



PETERBOROUGH CULTURAL ALLIANCE

3 November 2022 at 1130 on zoom (invite below and on emails)

AGENDA

- 1 Introductions and apologies
- 2 Notes of last meeting
- 3 **Financial and other contextual updates:**
 - 3.1 NPO announcements and other ACE news
 - 3.2 Shared Prosperity Fund
 - 3.3 Any Autumn Statement predictions (due 17/11, two assessments at <https://www.bdo.co.uk/en-gb/budget/predictions> and <https://archive.ph/e2g1u> suggesting that cuts may not be as aggressive as feared
 - 3.4 Discussions with ACE, HLF and others
 - 3.5 Anything else
 - 3.6 Implications for timetable
- 4 **Cultural Alliance / Culture Forum session for arts organisations and event planners 27 October at Lakeside: Feedback and outcomes**
- 5 Is there a Plan B, and do we need one yet?
- 6 Other strands of the Transition Programme – update where not covered above)
 - Data and next steps (Sarah H) – verbal
 - Advocacy and comms (verbal – Natalie P)
 - Networks & connections (verbal - Kate H/Sarah W)
- 7 Support to bids
 - YMCA/Cresset (*Penny*) – deadline tomorrow for letters
- 8 Membership – request from Living Sport (and St Johns!)
- 9 Other Updates if any
- 10 AOB

Item	Attachment
2	PCA NOTES 061022
6	Email from Penny copied below (below Zoom invite)
7	Email from Sarah H copied below (below Zoom invite)

Future meetings at 1130 – Sarah to circulate zoom invitations. Also see item 7

3 November 2022

1 December 2022

5 January 2023

2 February 2023



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6 October 2022

NOTES

1 Introductions and apologies

Mark Richard, Metal,
Ivan Cutting, Eastern Angles
Sarah Haythornthwaite, Peterborough Presents
Kate Hall, Jumped Up Theatre
Jamie Fenton, PCC
Matthew Bradbury, NPT
Steph Peachey, Bridge/PHACE
Jamie Jones, ARU
Liz Knight, UCP
Ally Oberrotman, Bridge
Caroline Wallace, ACE
Sarah Wilson, Museum Service
Dave Cramp, Cathedral and BID
Natalie Philips, Selladoor,
Penny Hansen, Cresset Theatre

11 Notes of last meeting

Agreed

12 Cultural Alliance / Culture Forum session for arts organisations and event planners 27 October at Lakeside (Kate)

A chance to get in a room with the local culture sector to share plans for activity for 2023 onwards, create connections, spot opportunities for collaboration and avoid clashes.

1pm-2pm: Light lunch being provided by Nene Park.

*2pm-4pm: Everyone given a chance to share overview of individual programmes (5 mins each), followed by opportunities to make connections to source support and create greater impact. Please confirm attendance and any dietary restrictions to Kate by **Friday 14 October**.*

This proposal comes from the importance of supporting each other and working together, and moving into the post-Covid cultural environment. We had a very successful evening at the Cresset last October and want to build on that. Kate will be making everyone work pretty hard, with a focus on projects where partnership will be really good, looking ahead at future projects. NB not just about the people in the room but the Culture Forum more widely. Primarily targeted at organisations (not individuals) but may be harder for community groups so important that people have talked about the issues. This is separate from, and broader than the bid stuff.

NB: an open event and important that we meet as a sector.
Festivals meal is next week, with 14 organisations signed up



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All to circulate, reflect in advance, sign up asap and also encourages engagement.

The meeting also discussed connections and networks as in the Transition Programme, and the challenges of getting co-creation of the programme. In particular saying: does this programme:

- Do what we want it to do – embed the Strategy
- Will it create greater diversity in work, audiences and leadership
- And other priorities

One day time, one evening, one weekend – so maximise attendance, make it intensive and short time. Not ask each group to go through all parts of the demonstrator programme but mix and match as appropriate.

Aims:

- Really test content of the proposals
- Make sure there's adequate support from audiences/communities
- Be open to them telling us how to do it
- Understand needs and plans for the future cycle

Timing discussed as implications for longer term support of the PCA. Kate studying timeline (including support issues) and seeing if it can be done any earlier but certainly not before w/b 14/11 or w/b 28/11. Will be useful to have support to co-facilitate and help write up (and there is budget): **all good suggestions** welcome, especially for the write-up.

