

## **EAST DEVON DISTRICT COUNCIL**

### **Minutes of a Meeting of the Arts and Culture Forum held at the Beehive, Honiton on 1 February 2017**

#### **Attendance list at end of document**

The meeting started at 2.30pm and ended at 5.00pm.

The Chairman welcomed everybody to the meeting and invited those present to introduce themselves. It was noted that Councillor Douglas Hull was currently in hospital and the Forum sent him their best wishes.

#### **\*15 Minutes**

The minutes of the Arts and Culture Forum meeting held on 24 June 2016 were confirmed and signed as a true record.

#### **\*16 Declarations of Interest**

There were none.

#### **17 Recruitment of community representatives**

The Service Lead – Countryside and Leisure advised the Forum that both of the original community representatives had resigned over the last 12 months. A recruitment campaign had been run and he welcomed Brian Norris, Director of Living Memories CIC to the meeting and invited him to outline his background, why he was interested in becoming a community representative on the Forum and about the contributions that he could make to the work of the Forum. The Service Lead – Countryside and Leisure thanked Brian Norris for explaining how his work and experience fitted into the broad cultural agenda and for engaging with the health and well being agenda.

**RECOMMENDED:** that Brian Norris be co-opted onto the Arts and Culture Forum as a community representative.

#### **\*18 Arts Council England**

Ceri Johnson, Visual Arts Specialist for Arts Council England (ACE) was welcomed to the meeting and gave a presentation on the strategic priorities of ACE, including its current priorities and funding programmes. She described Arts Council England as committed to championing and developing the arts, museums and libraries. It was a custodian of public investment, and charged with getting the maximum value out of this.

The five goals of ACE were:

- Excellence is thriving and celebrated in the arts, museums and libraries;
- Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries;
- The arts, museums and libraries are resilient and environmentally sustainable;
- The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled;
- Every child and young person has the opportunity to experience the richness of the arts, museums and libraries.

The key priorities were:

- Geography and the balance of our investment.
- The Creative Case for Diversity – talent is everywhere but opportunities are not.
- The Cultural Education Challenge – creating the best opportunities for children to input into the creative industry

Ceri outlined the three main ACE funding streams and the strategic funds that were currently open to applicants, which were:

- ACE/V&A Purchase Grant
- PRISM Fund
- Large Capital
- Small Capital
- Arts Impact
- GfA Libraries Fund
- Artists International Development Fund
- Ambition For Excellence
- Strategic Touring

The Chairman thanked Ceri for her informative presentation and invited to Forum to ask questions. It was noted that all funding information was up to date and available on the ACE website.

**\*19 Exeter's cultural partnership work and opportunities for East Devon**

The Chairman welcomed Martin Thomas, Director of Exeter Cultural Partnership (ECP). Martin thanked the Forum for inviting him to attend and explain Exeter's cultural partnership work and opportunities for East Devon. It was supported by and had received funding from ACE.

Exeter Cultural Partnership represented the city's creative practitioners and cultural organisations including arts, education, food, health, heritage, libraries, museums, retail and sport. ECP's mission was to contribute to a city where vibrant, creative and culturally rich quality of life for residents and visitors to Exeter. ECP's social media network had over 400 members across the wider city area.

The Cultural Action Plan was co-owned with Exeter City Council, ensuring that culture was embedded in the plans that will shape the city of the future. Named as one of the top five priorities in the City Council's five-year strategic plan, culture was seen as a key contributor to future prosperity and growth in Exeter. The strategic aim of the plan was to develop Exeter as a culturally vibrant city. The four goals of the action plan were:

- To develop a vibrant cultural economy – Exeter as a cultural destination.
- To develop cultural opportunities and experiences.
- To enable wide and diverse engagement with the cultural sector.
- To build a stronger, more confident cultural sector.

The Forum discussed how it could work together with ECP, particularly to secure funding in a more joined up way.

The Chairman thanked Martin for attending the meeting and for his interesting presentation.

**\*20 Seaton's cultural development plans**

Karin Frewin, Marketing Consultant for Seaton Town Council explained the background to Seaton's cultural development plans. Her role was to consider the marketing and branding of Seaton and to promote the town. The brand review of Seaton considered three major areas:

- Outdoor town
- Natural town
- Culture and arts

A website (<http://www.seatondevon.org/>) had been created for Seaton to promote all the things on offer in the area. This also considered what art in Seaton meant to people – ‘making brighter days’. The importance of content management and keeping the website up to date was acknowledged, as well as the value of having one collaborative website.

It was noted that most of work going on around the town was carried out by volunteers and therefore not restricted to funding. The value of volunteers in culture was vital, as well as partnership working.

On behalf of the Forum the Chairman thanked Karin for her presentation.

**\*21 Cranbrook’s cultural development plan progress**

EDDC’s Urban Designer updated the Forum on the progress of Cranbrook’s cultural development plan. He outlined the original development plan for Cranbrook and explained how the town and its population was growing and how the town centre had shifted. Cranbrook now had approximately 3,500 residents.

The Urban Designer explained that it was extremely hard to build shops and empty spaces on a commercial development. Planning consultation had shown that there were real concerns about the lack of available enterprise space. Cranbrook was growing quickly, with a lot of change in its population, which raised the issue of how to hit a moving target. The cultural development strategy concentrated on getting the target to hit itself, rather than trying to hit a target that was moving. The principle was that buildings do not make culture, people do. People will do things where they can and that activities should be put before themes. This de-risked cultural development. The final stage of the cultural plan should be infrastructure. It was suggested that every public space should be capable of hosting a cultural activity and people should be given the ability in undefined spaces.

