



## **Culture Durham Partnership**

### **Minutes of Board Meeting, 9<sup>th</sup> July, 2018**

#### Attendance

Roger Kelly	Chair
Liz Fisher	The Auckland Project
Sally Dixon	Beamish
Jane Whittaker	The Bowes Museum
Eileen Atkins	Culture Bridge North East
Ruth Robson	Durham Cathedral
Ossie Johnson	Durham County Council
Steve Howell	Durham County Council
Jane Shaw	Durham Creatives
Mike Summers	Durham Music Service
Anna Siddall	Durham University
Tony Harrington	The Forge
Ivor Crowther	Heritage Lottery Fund
Nicola Harrison	Historic England
Chris Woodley Stewart	North Pennines AONB
Michelle Gorman	Visit County Durham
Jane Hedges	Culture Durham Partnership

#### Apologies

Nicholas Baumfield	Arts Council England
Richard Evans	Beamish
Adrian Jenkins	The Bowes Museum
Andy Jackson	Cobweb Orchestra
Richard Dowson	Durham County Cricket Club
Keith Bartlett	Durham University
Frank Wilson	Events International
Ciara Wells	Locomotion
Peter Bromley	North East Cultural Partnership
Matthew Jarratt	North East Cultural Partnership
Duncan Peake	Raby Castle
Martin Wilson	TIN Arts

## 1. Welcome, introductions and apologies.

RK welcomed everybody to Ushaw and to the meeting. He invited board members to view the Tomoaki Suzuki exhibition at the end of the meeting.	
Apologies were noted (see above).	

## 2. Review of Vision and Action Plan

RK – reminded members that at the workshop in May the intention to focus on priorities moving forward rather than the full document and detailed wording had been agreed.	
Agreed – process for meeting would be to go through the conclusions of the workshop alongside original Vision and Action Plan and discuss and agree changes.	
Agreed - the conclusions of the meeting would be drawn together in a paper which would be circulated for comment. Comments would be taken into account in one redraft and then brought to the September board meeting for approval.	RK/JH
Agreed – the document would take the form of a covering paper to be read in conjunction with the original 2016 document.	
<p><u>Marketing and Reputation</u></p> <p>Agreed:</p> <ol style="list-style-type: none"> <li>to remove 10 year calendar from priorities;</li> <li>Events Forum to be extended to include breadth of cultural activity and become a programming forum. VCD will collate if partners send to Margaret Goodchild;</li> <li>Partnership to celebrate good work, best practice; MD/RR/JH to come up with a mechanism/process to collate this information.</li> <li>Potential to propose promotion of theme for year when one emerges;</li> <li>Align with regional activity to promote region as a place to live and invest through NELEP.</li> <li>Digital – role will be to support and share rather than lead new work.</li> <li>Education – Cultural Passport to be removed as a tool. Education remains a priority but will be taken forward through CDCEP.</li> <li>Coordination and Communications – promotion carried out by VCD. Joint ticketing to be explored through a new task and finish group over the next 6 months, reporting back to the board.</li> </ol>	<p>VCD</p> <p>MD/RR/JH</p> <p>JH</p>
<p><u>Audiences and Programme</u></p> <ol style="list-style-type: none"> <li>Noted that NPOs are looking at diversity of audiences and information can be shared with the partnership, initially through the audiences, programmes &amp; art forms group.</li> <li>Principal agreed that all board member organisations could share information about audiences and then determine how the information can be used. This should cross all cultural genres, not just art forms.</li> <li>Noted that there is potential to agree audience categories and for University students to identify key features of audiences.</li> <li>Noted that consideration is being given to purchasing Area Profile reports from the Audience Agency.</li> <li>Agreed to take forward through SD chaired group on Audiences, Programmes and Arts Forms.</li> </ol> <p><u>International</u></p> <ol style="list-style-type: none"> <li>Second meeting has not taken place because it has been impossible to find a time that enough people can attend. Brian Stobie, International Officer from DCC and Teresa</li> </ol>	SD/JH

