

Date: 4 October 2017
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To: Members of the Arts and Culture Forum

Councillors:

Kim Bloxham, Jenny Brown, Maddy Chapman, Bruce de Saram,
John Dyson, Peter Faithfull, Douglas Hull, John O'Leary,
Duncan Sheridan-Shaw, Jo Talbot, Phil Twiss, Richard Webster,
Tom Wright

Community representatives:

Brian Norris, Sally Twiss

Strategic Lead – Housing, Health & Environment
Service Lead - Countryside and Leisure

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Meeting of the Arts and Culture Forum
Wednesday 11 October 2017 at 10.00am
Liz Tirard function room, the Beehive - Honiton

AGENDA

- 1 Appointment of vice chairman
- 2 Apologies
- 3 To confirm the [minutes of the meeting of the Arts and Culture Forum](#) held on 1 February 2017 (pages 3 – 7)
- 4 [Declarations of interest.](#)
- 5 New proposal for delivering Villages in Action programme – Tim Smithies, Project Director, Carn to Cove (pages 8 – 12)
(Key decision – consider proposal and recommend a way forward)
- 6 Creating a cultural activities hub on the EDDC website – Dave Sercombe, Strata Business Services Manager
- 7 LED outreach programme – Lottie Edwards, Outreach Officer, LED
- 8 East Devon AONB cultural heritage programme – Chris Woodruff, AONB Manager
- 9 Thelma Hulbert Gallery Grants for Arts programme 2017-2019 – Emma Molony, THG Marketing & Fundraising Officer
- 10 Manor Pavilion programme 2017/2018 – Graham Whitlock, Theatre Manager

- 11 East Devon railway line partnership update – Cllr Jenny Brown
- 12 Any other business.
- 13 Date of next meeting.

[Decision making and equalities](#)

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

Directions to the Beehive can be found [here](#). For sat nav users the postcode is EX14 1LZ.

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.....

Item 5 – Proposals for a new ViA programme

Background note

To help Forum Members understand what has been happening with the Villages in Action programme since the beginning of this year I have copied in the message sent to me from the Chair of Villages in Action, Catherine Devenish outlining the transition proposals:

“Dear Charlie

I am writing to update you about Villages in Action and to outline plans for the future. The ViA office closed at the end of April and all staff were made redundant. We held a party to celebrate 26 years of the charity, to thank the village promoters and to recognise the hard work of the staff over the years. The last season was a successful one, with a number of sell-out performances and we will send you the final breakdown of audience numbers in due course.

The ViA Board has been pre-occupied with dealing with the logistics of this but are now looking to the future. We have had productive talks with Carn to Cove, Cornwall's performing arts scheme for rural communities, who have been very supportive. www.carntocove.co.uk/archive-events

There are a number of real benefits of working with Carn to Cove; apart from the obvious of keeping the rural touring scheme alive in Devon, it is a well-respected, trusted organisation that offers a wider range of events than ViA and over a longer period (for ten months of the year as opposed to ViA's eight months).

Therefore, what we would like to propose is that, for 2017/18, Carn to Cove undertake a 'caretaker' role in Devon for the January to June season. The funding allocated from the three local authorities that have generously continued to fund the touring scheme in Devon would be used by Carn to Cove to run a 'menu' party (when promoters are given details of all the artists available for them to book and the opportunity to network) in Devon in September, publish a Devon programme and also deliver bookings made by Devon promoters. In addition, Rebecca Smith, who was previously the ViA administrator responsible for dealing with the logistics of the bookings with the promoters, distributing the programme and other details, would be employed on a freelance basis to continue this role, albeit under the aegis of Carn to Cove.

For future seasons, Carn to Cove have indicated that they are willing to take on ViA permanently and have indicated that they would like to retain the Villages in Action name and branding as they believe it will lend the enterprise a strong credibility. Carn to Cove plan to prepare a Strategic Touring bid to Arts Council England to further strengthen joint rural touring in Devon and Cornwall for the future.

Carn to Cove would like to announce their initial undertaking of the 'caretaker' role at the National Regional Touring Forum towards the end of June. They are keen to establish a secure relationship with East Devon and Teignbridge District Councils and West Devon Borough Council and to meet you in order to provide assurances that the delivery of the touring programme will take place in your district.

