



## **Peterborough Cultural Alliance Meeting Minutes**

**25<sup>th</sup> March 2024 | Lakeside Meeting Room | 10am – 12pm**

### **In attendance:**

Sughra Ahmed – Managing Director, Peterborough Cultural Alliance  
Stephanie Peachey – Head of Visitor Engagement, Nene Park Trust  
Kate Hall – Creative Producer, Jumped Up Theatre (Co-Chair) (online)  
Ruth Campbell-Ekins – Director, Metal Peterborough  
Ally Oberrotman - Festival Connect & Create Senior Manager, Norfolk & Norwich Festival (online)  
Karima Shah – Director, Diaspora Arts and Education (online)  
Jake Smith - Artistic Director / CEO, Eastern Angles  
Sarah Wilson – Heritage Manager, Peterborough Museum  
Caroline Wallace – Relationship Manager (Engagement and Audiences), South East, Arts Council England  
Matthew Bradbury – Chief Executive, Nene Park Trust (Chair of PCA from 10:45am)  
Katy Raines – CEO, Indigo (online for Data Framework presentation only)  
Emilia Zirker – Peterborough Collective  
Jamie Fenton – Partnership Manager, Culture, Sports and Leisure, Peterborough City Council

### **Apologies:**

Adrian Chapman – Executive Director, Peterborough City Council  
Jan Armitage – Chief Operating Officer, Peterborough Cathedral  
Penny Hansen – Head of Commercial Activities, The Cresset  
Sarah Haythornthwaite - Programme Director, Peterborough Presents  
Rob Hill – Service Director of Housing and Communities, Peterborough City Council  
Laura Hensser – Executive Director, Metal (online)  
Liz Knight – Academic Director, University Centre Peterborough, IEG  
Natalie Phillips – Head of Content, Landmark Theatres  
Jag Singh – General Manager, Landmark Theatres

### **Minutes by:**

Faith Falayi – Peterborough Cultural Alliance

### **Chair of Meeting – Matthew Bradbury**

<b>Item</b>	<b>Details</b>
	Welcome and refreshments <ul style="list-style-type: none"><li>• Introductions</li></ul>

	<ul style="list-style-type: none"> <li>• Overview of agenda</li> <li>• Declaration of interest received from; <ul style="list-style-type: none"> <li>– Trustee of Thomas Deacon Education Trust (Kate)</li> <li>- Bursary recipient from Norfolk &amp; Norwich Festival (Emilia)</li> <li>– Trustee of Metal Culture (Matthew)</li> <li>– PhD student occasionally working with arts organisations in Peterborough (Ally)</li> </ul> </li> </ul>
--	--

Item	Details
<b>Chair's Report</b>	<p>The Alliance accepted Sarah Haythornthwaite's resignation on 25th March. She was acting Co-Chair (in Matthew Bradbury's absence on sick leave) by the Members. The Alliance received a proposal, which was seconded, to vote Matthew Bradbury as the new PCA Chair. He received 11 votes and no contests. Matthew accepted the vote.</p> <p>All members thanked Sarah for all her help and support during the last year.</p> <p>Matthew expressed his hope for culture and for the city, for better organisation in the future and a process that will allow much more inclusivity with other organisations and groups that can be part of the Alliance. He continued that the PCA should feel very positive and grateful to the Arts Council for all their support.</p> <p>Matthew thanks Sughra Ahmed for demonstrating amazing leadership in building resource and funding, and bringing in a new insight and foresight to the organisation. There is lots of hard work to begin now and working together as an Alliance will be incredibly important.</p> <p>A Conflict of Interest policy is to be noted in each meeting moving forward. Policy outlines the boundaries for any member to make sure that they are regulated on the same rules. For example, like taking gifts over £25, making it clear where we all stand on this and abide by the same regulations. This will reassure Arts Council that we take their funding and policies very seriously.</p> <p>It was agreed by the members to include a Conflict of Interest policy and review on an annual basis.</p> <p><b>ACTION</b> Sughra will design and circulate a declaration form</p>

	All members to complete the form over the new few weeks.
Data Framework Project	<p>Katy Raines gave an update on the Data project. She reiterated the aims of the project; namely trying to give a data framework so we can understand who engages with culture in Peterborough. This framework will show different demographics across Peterborough, how it differs from England as a whole and how wards differ from each other.</p> <p>A survey called 'Be Heard!' was commissioned to understand a broader sense of what people are engaging with. This survey was distributed through postcards to homes and community champions (via Royal Mail). The Survey exceeded target numbers, over 2200 responses were received, of which 1603 responses were verified (a large number of people lived outside Peterborough and therefore not valid). Responses covered every wards excluding Wittering, Barnack and the North. Survey was translated into Polish, Lithuanian and Romanian.</p> <p>Indigo are now in the process of analysing these results. There will be two outputs – top level data will go into Place Profiler, alongside a more specific report with lots of details and explanation narratives. A combination of the two will give a very good idea of cultural consumption in Peterborough. The Place Profiler is an online tool that will be publicly available to use, with an overview that introduces key stats for Peterborough. For example;</p> <ul style="list-style-type: none"> <li>- 88% of residents have attended a cultural event in last 12 months</li> <li>- 66% have visited a museum or gallery</li> <li>- 88% have engaged in some form of creative activity</li> </ul> <p>Other pages of the Place Profiler will include figures around Population and Demographics, Household &amp; Income, Cultural Engagement &amp; Infrastructure and Ward Profile. This will be launched in May 2025 with tutorial videos for use.</p> <p>Katy responded to key questions by members and wanted to share that the main challenge will be trying to count and verify the number of people who are engaging with the widest possible definition of culture in Peterborough. Ticketing doesn't really work as it's not representative of the actual footfall, secondly you are only counting tickets sold, which is only partial data.</p>

