



Peterborough Cultural Alliance
Minutes for Meeting held:
21st Sep 2023 | Chauffeur’s Cottage | 10:30am – 12pm

In attendance:

- Sughra Ahmed – Peterborough Cultural Alliance, Managing Director
- Caroline Wallace – Arts Council England, Relationship Manager
- Claudia West– Arts Council England, Senior Relationship Manager
- Jake Smith – Eastern Angles, Artistic Director & CEO
- Sarah Haythornthwaite – Interim Co-Chair & Peterborough Presents, Programme Director
- Penny Hansen – Cresset, Head of Commercial Activities
- Ruth Campbell-Ekins – Metal Peterborough, Director
- Sarah Wilson – Peterborough Museum, Heritage Manager
- Kate Hall – Co-Chair & Jumped Up, Director (arrival 11:12am)
- Andrew MacDermott – Nene Park Trust, Interim CEO (arrival 11:30am)
- Liz Knight – University Centre Peterborough, Academic Director

Apologies from:

- Jamie Fenton – PCC
- Natalie Phillips – Landmark Theatres
- Stephanie Peachey – Nene Park Trust, Head of Visitor Engagement
- Rob Hill – PCC
- Karima Shah – Diaspora Arts, Director
- Ally Oberrotman – Festival Connect & Create, Senior Manager
- Emilia Zirker – Peterborough Collective, Lead

Minutes by:

Azra Ali – Centre 33, Young Person Support and Engagement Project Worker

Chair of Meeting – Sarah Haythornthwaite

Item	Details
	Welcome and refreshments <ul style="list-style-type: none"> • Informal introductions • Meeting started at 10:30am
Director’s report	Sughra Ahmed confirmed she was busy in her new role, building networks and community links. Received a positive response from ACE to the EIO with an invitation to submit a full application

	<p>The Monitoring Group was discussed at the last meeting. The PCA is seeking a strong, robust process from a 3rd party for research and monitoring. A request to all Members to agree to finalise the next steps to action – All agreed. (There is no budget as yet for this process, but it is included in funding applications)</p> <p>It was discussed that the PCA growth needs to meet Peterborough’s ‘Whole World’ diversity. BRAP as a charity, has experience in Diversity, Equality & Inclusion (DEI)</p> <p>The PCA aspirations to build multi-layered ‘culture’ conversations annually. Cultural Conversations will kick off with a guest speaker with a national/international profile. The first high-profile guest has been confirmed for Spring 2024. UCP offered support regarding space options and student involvement as it recognised the value of engaging young people. Multiple events across multiple spaces will build connections and conversations across Peterborough.</p> <p>Sughra has attended various public commitments, including the UCP Graduation Ceremony and an interview on BBC Radio Cambridgeshire about the PCA (also aired on PCRFM). A monthly live radio show about Culture has been pitched to PCRFM.</p> <p>Office Space for PCA has been secured at The Key Theatre.</p> <p>ACTION</p> <ul style="list-style-type: none"> • All attendees to share information about relevant events/meetings so Sughra is aware they are happening and can attend. • Focus on improving engagement using social media channels to promote future public appearances.
<p>Data project update</p>	<p>Sarah Haythornthwaite delivered the Data Project update. She highlighted the importance of communicating and sharing updates, with each other.</p> <p>Currently working with Indigo on a draft Survey, ‘Be Heard!’ which will be a public platform for engagement, helping the city to understand its cultural consumption. The survey is in the form of a postcard with a QR code to all households in Peterborough. 50 responses per ward. The incentive of winning 6 x £200 vouchers (Some members raised accessibility & collecting personal details concerns.)</p> <p>The data will be gathered so that it can be used for project planning and funding applications from across a range of sectors given that it will provide data as evidence and mapping. Survey has potential to help shape all public services, including health and well-being. The SPF budget will be used to translate the survey into several languages, as per most common languages on latest Census.</p> <p>Survey to go live in November with data collation and analysis in 2024.</p> <p>ACTION</p> <ul style="list-style-type: none"> • Sarah to send slide deck on Data Project update to members. • Share Survey in newsletters & promote through radio slots.