The Villages in Action Board believe that this is a great opportunity which will secure the future of rural touring and continue to support rural communities in Devon, as well as being

an exciting development for the arts sector in the South West. We very much hope that your council will feel this too and look forward to hearing your thoughts. “

With best wishes

Yours sincerely

Catherine Devenish

Chairman of the Board of Trustees, Villages in Action

We are delighted to have Tim Smithies attend the Forum meeting and outline his organisations plans for the new arrangements this year.

Charlie Plowden

Service Lead – Countryside & Leisure.

Briefing note on plans for Villages in Action

Locomotor

The aims of this project are:

- To introduce new rural audiences in the South West to international work, widening the range of diverse and challenging performances available to largely non-diverse communities to enable better understanding and improve integration and communication. The performers will stay with and share food with local hosts.
- To secure the future of the rural touring volunteer network and performing arts provision in South Devon suspended by the Villages in Action (ViA) board in March 2017 and sustain the committed local authority arts funding to support high quality professional performances promoted and selected by rural volunteers and audiences for the long term.
- To test a 'hub and spoke' approach to improve arts programming in mid-scale theatres in Devon, using two areas around Honiton and Seaton (East Devon)
- To undertake an options appraisal with key stakeholders and test new models for sustainable rural arts work to thrive in Devon and to share the learning with the sector in the region
- To explore new pathways into rural communities where there is low provision working with new non-arts based partners
- To improve the skills and confidence of SW rural promoters in programming international work
- To create new partnerships between international companies, networks, rural touring schemes and communities in the South West
- To introduce new digital and online tools to build audiences, improve choice and access in Cornwall and Devon

Background

Who We Are

- Creative Kernow is an NPO which has managed the rural touring scheme Carn to Cove (C2C) in Cornwall for 15 years
- Villages in Action (ViA) is the charity which ran the rural touring scheme in Devon for over 25 years until March 2017
- South West Rural Touring Group (hereafter SWRTG) is a consortium of 7 rural touring schemes made up of ViA (Devon), Take Art (Somerset), Artsreach (Dorset), Beaford Arts (North Devon), C2C (Cornwall), Rural Arts Wiltshire and Air in G (Gloucestershire). This group has worked together on cross region projects since 2005 and will engage with the international programme and support performances, participation and workshop in villages in their respective areas.
- This activity is additional to that which is part of the work of the existing NPOs, covering a different geographical area, with new models tested and a range on new international work being developed and shown

An Outline of the Artistic Activity

There are four elements to our proposed activity to strengthen the quality and diversity of the performing arts content in the rural South West

- 1) **We will present an International programme of performing arts activity across the whole SW region at village and town scale.** Five international companies will be toured across the region giving an estimated 14 performances each across the network. Each company will deliver evening performances and daytime workshops and participatory activity.

Four of the companies are already in preparation for the tours having been researched during our Creative Europe bid preparation and serve to show our ambition to deliver focused high quality work not available elsewhere to our network. The fifth company will be selected by the consortium and promoter network from experience on the Go See programme.

2) Supporting Core Rural Touring Programme in South Devon

We will extend the C2C rural touring scheme that we currently deliver in Cornwall to cover the whole of rural South Devon with a high quality rural performance arts programme for the 88 strong village network that ViA previously served. We propose to offer a similar “graded underwriting” deal, based on fee, risk and box office takings, to that which we make to our 80 venues in Cornwall.

The cut in support from Devon County Council and two District Councils (South Hams and Mid Devon), together with the failure to secure Arts Council England funding, has seen a fall in both activity and the quality of performances in villages as the risk for the majority of promoters without the safety net of fee support has grown. ViA suspended its complete programme in May 2017. This suspension impacts not only on the rural communities in question but the performing professionals and the regional network where a valuable partnership is jeopardised.

We will support, administer and present 120 performances per year and associated wider engagement events in two seasons a year, February – June and September – December beginning in February 2018 and ending June 2020. This activity will continue for the period of this bid while options are reviewed (see below).

