

MINUTES OF THE PSP CULTURAL FORUM
HELD AT THE GUILD HALL
ON THURSDAY, 28 JANUARY 2010
MEETING NO 60

Present:

Phil Walsh (PW)	Preston City Council
Adrian Ibbetson (AI)	UCLan (Chair SPAA)
David Pearson (DP)	National Football Museum
Pauline Wilcock (PW)	Preston College
Alex Walker (AW)	Preston City Council
Stella Hall (SH)	Preston City Council – Guild 2012
Phil Holifield (PH)	UCLan
Patricia Hesketh-Sullivan	(PHS) PCN
David Upton (DU)	Lancashire Evening Post
Keith Launchbury (KL)	Preston City Council
Ian Coupe (IC)	Shout Preston
Maria Coupe (MC)	Shout Preston
Mike Cracknell (MC)	Preston Arts Association
Tina Alldrick (TA)	Preston City Council

Apologies:

Samantha Blackburn, Gayle Cox, Neil Harris, John Joughin, and Ben Hunt

1. Welcome and apologies

The meeting commenced with round the table introductions.

2. Minutes and Matters Arising from Meeting No 59 (24 November 2009)

3. Stella Hall – Guild Festival Director

PW introduced Stella Hall, who joined the Council as the Festival Director in January, to provide a glimpse into the past (Culture₁₀) and the future (Guild).

Stella gave a broad overview of her extensive experience of running major festivals and events including Newcastle's Culture₁₀, Manchester, Liverpool and Belfast.

Stella is looking forward to collaborating with local businesses and community organisations in seeking sponsorship and to develop innovative and creative projects for the 2012 Guild. She remarked that the Guild is a fantastic historical legacy which will be respected and brought into the 21st century.

Stella updated on the Cultural Olympiad 'We Play' which is being delivered through 3 major programmes –

- AND – Abandon Normal Devices
- Lakes Alive
- New Cultural Journeys

Links to the London 2012 Olympics were highlighted and the proposed message to be broadcast will be *“all back to ours for the after party.”*

PW mentioned there were already some very exciting ideas developing and it was hoped that the 2012 Guild would be the best Guild ever!

KL highlighted the Guild Woodland project being undertaken by the Head of Parks, Matt Kelly. Stella responded that not only would it be the best but the 2012 Guild would be the greenest Guild which would include working with local businesses, allotments and community food growing and the development of a sustainable green charter.

4. GUILD UPDATE – (Phil Walsh/Stella Hall)

- Stella Hall has been in post as the Festival Director since 4 January. The core team is made up of seconded staff including PW who is heading the community programme, Chris Selkirk and Tim Joel from the Events Team, Samantha Blackburn (Arts Development Officer), Gayle Cox (Tourism Manager), PT Guild Administrator and Secretary. There will be a further secondment of a civic post and a volunteer co-ordinator. A new marketing post will be advertised in the near future.
- Guild Branding – branding and identity brief has gone out to 12 NW Design agencies and a series of presentations and interviews have been scheduled for mid-February.
- Creative Guild - £450k has been ring-fenced for the project and a Steering group established. First draft of project papers completed awaiting approval at the next meeting before going out to all creative partners. Linking in regionally with 'We Play' – NW Creative Programme – 3 strands already though hoping to secure 4th strand to focus on Preston – “All back to ours for a celebration after Olympics” with a focus on young people through a “Youth Expo”.
- Tour of Britain
- Working on ideas for major participatory events.

KL took the opportunity to circulate a copy of the Ribble Coast and Wetlands brochure and provided a brief update.

5. SHOUT PRESTON – (Ian and Maria Coupe)

Ian and Maria Coup provided background information of their company Shout Preston and how they work with local businesses –

- Shout Preston (www.shoutpreston.com) the community website for Preston, Lancashire, launched 18 months ago
- Community website for the city enabling local businesses the opportunity to promote themselves on-line
- Website provides details of local events, local news and discount vouchers
- Backed by business directory – selling advertising space
- Currently work with 600 businesses
- Operate a number of networking events enabling businesses to gain more contacts
- Over 54,000 contacts on database and 30,000 new IP addresses per week
- Promotional material delivered to over 50,000 residential properties in Preston (copies of promotional material circulated)
- Partnered with The Mall to create 'The Student Lock-in' in 2009 attracting 8,500 students

6. PERFORMANCE MANAGEMENT / MONITORING – CULTURE ACTION PLAN – UPDATE REVIEW TO THIRD QUARTER

PW requested that Forum Members provide updates where possible. All responses to be returned by Thursday, 13 February for inclusion into the Action Plan.