It was noted that there was section 106 funding for public art in Cranbrook. The Forum were asked to consider whether this should be spent on a piece of art or on a person who could build the capacity of the activities people would do, therefore enabling development to happen from within the community. The Forum considered whether the wording of the section 106 agreement should be varied to allow for an arts/cultural development officer at Cranbrook and it was suggested that section 106 funding for Honiton could also be used as partnership funding.

The Chairman thanked the Urban Designer for his interesting presentation.

**\*22 East Devon District Council’s cultural tourism opportunities**

Councillor Jenny Brown, Tourism Champion, spoke to the Forum about cultural tourism opportunities in East Devon. The South West Coast Path Association was leading the way in marketing walking holidays for overseas visitors, encouraging year round visits and in turn helping rural and coastal tourism businesses in the region to benefit from the popularity of walking on the South West Coast Path. Suggested itineraries had been produced for 3, 5 and 7 day walking holidays. There were a number of ways that local businesses could benefit from this, including becoming a business member of the Association and having the tourism business listed alongside some of the walks on the website, which all link to the nearby places to eat, sleep, drink and do.

Councillor Brown also outlined the East Devon line partnership with South West trains, which involved displaying advertising boards at stations. Train stations could act as great shop windows. This initiative was 50/50 match funded, with councils providing the design

materials and the station providing the frame. For example the station at Axminster could have a poster advertising Seaton Jurassic, Seaton Tram, Seaton Wetlands, Axminster and Seaton Town Councils and EDDC. The importance of co-ordinating bus and train times was discussed.

On behalf of the Forum the Chairman thanked Cllr Brown for her presentation.

**\*23 Thelma Hulbert Gallery (THG) annual programme & financial performance 2016/17**

The THG Curator, Angela Blackwell, gave an overview of activities at the gallery so far and those planned for 2017.

Activities at the gallery so far included:

- Heritage Lottery Fund had funded work with young people (including SWITCH and THG youth group) on Thelma and the history of Elmfield House. This funding totalled £18,000.
- Paolozzi exhibition – this touring exhibition had attracted 2500 visitors, £800 of donations and £3,000 in sales. There had been 18 schools workshops, in the gallery and in schools funded by ACE. The BBC had interviewed Honiton Community College pupils. ROC (Robert Owen Communities) also sold work to support adults with learning disabilities.
- Museums at Night garden party attracted 600 visitors at the Halloween event. This had been advertised in the Primary Times and reached out to a new audience. The audience was expanded further by offering Children's Centre workshops funded by ACE.
- Present Makers 2016 was sponsored by Bevis and Beckingsale. The event received record breaking sales of £10,000, up by over £1,400. Visitor figures were over 1500, up by 300 and £400 of donations were received.

The South West Academy winter exhibition was currently running and had achieved over £3,000 sales in the first two weeks. Tesco bags of help funding was enabling a mosaic table to be constructed in the THG garden. Forthcoming events included:

- Beyond the lens – Roger Mayne photography exhibition.
- Blooming marvellous – a community knitted garden exhibition.
- Evolver.
- Frances Hatch exhibition - winner of THG Open 2016.

The gallery had achieved a number of awards, including:

- EDDC star performer award.
- Gold Visit Devon 2016 tourism awards.
- South West England Tourism Excellence awards 2017-16 finalist.
- Shortlisted as best family arts winner at Get Creative Family Arts Festival (to be announce in March).
- Dementia Friendly Community of the Year 2016 Award – rural from Alzheimers Society.

The financial performance of the THG was also noted and on behalf of the Forum the Chairman thanked the Curator for her presentation and the positive information.

**\*24 East Devon District Council's cultural plan**

The EDC Culture Strategy 2016-2020 had been included on the agenda for information. The Service Lead – Countryside and Leisure explained that the plan would be adopted soon and kept under review by the Forum.

**Attendance list**

**Present:**

EDDC Councillors:

- Cllr John O’Leary – Culture Champion (Chairman)
- Cllr Jenny Brown – Tourism Champion
- Cllr Peter Faithfull
- Cllr Paul Diviani – Leader
- Cllr Phil Twiss - Portfolio holder, Corporate Services

Town representatives:

- Cllr John Dyson - Sidmouth
- Cllr Jo Talbot – Ottery St Mary
- Cllr Richard Webster - Seaton
- Cllr Tom Wright – Budleigh Salterton

Officers:

- Angela Blackwell, Thelma Hulbert Gallery Curator
- John Golding, Strategic Lead - Housing, Health and Environment
- Charlie Plowden, Service Lead – Countryside and Leisure
- Kenji Shermer, Urban Designer
- Alethea Thompson, Democratic Services Officer

Also present:

- Karin Frewin – Marketing Consultant for Seaton Town Council
- Ceri Johnson - Visual Arts Specialist, Arts Council England
- Leonore Morphet – Greenpark Productions Ltd
- Brian Norris – Director, Living Memories CIC
- David Perkins – Director of the Beehive and Honiton Town Councillor
- Martin Thomas – Culture Director, Exeter Cultural Partnership

**Apologies:**

- Cllr Ashley Delasalle - Honiton
- Cllr Douglas Hull - Axminster
- Carla Hiley – Exmouth Arts Manager

Chairman ..... Date.....