

Culture Consortium Meeting
Adelphi Room, Sheffield Theatres & Online
Friday 26 July 9.30 – 11.30am

Tom Bird	Sheffield Theatres
Hilary Coulson	SCC
Wendy Ulyett	SCC
Robin Hughes	Joined Up Heritage
Judith Harry	Site Gallery
Jennifer Morton	Joined Up Heritage
Katy Ashton	SCC
Sarah Sharp	SCC
Claudia Lastra	Arts Catalyst
Sonia Gayle	African Heritage Cultural Forum (Meeting Chair)
Jo Wingate	SCC

Apologies

Roger Bateman	Sheffield Hallam University
Diana Buckley	SCC
Amy Cooper	Sheffield Children, Youth and Family Consortium
Mojisola Elufowoju	Utopia Theatre
Annabel Grundy	Sheffield DocFest (Co-Chair)
Kirstie Hamilton	Sheffield Museums
Dave Hembrough	SCYFC, Sheffield Hallam
Neil Jones	SCC/Programmes and Partnerships
Georgina Kettlewell	Yorkshire Artspace
Katie Matthews	Gut Level
Daljinder Singh	Theatre Deli
Jo Towler	Music in the Round
Olivier Tsemo	Sadacca (Co-Chair)
Lesley Webster	Off The Shelf, University of Sheffield
Rose Wilcox	The Leadmill
Ian Wild	Showroom Workstation

1. Intros and welcomes

2. Culture Strategy

- Next Steps

Sarah updated the group:

There had been 2 sessions (with Culture Collective and Task & Finish group).

The engagement event had approx. 80 people in attendance. Feedback included:

- what is strategy for.
- Access and inclusion - more detail.

Also how get a golden thread through strategy; Children and Young People provides a thread that's not artform based.

The online survey closes 31 July. 30 responses so far, can increase this.

The strategy will be a series of shorter documents. The case studies will be within their own document, plus a directory of creative and cultural organisations.

Comments on the engagement process and document.

- the team had done a fantastic job trying to chorale people.
- tone of the document – switches in 2nd half, less ambitious.

- Strategy timeline – update from Sarah

The team are finishing the final draft in August.

The plan is that the draft goes to the council's EDS committee in September. There will be a steering group meeting early September and a committee meeting in October.

There will be a press launch October/November and the main launch will take place in Spring 2025. The launch will include a film event promoting South Yorkshire as a location for film productions. Plus a series of tie-in activities.

Aim to catalyse the sector – not just any event – but linking into outcomes of strategy.

Now moving to first year delivery plan, trialling and testing with those engaged. There will be opportunities to feedback using the Have Your Say platform.

There will be a Place Partnership bid to kick off the strategy.

Sonia asked for feedback on the engagement meeting.

- Tom Agar had really listened. Language at the top of strategy reads in a more exciting way, it had moved on a lot.

- Need outcomes – what does good look like. May not be same priorities in 2030.

- Would the strategy be updated every year – the landscape changes so much.

There will be a periodic review.

- Feedback was broadly positive.
- People need to feel that their field is represented.

Comments re. children and young people thread:

- They are the future – engagement and routes into industry.
- National emergency arts education diminishing.
- Good case for funding, where funders want to go.
- Children and Young People can apply to different constituencies, environment, etc.
- Also consider Creative Health – public health is a focus.

- **Goals in next few years** were discussed – Sarah outlined some options:
- Focus young people and children, not a buzzword, are serious about it. Create Sheffield will be key.
- link in with local academies.
- Areas in north Sheffield possibly work with Chily pep.
- Unesco City of Music – might be something we do; one conversation - how much is possible.

Question how visitors to the city find out if don't subscribe – electronic billboard. Events to be advertised – opportunity moor market, train station. Meadowhall have some screens.

Robin commented on the parallels in heritage – lack of tourist information office. Sonia opportunity to get private sector involved and raised access to tickets. Ideas include a Culture Pass; buy an Independent Sheffield pass discount and offers – how link in or create something else.

Sonia introduced **Governance** for discussion; expectation was this would come out of the strategy. Do we disband or evolve.

At the workshop it was commented that it feels a closed shop.

- Questions on Task and Finish group and how it works; also, too much overlap with two groups essentially doing same thing.