7. REPORTS FROM SUB GROUPS

Sport and Physical Activity Alliance (SPAA)

- Next SPAA meeting Tuesday, 2 February
- Cycling Sub Group meeting – update on the Autumn Sky Rides – good feedback in terms of attendance numbers, Preston leading on the recruitment of a Cycling Development Officer for Lancashire (Schools Officer and Community Officer already in place)
- Initial feedback on ClubMarks – increase in volunteering numbers
- 50m pool – Lancashire Sport and partners leading on a feasibility study
- Preston's Physical Activity and Sport strategy – KKP have now produced draft update which will be considered at the next SPAA meeting

Events

- Chinese New Year 21 February
 - ▀ Working with Chinese artists, community groups, Chinese Community Association and Sunday School
 - ▀ Parade, fireworks, vip reception, stalls and craft activities
- Preston Sports Awards 12 March
- Egg Rolling Event – Easter Monday 5th April
 - ▀ Preston's unique event
 - ▀ Planning and developing the event for the future
 - ▀ Stories of Preston, archive film and photos, street entertainment
- Events team working to continually improve and enhance the events as we move towards the Guild 2012

- Developing City Event Safety Advisory Group
 - Emergency Services, Health & Safety, Licensing, Events, LCC
 - Will produce literature and advisory leaflets for Guild activity from the community/external providers
- Mela & Carnival Events
 - Working in partnership with the management committees and external providers to deliver the event and artistic programme
- Riversway Event
 - Developing the programming for the event in build to Guild 2012
 - Seeking partnership links with businesses
- British Dragon Boat Assc
 - Discussion around developing European Championship event for 2012
 - Continuation of national league racing, though separate date to RWF in 2010
- Legacy Trust – Cultural Olympiad tender
 - Developing networking with NW partners
 - Creating application framework for LT London 2012 events project
 - Imagination our Nation option (Kinetika / Walk the Plank lead project involving large scale animated puppets)
- Creative Guild
 - Project call out and applications to develop a programme
 - Launch expected February 2010
- Sustainable Event Management
 - Seeking to create the Greenest Guild and leave a sustainable legacy
 - Options regarding accredited Sustainability award for Events Management (BS8901:2009 / ISO2012:1)

Arts

Corporate Priority: City Vision (supporting the growth of the economy and opportunity for people)

- Launch of Small Arts Grants Scheme in January 2010:
 - the advisory group is composed of arts sub group members
 - revised application process & procedures
 - to assist with the development of creative practitioners, organisations and groups in Preston
- Empty Shops Initiative - two cultural organisations assisted in delivering arts in empty shop initiatives in the Guild Hall Arcade in partnership with PCC Estates department:
 - Happenstance Arts delivered a reminiscence project with community organisations working with older people & exhibited the work in an empty shop unit in December 2009
 - Arts Collective 'Preston is my Paris' launched participative initiative 6 – 25 February 2010 based in empty shop unit
- CDM is hosting a one day per week student placement from UCLAN for this term: the student is updating database of Preston arts organisations.

- Local Performance Indicators for Quarter 3:
 - ▀ PI AC01: Number of employment of artists in days: 190.

Corporate Priority: Brighter Futures (reducing inequality in health and well-being)

- Central Lancashire Arts Health Network:
 - ▀ Completion in January 2010 of mapping report & recommendations commissioned by JAG consultancy
 - ▀ Development Day event took place 3 February at South Ribble Civic Centre raising the profile of good arts health case studies to PCT representation – Central Lancashire Chief Executive Joe Rafferty presented a key note speech to the audience
- Department of Health, Healthy Communities Arts Strand
 - ▀ First project with Bluestreak Arts underway
 - ▀ Second and Third projects to align with WHO Healthy Cities Programme priorities: CVD and teenage sexual health
 - ▀ First evaluation report completed
- MLA Hub 'Who Cares' Project with Harris Museum & Art Gallery
 - ▀ First project in planning: with ALISON organisation (looking at well-being outcomes using objects from the Harris' permanent collection, the venue and a variety of community groups who have not previously engaged with the Harris)

Corporate Priority: Safe and Strong Neighbourhoods

- Mitchell & Kenyon Cinema: supported two screenings involving members of Afro-Caribbean and Polish communities in Preston.
- Chinese New Year:
 - ▀ Lodged successful Lancashire County Council Gateway Grant for community based workshops in neighbourhoods not having previously engaged with this annual event.
 - ▀ Artists from Chinese Arts Centre in Manchester delivered workshops to Holme Slack primary school students, young people visiting Intact Centre and Pukar.
- Guidelines for small arts grants scheme finalised
- North West Vision and Media – disappointed with response – no grants given outside Manchester and Liverpool – looking at submitting letter of complaint

Public Realm

- Refurbishment of Flag Market due to go to Planning Committee 1st March for a decision.
- Application for Winckley Square withdrawn pending a review of no. issues and completion of bat survey

- Bid submitted to Heritage Lottery Fund under their THI programme will include works to public realm. Scope within project for cultural and creative activities linked to public realm
- Discussions held with Neil Harris at LCC to find a way forward to deliver/integrate public art projects into wider programme of schemes across city. Likely to require a funding commitment from PCC – possibly in kind – to take forward.