Demand: Since the announcement of the suspension of rural touring, there has been a strong reaction from promoters in Devon in defence of their audiences. A large number came to Cornwall to C2C’s April 2017 menu and emotions were strong. 3 Devon local authorities have been quick to give assurances they will support this initiative for the long term.

We will use the existing model of two pitching (showcasing) and booking cycles per year which will take place in a variety of villages in Devon. The programme for the first season which will run from February to June 2018 will include the Devon villages’ choices from the menu offered here:

What we are adding

The programme offered in the international and Devon touring programme is of a scale and quality that is not currently feasible for the SWRTG rural touring schemes and Villages in Action. Villages in Action is no longer offering a rural programme, promotions in Devon in Autumn 2017 (10 events only) have fallen dramatically after being in decline for some seasons. Withdrawing financial support to villages has meant that “safer” options are selected and only mounted by the mature promoters, smaller communities have ceased promoting and for example no engagement with the NRTF’s Rural Touring Dance Initiative (RTDI) have been possible. Our programme by contrast offers a menu of 40 leading national companies (e.g. James Wilton, Pentabus, Pretend Men, Little Soldier, Milk Presents, Lost Dog, Murray Lachlan Young, Adverse Camber), diverse and emerging Devon based producers (Worklight Theatre, Crystal Zillwood, Neil Maya, City of Light, Annie Mackenzie, Narwhal Ensemble, Scratchworks Theatre) and 5 of the RTDI companies.

- 3) We intend to undertake an organisational and capacity development in Devon and Cornwall for touring performances in rural environments.** The infrastructure for maintaining rural touring performance in South Devon previously undertaken by ViA has broken down. In addition to retaining current local authority buy in and stabilising the

extremely valuable network of volunteers that has developed the strong brand of ViA, we want to test various new models of working so that a robust, high quality offer is established with a wider range of stakeholders. From an organisational perspective we will specifically make an options appraisal of various future models which will include

- a) Investigating “hub and spoke” organisation using the test bed of Honiton’s local arts centre “the Beehive” and its adjacent villages and Seaton’s ‘the Gateway’ and its hinterland of ViA promoters in surrounding villages, to research whether marketing and audience development support focused and co-ordinated in local areas can improve reach and audience development within those towns’ mid-scale venues (each have a capacity of 400). We will examine whether support through cross mentoring from more experienced promoters in ViA networks can be shared with emerging and aspirant community organisations to reach market and coastal towns within Devon.
 - b) Working closely with a local producer of rural touring content (e.g. Worklight Theatre, Crystal Zillwood, DanceLab Collective) to extend their reach into a wider Devon network. We will run a pilot with Beaford Arts following their successful co-commission projects to extend their ‘Made in Devon’ co-production/co-commission to encompass communities in the ViA network – this will include R&D and rehearsal and delivery according to the following timetable
 - c) Investigate and trial new models of working around new social enterprise partners in Devon and Cornwall using new network “The Pub is the Hub” – a licensed trade initiative to support retaining rural and town pubs as community hubs; Devon and Cornwall Housing Association; accessing new audiences building on the Honiton Beehive network and the DanceLab Collective exploratory work in dementia cafes in south Devon. Drawing on national models of small scale pub model working, we will select new content from “The Inn Crowd” and draw new spoken word and small scale content into the current network adjusting and testing the financial model to include free admission and “pay what you can” models to assist in reaching new audiences.
- 4) **We will introduce new IT systems, audience development processes and online box office systems into the Devon and Cornwall rural touring networks to improve our marketing, promoter support and co-ordination.** We will also migrate the “menu party” offer for Devon and Cornwall online, creating an online tool which will support local promoters, touring artists and allow uploading of touring content and online access to the “touring portfolio”. C2C was among the first rural touring schemes nationally to include online ticketing as part of its service. From small beginnings it now constitutes 35% of ticket sales and is growing. We offered a central system as a key part of the audience service we provided rural audiences and promoters. That system has now become out of date and we propose to introduce a new system provided by Ticketsolve whose systems have direct API feeds into the Audience Agency Audience Finder tool. It will provide much improved back end audience data analysis, integrated emailing management service. ViA have not introduced central online ticketing support. A handful of the 148 venues have adopted piecemeal online solutions but we propose to offer a Devon and Cornwall-wide online box office.