

ST GEORGE'S GUILDHALL & CREATIVE HUB ADVISORY GROUP

Notes of Meeting

Date	1st July 2021	Location	Remotely via Microsoft Teams
Time	2.00pm	Chair	Michael Baldwin

Attendees

Borough Council:	Cllr Elizabeth Nockolds, Jemma Curtis, Helen Scott (note-taker)
The Bank House:	Michael Baldwin
Norfolk County Council:	Jenny Caynes
National Trust:	Russell Clement, Ruby Clark, Lisa Smith
Historic England:	Hetty Thornton
Others:	Tim FitzHigham, Peter Wilson

Agenda	Action
<p>1. Apologies</p> <p>Noted from David Eve (HE), Duncan Hall (BC), Mark Fuller (BC), Robin Hanley (NCC), Harry Seaton, Mary Muir (NCC), Angela Downing (NT)</p>	
<p>2. Minutes of the last meeting – 17th June 2021</p> <p>The notes of the last meeting were accepted as a true record.</p>	
<p>Update on visioning workshop - Ruby Clark</p> <p><i>Project Start-Up and Visioning Session</i></p> <ul style="list-style-type: none"> R Clark and A Downing met with J Caynes, who had been in touch with the borough council. Two stages were suggested. <p><i>Stage 1</i></p> <p>A smaller, focus team would meet to do three things:</p> <p>i) Review existing governance structure, roles and responsibilities across the project and stakeholder mapping. We may work up some</p>	

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- proposals around these areas for the session if there are any perceived gaps.
- ii) Work on drawing up a top-level timeline to get us to a round 1 NLHF submission.
 - iii) Work together to co-create the format for the visioning session – areas for focus and who should attend.

It was suggested that the focus group consist of Ruby, Angela, Robin, Jenny, Mary, Mark, Tim, Duncan and/or Jemma and that the meeting take place prior to 20th July 2021. Agreed. **ACTION: J Caynes to arrange project start up meeting.**

R Clark suggested that short bios for each attendee be submitted prior to the focus group meeting. **ACTION: Focus Group attendees to email short bios to R Clark.**

Stage 2

The bigger start-up/visioning session to be in three parts:

- i) Governance, roles and responsibilities, resource.
- ii) Visioning session.
- iii) Timeline to NLHF submission/Business case

The idea of the visioning session remains that the group would use the work done to date and focus on where the gaps are, e.g. how to unify the Guildhall and Creative Hub concepts. The visioning session would also be the moment to agree the work on governance, timeline and roles and responsibilities.

It was agreed, due to the urgency around tight deadlines, that a half-day session be arranged face to face in the Shakespeare Barn or Courtyard at the Guildhall two/three weeks after the focus group meeting.

- Comments were invited.
 - All agreed that there was an urgency in arranging these meetings as soon as possible due to the deadlines set in place and each individual body's sign-off schedule.
 - The need for flexibility and preparation regarding difficult decisions was stressed.
 - H Thornton shared her positive feedback from the HLF with the group. HLF were in agreement with receiving a bid for the Guildhall but that

J Caynes

Focus Group

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<p>competition was strong. Bids were being received for up to £5m. Contact at the National Lottery Heritage Fund is Rachel McFarlane (Rachel.mcfarlane@heritagefund.org.uk).</p> <ul style="list-style-type: none"> ○ ACTION: H Thornton to circulate contact details of the HLF and Arts Council to the Chair to discuss the bid. ○ Further comments were invited in order for the session to be planned. 	<p>H Thornton</p>
<p>4. Update on potential match funding application and timeline - Jenny Caynes</p> <p>J Caynes presented her findings to the group.</p> <p><i>Cultural Development Fund – Round Two</i> - DCMS funding, administered by the Arts Council. Can apply for between £2m and £5m with £700,000 eligible as resource activity. Match funding is 15% min and Towns Fund funding can be used as match. (Total fund is £18.5m and in round one this was split 5 ways).</p> <p>The description of the aims of the fund is that it seeks to level up through investment in culture, regenerating communities through capital investment in transformative place-based creative and cultural initiatives. And the outcomes need to be that the investment will</p> <ul style="list-style-type: none"> • Unlock local economic growth and productivity • Become more attractive places in which to live, work, visit and invest • Strengthen local leadership partnerships and capability <p>All applications need to respond to the first of these and at least one other. Applications must come from a partnership, led by a local authority or LEP.</p> <p>Key dates for the application process are:</p> <ul style="list-style-type: none"> • Submit an expression of interest on 23rd July • If given go ahead, we'd have 31 August – 15 October to submit a full application, decisions announced in Feb '22 and projects must take place between April 22 and March 25. <p>The Arts Council offer further advice and guidance in a number of ways and recently held a webinar for interested organisations. Key take-aways from this were: they are looking for projects which are closely aligned to local growth strategy, for projects which consider increase in social and civic pride</p>	

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through the renewal of assets and for organisations who have a strong vision for cultural led growths.

They also mentioned their selection criteria and balancing – and they would be looking at funding geographical areas which had not received funding before, those areas were Grimsby, Thames estuary, Plymouth, Wakefield and Worcester.

Also important for the balancing criteria are areas of low cultural engagement as identified by the Active Lives Survey which identifies cultural engagement by local authority area. This final point is important to note as it is this survey, or the results of the survey which will form the target areas for the next round of Arts Council Funding which is called Creative People and Places Fund, which opens soon and will encourage applications from local authority areas who are in the bottom third of arts engagement. KL and WN are not in this group. Headlines from that survey are: National average for engagement in arts, museums and libraries is 76.1%, KLWN is 73.4% and participation and attendance in arts, dance, theatre and visual arts nationally is 60.6% and in KLWN is 58.4% - so the good news is, the local population is engaged and interested, but the not so good news is might make the Guildhall project less likely to be funded by CDF, or CPP Arts Council funds.