8. Tourism Update

1. Monthly eblast now issued to 52k Preston contacts and 3,500 VisitPreston contacts with aim of highlighting What's On in the coming month. Happy to take suggestions for items for inclusion
2. New campaign for Preston's night time economy now has Lancashire Road Safety partnership as main sponsor for £5k to promote anti drink and drive messages which fits well as we will be promoting use of buses, public transport and overnight stays. New night bus services being introduced in association with stage coach.
3. Preston will have a presence in the Lancashire bedroom browser for 2010. Print run of 20k to be placed in hotel bedroom throughout Lancashire. The feature highlights Harris Museum, Ribble Steam Railway, Preston Markets and www.visitpreston website.
4. Put a call out for partners for summer in the city 2010. In 2009 the campaign included 100,000 32 page A5 booklets directly distributed, promo days with branded balloons to give away, radio advertising and coverage .

Summer in the city 2010

Last year our audit of events and activities identified over 300 listings between June and September 2009, this was more than other cities larger in size which included Manchester and Liverpool. These were promoted on www.visitlancashire.com, www.visitpreston.com and via a massive 100,000 A5 booklets. 60,000 of these were directly distributed to Preston homes via the June edition of the Prestonian and 40k were delivered to homes beyond the Preston boundary in South Ribble, Wyre, Fylde. We also held 6 promo days, giving away branded balloons in the city centre. If sufficient participation in the campaign is once again realised we hope to repeat (and grow) this format.

To put this into context I've compared the circulation of this publication to other regional publications that may be used to promote events and destinations. The fact that summer in the city also has a shelf life of 4 months means its readership will be well in excess of the 100,000 circulation.

Sub regional press circulation info

Lancashire Life	23,500
Lancashire Magazine	20,013
Northern Life Magazine	25,000

Lancashire Evening Post	35,166
Blackpool Gazette	26,019
Manchester Evening News	153,724
Lancashire Telegraph	28,569
Summer in the City	100,000

Radio advertising for the guide and website was aired 5 times each day with Central Radio and various publications carried either PR or advertising including:

Lancashire Magazine – July
 Lancashire Magazine – August
 Primary Times – August
 Freetime July / August
 Freetime for Groups – Summer Edition
 Northern Life June / July
 Lancashire and Blackpool Tourist Board ‘Family Fun’ Campaign

GB energy were one of the sponsors of the campaign and ran a competition in the booklet, this attracted over 900 entries / sales leads for the company who were very pleased with how it performed for them as a marketing tool.

This will be the third year for summer in the City and as always we seek to improve on what has gone before using previous successes to attract new sponsors and a larger marketing budget for the campaign and for the city.

5. Preston Tourist Information Centre will definitely be moving into a shared space with PAD gallery in the old post office building. Arrangement has helped secure a future for PAD now funding ends at end of March. Move likely to be June / July.
6. New destination website target completion date is end of March. Will contain a news section so please add g.cox@preston.gov.uk to press distribution lists for news and event information.

KL reported on the launch of the Central Lancashire Consortium last week.

9. PSP'S PERFORMANCE REWARD GRANT

Further discussion at next meeting on proposals to be brought forward.

10. AOB

- Museums and Higher Education study (AW)
- Arts & Health Project – mapping and exploratory work - strong evidence for arts and well being and mental health issues (AW)
- Global Threads – working closely with young people allowing them to take the lead (AW)
- AND festival launch in Grasmere 1 April (AW)

- The city's free iPhone programme which guides people to 10 blue plaques, each marking a link between a location and a famous person – details in tonight's LEP (PH/DL)
- Suggestions for future presentations –
 - Brockholes Visitor Centre (including tour)
 - The History Gallery
 - KKP to present on the new Sport and Physical Activity Strategy

11. Date and times of next and future meetings

- Thursday, 25 March 2010 at 3.00pm, The Media Factory, UCLan (PH to arrange)
- Thursday, 27 May 2010 at 3.00pm, venue TBC
- Thursday, 29 July 2010 at 3.00pm, venue TBC