- Better flow of information needed, still same 'in the room' problems. Sonia felt it's difficult to ask people who are part of the process, does this reflect our best and deliver effectively.

Sonia invited Katy's initial thoughts given the recent positive changes at the council. Katy commented that she was currently unpicking the information. There is no desire from the city council to direct people in what to do.

Not sure governance is right terminology. Not power of trustees.

Interested what people in the city think – what works and doesn't work.

Robin set of similar challenges – difficulty from outsiders' point of view – not only cultural organisations. The Heritage Partnership board may run into same difficulty. There are parallels and differences.

Immediate priority to turn strategy into future leadership.

Katy call to decide next steps, asked what want.

Call for Sheffield City Council to lead.

Not going to tell culture consortium not to exist but strategy will state what is needed. Di been stepping back a little now there is a team.

Hilary felt the conversation will be more meaningful once we have the strategy; will know what the right vehicle is and how it sits in the wider landscape.

Sarah felt that the various groups would use strategy as momentum.

As part of strategy Diana would like a strong sense where going but it won't give all the answers.

Year 1 is about figuring this out.

Claudia asked what work is being done/research around placemaking e.g. Castlegate The Place Partnership bid had strong roots in Young People. Bring the threads together.
- The council will be more about convening and supporting.

Sonia commented this comes back to governance. About being inclusive – for some a shift in how they operate. Independent Chair as figurehead.

Katy commented that the strategy team need something else in place before changes are made. Huge task to get to delivery point.

Sarah added we have to make a start then learn and improve.

Sonia reminded of the need for evidence on right track - can't mark own homework.

Encouraged the group to give feedback.

3. Culture Events Listings/Comms/Community Awareness

Wider question what events the city chooses to celebrate – getting more diverse.

Katy asked about resourcing, marketing and promotions; looking at what everyone doing and elevating.

It was commented there is a lack of transparency about process.

Hilary mentioned that libraries are looking at developing an event framework. Principles of how decide, access to promotions etc. Can link to cultural elements of the calendar.

Sarah commented that a major events plan is currently being written – detail needed of events plan and framework; what feeds into this and eco system alongside.

Katy stated the team are looking at the community elements that wrap around the events. What cultural events sit within and what don't.

How we improve awareness of channels such as Our Favourite Places.

People who can't/won't use the internet don't know what's happening.

Suggestions included:

Monthly leaflet.

Sponsorship eg universities.

Digital notice boards.

Listings might be an approach re discussing. Eg Local paper.

Visitor economy – is it a 'miss' if not making people aware of something cultural down the road from them.

Sonia raised how we celebrate Unesco Day for Remembrance of the Slave Trade and its Abolition, asked what would Sheffield do. Castlegate monument is a possibility.

Claudia suggested link up with Castlegate group.

4. EDI

Sonia reminded the group that Fatima Khan-Shah has been appointed as Chair for REP Sheffield. Culture is a strand they will focus on. Will link in as part of a wider strategy.

Will be proactive getting recommendations hardwired into the strategy and consortium.

5. Climate Action

Judith and Claudia have worked together on the climate action group.

The next group meeting takes place in September. Sustainability manager to talk to the group. Will circulate the date.

The group is very much conversation-led, sharing work and progress, problems and issues in addressing the climate emergency in organisations.

Aim to hear plans at higher level. Can align strategies to bigger picture.

Carbon literacy programme going in delivery plan.

Two more meetings this year, will see how ties into hub and spoke model.

Judith updated on the Low Carbon Culture Community fund.

£2m to support cultural community to be more carbon efficient take up still quite low – still open – criteria broadened. The work has to be finished by December and programme wrapped up.

Sarah mentioned Tom Agar’s cultural capital mapping work – information on assets across Sheffield.

Council better equipped to link up – came out of a need in sector to be more sustainable. No clear list.

Robin added that such buildings may also be heritage assets.

Same difficulties, there is a lot to do in that space.

6. AOB

Claudia – highlighted Dig Where You Stand – please share the programme in networks.

Hilary felt there are genuine lessons from the collaboration, helps view the work differently.

Open studio event at Soft Ground.

Sarah highlighted that the September meeting will include an update re. cultural strategy.

Action	Who	Deadline/timeframe
Feedback on Culture Strategy	Members of the Consortium	Final deadline now 26 Sept.