

Culture Consortium Meeting
25th October 2024
Adelphi Room, Crucible Theatre

Attending: Olivier Tsemo (SADACCA and Co-Chair), Annabel Grundy (DocFest and Co-Chair), Ian Wild (Showroom Workstation), Salli Greaves (Showroom Workstation), Kirstie Hamilton (Sheffield Museums), Judith Harry (Site Gallery), Sonia Gayle (African Heritage Culture Forum), Roger Bateman (Sheffield Hallam University), Jo Towler (Music in the Round), Wendy Ulyett, Jo Wingate, Sarah Sharp (SCC).

Apologies: Tom Bird (Sheffield Theatres), Katie Matthews (Gut Level), Georgina Kettlewell (Yorkshire Artspace), Amy Cooper (Sheffield Children, Youth and Family Consortium), Hilary Coulson (SCC), Mojisola Elufowoju (Utopia Theatre), Dave Hembrough (SCYFC, Sheffield Hallam), Robin Hughes (Joined Up Heritage), Neil Jones (SCC), Jennifer Morton (Joined Up Heritage), Daljinder Singh (Theatre Deli), Lesley Webster (University of Sheffield), Rose Wilcox (The Leadmill).

Presenting: Manon Euler – Film Hub North, Jennifer Rickard SCC – Growth Plan.

1. Introductions

2. Presentation: Film Hub North

Manon Euler gave a presentation about the work of Film Hub North. Please see PDF of slides attached for information.

JW asks how she thought Manon thinks Sheffield fares for film funding?

ME responded given its size compared to other cities there are not as many applications, also from a small pool – this is quite similar across the North but perhaps quite behind Leeds and Manchester. Could have more - 7 short films produced in Sheffield. Manchester, Leeds, Liverpool and Bradford fare better comparatively. Opportunity to support more talent.

Sonia asks about audiences within the African heritage community, worried about audiences in cinemas – how are we going to get these films out to wider audiences? Interested to hear how FHN are developing audiences.

AG says audience report published last week – Action: AG to share report.

ME responds that film is actually more affordable than many artforms, a lot of people are now engaging with film online. Reduced capacity of venues to market independent films. Even mainstream titles can struggle (Joker II struggled). We need to engage YP to ensure future audiences, so they can understand how cinema works and love film for the rest of their lives.

Salli deals with this problem in her role. Understands the reasons (streaming, affordability, cost of living), YP consume media in different ways (dual screens etc) - so how do we bring those audiences back in? About the culture of them going to the cinema, developing the reasons for them to come see independent cinema. About getting them in the door early and creating pathways into cinema. It's about the experience – pizza, bowling, novelty etc – have to do something bigger than just going to the cinema. All of those things are challenging, they take work.

Sonia suggests perhaps missing deals to get people engaged in cinema.

IW suggests there are many deals still out there – Meerkat Movies, MUBI etc

ME applications are very stretched for filmmaking, to cover all the costs. Great ambition from BFI but not the funds to appropriately afford that. Dukes in Lancaster, £6.50 tickets are very popular. Difficult balance to strike.

Salli – events having to deliver to get people in has gone up by 141% in the past year.

KH – Museums are having same experience of more events, but money isn't always the hurdle as free events.

JH – finds events are undervalued if they are free, Site are putting small price on it.

IW – BFI free preview screenings, sell 200% and still get a 75% drop off as it's free.

RB – Creative Corridors conversation yesterday, all 16-18 year olds get free travel around Manchester. Extra costs of parking etc are barriers. Goes beyond the remit of Film Hub North. However, with trips for University students, even when they are free they often don't turn up.

OT – SADACCA and Theatre Deli did research into African heritage audiences and why not going to the cinema. They just weren't showing what they wanted to see.

Community engagement is important to find out about the reasons.

ME – there is a film sector meet up on the 19th November, all invited.

3. Growth Plan presentation

Jen Rickard gave a presentation on the City Growth Plan. PDF of slides attached.

OT - very positive to have the Growth Plan but needs more about how we grow our neighbourhoods together. The challenge is inclusive growth in terms of inequalities.

JT - play devil's advocate, agree with Olivier about growth being about neighbourhoods but the alarm bells are about growing with sustainability and equality – need to define what growth is for the economy. Sheffield has the possibility (doughnut economics) of enough for everyone.

AG – it would be great to have more of an understanding of what the investment zones mean for inclusive growth.

JR – valid points, acknowledgement that we are growing but with deliberate interventions. Principles at the front are around reducing inequalities and around sustainability. Could still be clearer.

AG – think it's good you're talking to us, with this and the culture strategy, how do we make sure we have a clear ask to SYMCA.

JR- GP gives platform of why culture so important for economy. GP says to SYMCA take culture seriously and then the CS gives the details. They work together.

AG – bit worried about the GP just saying all culture needs to have an economic output.

RB – agree with Jo and Annabel, so much overlap between the areas but where we look at the 4 economic missions, want to see the overlap without having to stitch them together – e.g. seeing how green overlaps over other areas and the leadership around that. Can't have one without the other (e.g. creative industries and green and growing). Design Council releasing their green skills report – don't miss the opportunity and we need to understand collectively what we're doing around creative cultural businesses to attract and upskill investment (good inclusive sustainable growth). Needs to be indispensable.