	<ul style="list-style-type: none"> • Sarah to circulate and collect details of upcoming events for all members to feed into. • Sarah will send invitations to hold regular Zoom updates/progress meetings
Heritage	<p>Sarah Wilson is the interim part of the City of Culture (PCC). On Monday, 18th September, Cabinet supported a decision to be part of Peterborough Limited - a five-year contract until 2029 (available here).</p> <p>Peterborough Museum and Flag Fen are part of Historic England, Arts Council and Museum Society. The Peterborough Museum and Art Gallery (PMAG) are a Charitable trust & currently have Museum Accreditation - They have received an offer to hold a 'Gladiators Exhibition' from British Museum but is dependent on Peterborough Museum retaining accreditation.</p> <p>Both PMAG and PCC need to work in best interest of trust, requiring knowledge and expertise at all levels. It was noted no representation currently of 'Culture' at senior level leadership in PCC for business activity. Financial and expert input for impact and influence is important and continual discussions about Historic England and Museum required. Concerns raised about PCC pace and constraints. Hopeful for positive change.</p> <p>Support offered from members to help move forward and work together to help PCC understand needs of Culture and Heritage which it cannot do so without 'culture' being present at the table, through PCA Managing Director.</p> <p>ACTION</p> <ul style="list-style-type: none"> • To invite Sughra Ahmed to Tourism meeting.
Arts Council England	<p>Both Claudia West and Caroline Wallace gave an update from ACE. They gave their feedback on the Expression of Interest (EOI): Effort Valued – Recognised short timeframe to complete bid is a big challenge. Lots to do! How to be most helpful in process? Support to make strong bid within PCA remit.</p> <p>They reminded members that the outcome was not guaranteed. They appreciated that it is a complicated project, particularly because all elements need development and need to be aware of achievable impact and change. They were both here to help.</p> <p>Claudia shared key point and recognition of passion in producing the Expressions of Interest (EOI) and recommended the report be Inclusive and relevant, data-driven, address context (with reasons), be clear & specific in detail. It need to include a Delivery Plan – Sustainable, international element and (connections), local assets, ambitious, quality in inclusive and responsive and have potential for international impact.</p> <p>Caroline confirmed it was a high-level grant so ACE needed to see value for money, with commitment and partnership value. She congratulated all on effort so far.</p> <p>Some concerns were mentioned about tight timeline.</p>

<p>Policies and Procedures from Nene Park Trust</p>	<p>Andrew MacDermott from Nene Park Trust (NPT) – talked to members about being the host of PCA and what the responsibilities of being a host involved. The employment of PCA team will create a stronger link with PCA. All employees will be covered by NPT staff policies and procedures (P&P) in staff handbook.</p> <p>A conversation on governance was important to integrate policies and procedures at PCA level. Andrew offered to do a policy review for PCA to address any specific requirements more closely suited to the work of the PCA. For example, approach to diversity & inclusion, response to any complaints or concerns. The results will be shared with PCA members.</p> <p>It was agreed in the short-term to adopt NPT existing policies and procedures and underpin as PCA.</p> <p>Andrew and Sughra have had a conversation with The Monitoring Group about concerns raised by creatives about equality. Despite several attempts, no further response from The Monitoring Group.</p> <p>SA to email The Monitoring Group one final time with deadline to respond.</p> <p>ACTION</p> <p>Policies & Procedures to be explored at future meeting, with the aim of looking for best practice for PCA needs.</p> <ul style="list-style-type: none"> • In the short term use NPT policies and procedures underpin as PCA. Formerly adopt NPT offer and aspirations ‘What serves us well’ today. All members agreed.
<p>AOB</p>	<p>Eastern Angles gave an update to members - Friday 3rd Nov R&D event (Material Harvest). Working title ‘Stairway to Peterborough’ New Associate Director in post next week – working with rural and urban communities. Project ‘Radical Hospitality’ Advocates for communities in Ipswich for which they had an open consultation.</p> <p>Next Meeting: 9 Nov 2023 (10:30am-12:30pm) at TBC</p>
	<p>END</p>