<p>Kirby from NECP had agreed to attend a second meeting.</p> <p>b. Question raised regarding importance of continuing this work if partners do not see it as a priority.</p> <p>c. Question asked whether we should work through NECP on this theme and focus on national profile ourselves.</p> <p>d. 2 strands to the work – County Durham Economic Partnership as well as NECP. Important we don't just talk to each other but engage wider partnership.</p> <p>e. Brian Tanner, chair of Economic Development Partnership wants to present to this partnership.</p> <p>f. Agreed to seek update from Teresa Kirby at NECP on what's happening in region, initially via the International Group and report back to the board.</p> <p>g. Agreed important to develop national work as a priority.</p> <p><u>Collections</u> Agreed that what is appropriate for one type of collection/activity may not be right for others. This action should be brought together with work on audiences.</p> <p><u>Festivals</u> Agreed that this action will be changed to 'cultural programme for towns'. As a partnership, intention is to go out to communities.</p>	<p>AS</p> <p>SD/JH</p>
<p><u>Funding and economy</u> Agreed a key priority is to encourage wider world to understand what we are trying to do with culture and heritage – role to advocate the importance of culture to the economy.</p> <p><u>Regeneration</u></p> <p>a. Priority to extend work on regeneration through cultural assets.</p> <p>b. Agreed NELEP to be encouraged to strengthen cultural economy in refresh of regional strategy in 2020.</p> <p>c. Importance of culture and heritage to be strengthened in County Plan.</p> <p>d. Agreed music and other cultural forms to be promoted as career opportunities.</p> <p>e. Heritage opportunities coming through Action Zones to be taken into account.</p>	<p>RK</p> <p>RK/OJ/SD</p>
<p><u>Working Groups</u> JH to look at rationalising working groups due to duplication of attendance. Paper for Board.</p>	<p>JH</p>
<p><u>Funding for Partnership</u></p> <ul style="list-style-type: none"> <li>• Issue regarding board members providing regular, annual support for the partnership based on size revisited.</li> <li>• Noted that ad hoc requests for financial support presented challenges in planning budgets.</li> <li>• DCC agreed to provide additional funding. It sees part of its role being to support this collaborative work. By doing so, the risk of partners influence being determined by how much they are able to contribute will be avoided.</li> </ul>	

### 3. Minutes of the meeting, 17<sup>th</sup> May 2018

<p>The minutes of the meeting of 17<sup>th</sup> May were agreed as an accurate record.</p>	
---	--

#### 4. Culture Durham Meet 2018 proposals

<ul style="list-style-type: none"><li>• Agreed venue will be Durham Cathedral.</li><li>• Agreed meet will ideally be held in November, subject to conflict with other significant events.</li><li>• Agreed JS/JH will organise the event with RR.</li><li>• Agreed JH will contact board members on Monday to seek volunteers to join a steering group for the event (potentially Monday 16<sup>th</sup> July) after checking availability with RR.</li></ul>	JS/JH/RR JH
---	----------------

#### 5. Year of Culture 2019 - discussion

<ul style="list-style-type: none"><li>• DCC is leading this work with VCD.</li><li>• Noted that partners not on the board and others who are not usual 'cultural' suspects e.g. Wildlife Trust etc. are being contacted for information.</li><li>• Launch – November.</li><li>• Main focus is profile raising nationally and internationally rather than audience development.</li><li>• RK noted that this is an opportunity to develop audiences and that coverage by the Northern Echo reaches a readership of 22,000.</li><li>• VCD is building a micro site on the back of the main VCD site which will appear like a stand-alone site.</li></ul>	
--	--

#### 6. Creative Learning Week Update

<p>SD thanked everybody for contributions financial and practical. She reported that:</p> <ul style="list-style-type: none"><li>• Jane Moscardini was commissioned for CLW and her contribution was of a very high standard;</li><li>• Twitter proved to be the best channel and was used by teachers. It has 185 followers who liked and re-tweeted content 1,031 times, generating 60,615 impressions;</li><li>• Facebook generated 175 followers, 96 shares and 346 likes;</li><li>• Instagram brought local artists and creatives into the campaign and many expressed interest in helping to host events. The potential to included events in future years should be considered;</li><li>• The press did not cover the event because of the timing clash with Durham Arts Month.</li></ul> <p>In her final report JM had recommended that if CLW is repeated:</p> <ul style="list-style-type: none"><li>• Pre-plan 12 months in advance and ensure staff across cultural organisations are aware of CLW;</li><li>• Create a dedicated CLW website;</li><li>• Hold events;</li><li>• Seek sponsors for events and activities;</li><li>• Produce teach/family packs to kick-start creativity;</li><li>• Promote the campaign to the public three months in advance;</li><li>• Identify who to work with – securing images/involvement from some partner organisations proved challenging.</li></ul>	
--	--