J Curtis, M Muir and J Caynes have a meeting with the Arts Council on 7th, where questions will be put forward to scope out whether to put in an EOI and feedback to the next meeting.

National Lottery Grants for Heritage – As has been explained in previous meetings the applications were closed during last year because of Covid and have now opened again. Priorities for this programme have meant they have revised their approach in terms of what they will fund. In brief they are looking at project applications between April 21 – April 22 which can prove they will:

- boost the local economy, including job creation
- encourage skills development and job creation and training opportunities
- support wellbeing
- create better places to live, work and visit
- improve the resilience of organisations working in heritage.

Every project must achieve the inclusion outcome, 'a wider range of people will be involved in heritage'.

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They will also expect all projects to demonstrate that they are building long-term environmental sustainability into their plans, as appropriate.

If the Advisory Group consider putting in an EOI within this period, they would need to look again at the refocused priorities of the Heritage Fund.

In terms of timescales, EOI can be submitted as soon as ready with a response from HLF within 20 working days on whether the project can go forward to a Development Phase application. Quarterly deadlines for Development Phase applications are 25 August (decision made end December) and 29 Nov (decision made end of March 22) (with the assumption that the next tranche would be March 22, to receive the decision by the end of June 22).

General thoughts and observations from J Caynes are:

- Tasked with gathering together all the relevant documents to date, build up a timeline of the project so far, to handover to new members of staff or freelancers, the Cultural Consultant, the new Cultural officer and Programme manager.
- Suggest a re appraisal of these documents, in the light of the changes to the project environment over the last 18 months, and that these need to be scrutinised as part of the business plan the Creative consultant will be pulling together. That re appraisal could also look at whether the current supporting material aligns with the new HF fund focus for example and for any bid to the Arts Council to reflect their direction of travel.

Comments were invited:

- T FitzHigham stressed the importance of the statistics being inaccurate. The district percentage is disproportionately high due to the number of high-profile attractions such as Sandringham. The town of King's Lynn itself would be a much lower percentage without these attractions.
- The Chair agreed that post covid work on business areas around theatre and the arts would not be appropriate at this stage as the roadmap was not yet final.
- J Curtis agreed regarding the statistics and Cllr Nockolds also agreed to help with them.
- It was agreed that the Group had a good case to present for Arts Council funding and that the position was strong.

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<ul style="list-style-type: none"> It was recommended that the previous visioning event organised by Oakmere in 2019 be circulated to assist with the business case. ACTION: J Curtis to follow up. It was agreed that when the focus group meets, the format for the visioning event will need to be agreed. The borough council graphics team could be brought on board to provide visuals using previously prepared information and reports to date and other theatre examples to aid discussion at the event. 	<p>J Curtis</p>
<p>5. Update on brief to appoint Creative Consultant - Jenny Caynes</p> <p>J Caynes fed back to the group on behalf of Mary Muir who had sent apologies. This will be a full tender process via an ITQ (invitation to quote), so once the brief is agreed, it will be advertised for four weeks, a week to assess and invite for interview, and then appoint. We'd be looking to bring the brief to the advisory board for sign off, to be ready to go out to advert on 30th July, so we'd hope to have a consultant in place by the end of Sept. giving them 10 months or so to develop the full business case for the Towns Fund submission. ACTION: J Caynes to email the brief to the group.</p>	<p>Note update</p> <p>J Caynes</p>
<p>6. Shakespeare's Guildhall – Andrew Jarvis' comments</p> <p>An email from Andrew Jarvis, had been circulated to the Group with his thoughts on the history of the Guildhall site. Comments were noted:</p> <ul style="list-style-type: none"> It is essential that the factual information about the history of the site is accurate in order for this project to move forward. A meeting has been arranged by the borough council, to include M Baldwin and G Purkins, with all members of the SGT on Wednesday, 14th July, and an update will be provided at the next advisory group meeting. A press release to be prepared for the project next steps. 	
<p>7. Any other business</p> <ul style="list-style-type: none"> T FitzHigham confirmed that he had sent the 2018 accounts for the Globe Theatre to J Curtis for reference with statistics on ticket sales, visitor numbers etc. to be emailed in due course. 	

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<ul style="list-style-type: none"> R Clark requested information from the Group around contacts with other districts to email her. H Thornton confirmed she was on the Tourism & Heritage Board for Great Yarmouth as well as the Lowestoft Cultural Board. She also recommended contact with Natalie at Creative Arts East re arts and community engagement. P Wilson had a good knowledge of funding for successful working theatres. T FitzHigham confirmed he had a network of contacts within theatre and that the Theatre Trust, as a free resource, would be happy to offer advice. R Clement recommended the Colchester Arts Centre as a successful example and suggested contact is made with Colchester Borough Council. J Curtis will contact ARUP who were offering specialist advice to Towns Fund boards. ACTION: R Clark to follow up. ACTION: M Baldwin to prepare an update note to circulate to the Community & Stakeholder Group 	<p>R Clark M Baldwin</p>
<p>8. Date of next meeting</p> <p>Agreed as Thursday, 5th August – 10:00 – 11:30</p>	

Any questions or queries relating to the group or project please email: visionkl@west-norfolk.gov.uk