that transport plays a key role.  Tom said the strategy will talk about this and other issues supportively.  Kate explained the importance of integration in the city, culture not peripheral but central. Has to come from the strategy.  Olivier mentioned a mapping exercise to hear from different voices.    Diana wants the strategy to be clear about investment and pursuing funding; talking to and lobbying SYMCA and Arts Council, showing ambition with DCMS. Will be a constant thing, a mindset that we’ll do this collectively. Some may be about having business cases ready.  Kirstie commented on progress of the Culture Collective Pledge Pot.  Sonia felt there was a lot of reference to the city council but there could be a win-win for many sectors for a small amount of investment.  Diana added that companies often want something in return for their investment such as profile/branding. Will be a stronger sell with the strategy.  Rebecca suggested a Made in Sheffield culture brand.  Kirstie said that Galvanise did this well.  Pam explained that graphic design is the thing that threads all this together, links cultural sector to business. Re. the culture definition list, design isn’t mentioned but we do it really well.  UNESCO City of Music will be part of the culture strategy. | **Tom - share spreadsheet**  **January**  **Add design and video games to culture list.** |  |
| **Sheffield City Goals – Sonia and Diana**  Need to clarify and agree what the city is about through the City Goals to have a convincing external narrative.  4,000 responses from engagement, which reflected economic issues as well as culture and other aspects. 100 people came together from across the city for workshops where people were looking at the data and writing goals together; feedback groups focus on youth. After consultation it will be adopted by the city. A collective approach – partner process.  Sonia shared the information – 6 overarching stories, 18 goals – where we would like Sheffield to be in 2035. Some of the goals may be achieved before then. Re. Culture– 1st goal for a creative and entrepreneurial city. Plus, a ‘place where musicians and artists can thrive’.  They talk about a resilient Sheffield, ensuring we’re sustainable and the economy reflects climate change issues - and Sheffield being a flag bearer.  Well-being and rebalancing the city feature so that everywhere feels part of the city – need neighbourhoods that can influence their own communities and share best practice. Get Sheffield speaking as one voice.  They next talk about aspirations and access for everybody including personal safety to move around city, transport and connectivity.  It is draft – lots of very strong views and you can feed in thoughts.  Goal 14 interesting as it talks about being honest and prepared to say if we are struggling a bit.  Focus around diversity and inclusion; equity and we how redress the balance and achieve an anti-racist Sheffield.  Sheffield for all generations was a clear point that came from young people.  The Goals will continue to evolve and grow and will resonate with the discussions here.  Diana added the group can give feedback today but there is also a survey going round. Asked the group to share around networks.  Annabel liked idea of being ambitious, not forgetting that differentiation is a strength. The strength of community networks is incredible – Sheffield pandemic was one of fastest for mutual aid in the city.  Olivier encouraged sharing to networks for more feedback.  **3. Olivier asked for updates on action points from previous meetings**  - Coles Store update – Urban Splash building came to Culture Collective meeting, same presentation no major update.  Note to add from previous meeting; if they would like to have meanwhile use, a budget needs to be found for this.  - Rebecca updated re. Children Youth and Families Consortium – they will nominate a rep to attend Culture Consortium and asked whether the Culture Consortium want a rep to attend CYFC (who want to include a more cultural focus) Laura from Create will attend but if there are any volunteers let Rebecca know.  - Climate emergency  Judith and Claudia will attend a national network of consortia in December. They will send an email out to wider cultural groups to talk in about ‘terms of reference’ in January.  - The group thanked Tom and Kate for joining.  **Date of next meeting**  Next meeting is on **Thursday 14th December** 10 – 12 - a social but also with a discussion on how issues in the Middle East have affected your organisation.  **January 26th 2024**, Adelphi Room, Crucible Theatre, 9.30-11.30. | **C.C. to share draft Goals to their**  **networks.**  **Any interested volunteers to get in touch with Rebecca.** |  |