All to review the demonstrator programme proposals, consider who must be in the room, who particularly useful for reviews, how that supports diversifying leadership etc etc. **SCT** to do a round-up of all the various proposals and current state of play.

Noted that this is entangled with the governance structure – which groups are involved in check-ins, advisories etc. Also ask people to comment on the process.

Budget: the Transition Programme has a budget for this.

13 Next Steps:

4.1 Meeting of 27 October

See above

4.2 The Collaborative Programme UCP IEG Digital proposal (see attached, Liz)

Liz introduced the proposal: key support to getting people (inc parents) to accept the potential of creative careers. Would be a calendar of events in a range of venues, leading to a major digital offering. Discussed for clarity.

As it stands, it seeks the cash sum (£165K in total: see amended version when circulated) from the Programme with match funding in venues and teacher time, and then seek sponsorship. Links to the Creative Careers thinking too. Noted opportunity for leverage being particularly strong for this project and blended/multiple financing is a strong requirement of the programme and strength of the Alliance.



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It will be important to ensure community partners are also on board, especially through the Adult Learners programme. Useful example of how Alliance collaboration is especially valuable, eg helping to identify, introduce and those people who can extend beyond formal learning settings.

Key impacts discussed: some on increased audience (eg parents), buy-in and profile for arts; have we really attracted more people into creative careers (segmented by communities and discipline). Will need to discuss this in developing the proposal.

The meeting also discussed timing and interlinking of everything and how difficult it is to keep everything aligned.

Penny also reported on the plan from YMCA to bid for significant support for the roof etc. This would normally be at a meeting but given timeline, Penny to ping round an email and people can indicate whether they will support.

4.3 *Creative Careers (Steph)*

This came from conversations before the summer about building this work. Steph reminded the meeting of the principles adopted then and circulated. However, there is very little direct enthusiasm to do something collective. More likely to see the single-organisation centred proposals with less mapping across the original principles so Steph has been exploring options with other partners including involving the Alliance/partners in a county-wide project.

Steph therefore proposes we keep the item on the agenda and Ally is the link, making sure that it relates to the Alliance principles but outwith the demonstrator programme.

(Steph also congratulated on submitting her Masters thesis.)

4.4 *Further context and collaboration*

See above

4.5 *Towards financing a three year strategy* (attached again for ease of reference)

See above

4.6 *Phase 2 application to Shared Prosperity Fund (SPF)* – see attached

PCC working on the business side of it; illustrates PCC slightly under-resourced in some key evidence areas. Internally PCC still seeing this as a strong application.

Some nuanced feedback:

- An Alliance aim is to reach everybody, which represents an untapped resource of cultural practitioners for businesses, so we don't have a similar cultural sector to comparator places
- The data-sharing is also a contribution to the growth agenda
- Weakness of leadership, not failure!
- Check matching will not be a problem

SCT/JF to update.



4.7 *Discussions with ACE and HLF*

SCT updated on discussions so far.

14 **Other strands of the Transition Programme** – update where not covered above)

5.1 *Data and next steps* (Sarah H) *paper had been circulated* but acknowledged gaps, particularly in relation to costs, partners outwith the PCA and wider landscape. **All** to feedback to Sarah H soon and noted the importance of getting it right rather than rushing. Also posed importance of getting an Economic Impact strategy in place, eg in Year 2.

5.2 *Advocacy and comms* (verbal – Natalie)

The small group has met and considered original plan in light of learning, including capacity of the Alliance itself, avoiding the potential conflict and internal competition. Therefore looking at 2 parts:

- Brand identity of Alliance and pitch-ready version of the Strategy
- Rest of cultural sector, especially smaller orgs may have different needs and we need to ensure they can apply for funding for their own activity and their own advocacy

Natalie to do a note to everyone for discussion next time; considerable support for the principle.

5.3 *Networks & connections* (verbal - Kate H/Sarah W)

See above.

15 **Governance and establishing the Peterborough Cultural Alliance** (verbal Sarah T & Matthew)

Awaiting the expertise response. There will be minor changes – **Sarah** to input. Formal requests re memberships and directors will come round shortly.

16 **Meetings in 2023:** current dates are every fourth Thursday, which would take us to 29 December. I propose 5/1, 2/2, 2/3, 30/3 and so on instead.)