	<p><b>ACTION</b></p> <p>Indigo to write and present the final findings from the research, completing the Profiler and start to assemble the 'Activity Data' and show how this is to be used effectively.</p>
<p><b>Directors' report</b></p>	<p>Sughra emphasises the importance of the Alliance's engagement with Data Project and that the goal will be for it to be a public project, with data available for everyone to use.</p> <p>A lot of people worked really hard on the ACE grant. The success of our collaborative bid writing process was really important in realising our collaborative effort – the biggest investment in culture, in the city, in at least a decade.</p> <p>It will ensure PCA infrastructure is built on firm foundations; build an independent entity, that we are able to deliver the bid. The PCA are also deeply committed to ensuring inclusivity which means over the next few years, a lot of significant changes will be taking place in order to strengthen the PCA and carry authenticity in its strategic role in the city.</p> <p>ACE bid requires match funding. There are plans for PCA to become a Cultural Compact – this will put us in a really good position to attract future funding.</p> <p>Steps are being taken to build a team to help deliver the work. The aim is to employ people who are passionate, skilled and talented with advertising far, wide and deep into the communities of Peterborough and beyond. Job descriptions will be circulated in Nene Park recruitment pack.</p> <p>Sughra is now a member of the Town's Fund Board. She spoke at an ACE Away Day about increasing support for under-represented communities. She also took part in conversations at the Cambridge Arts Network and the Combined Authority Strategic Planning meetings. She attended Katharine of Aragon commemoration, attended interviews for local radio and opened International Women's Day for PCVS.</p> <p><b>ACTION</b></p> <p>Members to help circulating the recruitment packs so that we reach groups through cascading and posting on networks.</p>
<p><b>Arts in Education</b></p>	<p>Steph Peachy gave a presentation about PHACE and its plans to wind down. She explains a brief history and that PHACE began</p>

	<p>at one of the first local cultural educational partnerships and she have been involved since 2013. It is now in partnership with schools, and established itself as a CIC (Community Interest Company) in 2015. The strength of local cultural education partnerships is to develop culturally confident young people.</p> <p>Due to a bridge structure coming to an end with Arts Council, the relationship between schools and art sector needs more momentum, and thus led to a decision to restructure PHACE. Steph outlined how PCA have similar agendas – she proposed whether the Members would be willing to consider a transfer of assets and what that would look like. She felt that the PCA is the right place to transfer this work. Steph outlined what PHACE can offer, some cash could be available to kick-start delivery or match fund etc. It was acknowledged that as things stand it would be impossible for PHACE as a CIC to transfer assets into PCA and it is legally bound to transfer into Peterborough Limited Trust, held by Nene Park Trust, before moving into PCA.</p> <p>The Members discussed the proposal and agreed that any move would have to be at some point in the future and would have to be looked at very carefully. There will be a lot of work to do here in considering the right course of action and considerations will need to be made around how much the legal work will cost.</p> <p><b>ACTION</b> All Members to make time (outside of this meeting) to discuss further, take advice etc. between now and the summer. PHACE operating year ends in September and a decision will be due at the next meeting.</p> <p>Sughra to ensure enough time in the agenda to discuss this further and for the aim to be that, by the end of that meeting, to have a decision.</p>
<p>AOB <b>-Matthew Bradbury (Chair)</b></p>	<p>Matthew proposed to extend Sughra’s employment to match the timeline for the funding as she is currently on a short-term contract. This was approved by the Members.</p> <p>Proposed to establish a Governance and Finance committee to deal with governance (making sure we’re aligned with Arts Council expectations and to ensure we become a fully constituted organisation, which takes about a year) and finance making sure we support Sughra in developing a business/delivery plan that picks up all of the additional funding we need to bring in).</p>

	<p>The proposal was agreed by the Members with the proposal to invite Adrian Oates, to be involved.</p> <p><b>ACTION</b></p> <p>Sughra to set-up a PCA Governance and Finance Committee where decisions can be taken, in between meetings.</p> <p>Caroline from Arts Council proposed to put together a statement from the Arts Council point of view, to include their aims &amp; objectives on how they are going to support PCA &amp; Peterborough.</p>
	<p>Next meeting – 20<sup>th</sup> of June 2024, Lakeside Meeting Room 10am – 1pm.</p>
	<p><b>END</b></p>