JR – principles from the start need to be better articulated, in the missions.

Salli – would like to see how it's going to function and be supported. E.g. women choosing between careers and babies so what's the opportunity for growth there? can launch a programme that helps entrepreneurs but need to recognise the other barriers that they face (eg. childcare costs).

JR – would like to take feedback about early years on board.

IW – would like to see city centre initiatives in there.

Sonia – need to be less reliant on manufacturing, with AI coming on board.

Uncontrolled growth can be a real problem e.g. transport etc. Night buses are integral for culture, for example.

KH – CYP need to be more explicit in the GP, pipeline for the future – thinking about it now for how we help those young people. Also want to ask about the capital development mention of Sheffield Theatres.

RB – is SCC still going through a rebranding exercise?

WU – it's a refresh of the existing brand, the Sheffield brand was released 6 years ago and hasn't been touched since.

JR – deadline for feedback is as early as possible. Everything has been captured.

4. Minutes and matters arising

Creative Health – Action: to invite Karen Harrison to a future meeting.

The minutes were approved.

5. Culture Strategy update and next steps from other cities re. collective leadership:

SS: Trying to get a tender together for larger piece of work for collective leadership process, activation launch and digital hub so will update on that hopefully by early November.

Collective leadership is a bigger process and could be towards the Place Partnership Bid – currently trying to create a tender for this piece of work

Actions included for SS to share some examples of collective leadership from other cities. However as this is an ongoing piece of work, will not update on it at every meeting, will only update when necessary/ if there is information to share.

Thursday 28 November sees a 'thank you' event for the culture strategy and there will also be an event for the wider sector. Plus, a bigger event next year.

6. EDI:

Sonia – not going to become an anti racist city by 2025. Would be great to invite Fatima Khan to a future meeting to hear directly from her.

JH – starting a 4-year programme with care leavers, how do we as a culture sector make ourselves more accessible for care leavers? Participation, engagement, visitors and employees. Idea is to develop a toolkit for the sector. So would be great to feedback to this group as it develops. Advisory group meeting 3 times a year to learn from the young people and think about what we do as a sector, hopes for people leading arts organisations.

JT – suggested involving Ian Naylor / Sheffield Music Hub.

7. Culture Climate Group:

JH – this week we had another climate group meeting, had FACT along and was great to learn from them about their journey, they are doing a lot of work with their MCA looking at transport and nighttime economy. Quick conversation re. culture strategy and next steps for the group. The meeting structure is to start with an external speaker then the meeting is about learning from each other. Next meeting hoping someone from the city council will come.

AG – DocFest are adding a carbon report to the festival report this year, scary but needs to have the baseline

IW – finally got funding to put solar panels on the Showroom roof. Hope to reduce carbon footprint and energy costs by 20%.

JT – footprint of audience coming to chamber music festival over 9 days is the same as all of the musicians going all over the country of the period of a year. Cheaper travel on bus, sponsorship for next year.

IW – smart meters in offices would save 35-40% in offices.

8. Finance

SS – nothing to update this meeting, Sheffield Showcase team finishing the report to get the second payment. Should have update at the next meeting. Will need to discuss who does the accounts for consortium for this year. To discuss as part of finance item in next meeting.

9. Collective meeting

Happy for Surriya to come back to this meeting to talk about the Collective – action: Co-Chairs to invite Surriya to future meeting of their choosing.

Future agenda item to feedback on the Northern Culture Group meetings.

RB - Creative Corridors: networks and hubs being linked up in the North to be better through working together. Lots of great links from cultural organisations in Sheffield. Roger and Annabel were present (Andy Gates & others) but also noted Sheffield is currently placed in the East Midlands section and not the North.

Action: Roger to send a copy of the CC charter to circulate.

10. AOB

RB – Sheffield Hallam are recognising Culture Champions – be good to get these in a document.

- Lord Mayor’s Awards includes an arts, culture category [Nomination process | Lord Mayor Awards \(sheffield.gov.uk\)](#) - closes 29th November – please nominate!

- Create Sheffield call out:

Create Sheffield is working with Sheffield Futures to host the Sheffield Creative Industries Showcase on Friday 22 November as part of Discover! Creative Careers Week 2024. The event will give young people the opportunity to meet a whole range of people who are working in the creative industries in Sheffield right now.

We need people who use creativity in their jobs to come along and talk to the young people.

- Huge thanks to Ian Wild for his contribution to Sheffield Culture Consortium!

Action	Who	Deadline/timeframe
BFI Audience Report to be shared.	Annabel	Link has been circulated with minutes.
Invite Karen Harrison and Fatima Shah to future meetings	Consortium	Consortium to agree future agendas. 29 November.
Share Creative Corridors information	Roger	Has been circulated with October meeting mins.
Invite Surriya Falconer	Co-Chairs	At a meeting of the Co-Chairs choosing.

Proposal to work with a facilitator on group structure.	Annabel	By next meeting (29 November).
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