Agreed from 5/1 onwards

17 **Finances and funding**

Covered above

18 **Updates if any**

No more



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Email regarding support for bids

From: Penny Hansen <Penny.Hansen@cresset.co.uk>

Sent: 19 October 2022 11:23

To: Matthew Bradbury <Matthew.Bradbury@neneparktrust.org.uk>; Kate Hall <jumpeduptheatre@gmail.com>

Cc: Sarah Tanburn <sarah.tanburn@workthewind.com>

Subject: Youth Investment Fund

Hi all, hope you're well

I'm writing to let you know of a bid we are currently preparing to the Youth Investment Fund. As you know The Cresset has provided cultural participation opportunities for young people for many years, and as we look to our future our focus has to be on the sustainability of the building and facilities that enable us to do this. Through our in-house performing arts programme we work with up to 2,000 young people each year, and there are many local schools, charities and organisations that use The Cresset's accessible and affordable facilities to stage events.

YMCA Trinity Group's Mission is to Inspire Communities and Transform Young Lives and this bid supports that mission. By replacing the roof of The Cresset, upgrading the theatre infrastructure, installing new facilities for disabled performers and developing new programmes of work offering a wide range of opportunities, we will be able to continue to deliver for the young people of Peterborough for many years to come.

We are due to submit our bid on 7th November, and I am currently gathering statements and letters of support from people in the local community. I hope the PCA would consider lending your support to us.

If you have any questions do get in touch,

Kind regards

Penny

Penny Hansen *She/Her*

Head of Cresset Commercial Activities

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Email from Sarah Hyde Living Sport

You may well have received the email below too from the new CEO at Living Sport. It reminded me that Steve Harknett (of Living Sport) was asking if a rep from their organisation could join PCA. They are really interested in alternative ways to get people active and the ways culture can do this. I wasn't sure how to progress this so thought I'd share this here and maybe we can have a quick chat about it at next weeks meeting?

Thanks – have a good Friday.

Kind regards

Sarah Haythornthwaite
She / her
Programme Director
Peterborough Presents
c/o Nene Park Trust
07917 967 182

Visit our [website](#), sign up to our [mailing list](#), like us on [Facebook](#), and follow us on [Twitter](#) and [Instagram](#).

From: Samantha Hyde <samantha.hyde@livingsport.co.uk>

Sent: 27 October 2022 15:34

To: Sarah Haythornthwaite <Sarah.Haythornthwaite@neneparktrust.org.uk>

Subject: Living Sport New CEO Announcement

To view this email in a browser click [HERE](#)

Dear Sarah

Please see our official statement announcing my permanent position as Chief Executive Officer for Living Sport. I look forward to a continued working relationship with you.

Yours sincerely

Samantha Hyde
CEO

Living Sport announces Samantha Hyde as our new Chief Executive Officer

Living Sport is delighted to announce that Samantha Hyde has joined us as our new Chief Executive Officer.

We recently undertook a review of our role and function in improving health, happiness, and wellbeing by supporting people to be active, in a meaningful way through our programmes, events, influencing



policy and where we can fund projects too.

Samantha has chosen to return to the East of England after a successful career in London, across the UK and globally spanning nearly 18 years. We are delighted as she is a highly experienced, successful, and well-regarded business leader, with an extensive portfolio guiding and leading large charitable organisations. Her previous roles have included CEO of the Camelot Foundation, UK Director at Save the Children and Director for the End Child Poverty Campaign. These roles and knowledge are all crucial given the current space we are in, and the present cost of living crisis.

Frazer Bennett Chair of Living Sport said:

We are extremely fortunate to have someone of Samantha Hyde's calibre and experience to lead Living Sport and our relationship with our major funder Sport England. We are at a pinnacle point in implementing our new [strategy](#) and Samantha has made such a significant impact alongside our team in a short time.

Samantha Hyde commented:

This is an incredibly exciting time for Living Sport as we embark on a new stage of our journey. I am passionate about improving the health and wellbeing for everyone living across Cambridgeshire and Peterborough, especially for those facing inequalities within our communities. Sport England's investment in us is an amazing gift that we will use to great ends.

Please join us in extending a warm welcome to our new CEO and we would welcome meeting you and forming bold and strong new partnerships to solve the challenges that lie ahead. To do this please contact Samantha directly by email at samantha.hyde@livingsport.co.uk

Click [here](#) to view our Strategic Focus

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