



Peterborough Cultural Alliance Meeting Minutes 19 Sep 2024 | Lakeside Meeting Room | 10–1 pm

In attendance:

Sughra Ahmed – Managing Director, Peterborough Cultural Alliance
Matthew Bradbury – Chair, Peterborough Cultural Alliance
Stephanie Peachey – Head of Visitor Engagement, Nene Park Trust
Lydia Baldwin – Creative Cultures Leader, Peterborough Cultural Alliance
Kate Hall – Creative Producer, Jumped Up Theatre
Adrian Oates – Head of Fundraising, Nene Park Trust
Darren Buckman, Head of Cresset Operations
Eva Woods - Peterborough Collective
Jamie Fenton – Partnership Manager, Culture, Sports and Leisure, Peterborough City Council
Ruth Campbell-Ekins – Director, Metal Peterborough
Sarah Haythornthwaite - Programme Director, Peterborough Presents
Caroline Wallace – Relationship Manager (Engagement and Audiences), Arts Council England
Jag Singh – General Manager, Landmark Theatres
Rob Hill – Service Director of Housing and Communities, Peterborough City Council
Faith Falayi – Peterborough Collective
Tracy Marshall – Office Manager & EA, Peterborough Cultural Alliance
Sarah Wilson – Heritage Manager, Peterborough Museum
Jess Baker – General Manager, Eastern Angles (online)
Zhuozhang Li – Urban Rooms (online 11.15 am – 11.30 am))

Apologies:

Liz Knight – Academic Director, University Centre Peterborough
Jamie Jones – Vice Principal (Operations & Infrastructure), ARU Peterborough
Adrian Chapman – Executive Director, Peterborough City Council

Minutes by:

Tracy Marshall – Peterborough Cultural Alliance

Chair of Meeting – Matthew Bradbury

Item	Details
	Welcome and refreshments <ul style="list-style-type: none">• Introductions• Overview of agenda• Declaration of Interests – None given

Chair's Report

The Chair shared with the members an update on behalf of Liz Knight, UCP (in her absence)

- Key Successes – awarded £490k three-way bid to deliver three undergraduate apprenticeship courses
- UCP 42nd national league levels (out of 550) achieving over 83% degree classification grades over 2:1.

The Chair raised a request from The National Literacy Trust to join and/or have greater engagement with the Peterborough Cultural Alliance.

There is a lot of interest from a range of organisations who we endeavour to work with as partners, delivering the ACE bid over the coming months. NLT would be a great delivery partner.

Plans to build multi-lateral relationships once the PCA gains CIO status.

Proposal: an alternative meeting for discussions around influence and power, and the quarterly meetings should continue to be used for making decisions.

It was highlighted that the appointment of the new Creative Cultures Leader (Data Specialist) to the PCA team on 1st October will bring all interested organisations closer together.

It was agreed that there was no need to increase the forum at this time, and it was felt that the founding members were all in place to move the PCA forward, but a review of proactive engagement with key partner organisations/stakeholders is necessary (beyond the Culture Forum).

Agreed, more openness is needed from members with overlapping and integrating their existing strategies.

LOOKING AHEAD – CULTURE DYNAMICS (SA/RCE)

RCE confirmed that Metal and the other cultural occupants of Chauffeurs Cottage have been given an extension by the Council until 31 December. Finding a suitable venue to host all the artists, live projects, and programs remains uncertain.

The PCA reiterated its full support of those organisations who rely on Chauffeurs Cottage and will continue to assist and use its leverage and existing relationship with the Council to find an amicable/workable solution.

ACE would like to see a strengthened partnership between the PCA and PCC. ACE senior management is actively seeking a meeting with PCC to look at ways to ensure sustainability for arts and culture, including increasing promotion of Peterborough as a Tourist Destination.

RH re-confirmed the Council's values and commitment to a long partnership around culture. They want to ensure that going forward, the Council views itself as a committed member of PCA and developing culture in the sector. They would like to work proactively and honestly

	<p>with the members. Although the Council cannot currently support PCA financially, it is committed to cultivating the power of partnership. PCA has attended a meeting with the Leader of the Council and established open communication lines to ensure full support for PCA's strategic objectives</p>
<p>Director's Update:</p>	<p>SA shared that the PCA Governance & Finance Committee recommended that £40k of the SPF funding (set aside for the feasibility study of Chauffeur's Cottage as a creative space) be repurposed and awarded to all people working from Chauffeurs College at this time of change to assist with relocating, rent, packing, cleaning, etc. The PCC has approved this. The PCA members also approved.</p> <p>The PCA team is almost complete, with the appointments of Lydia Baldwin (Creative Cultures Leader – Children & Young People) and Tracy Marshall (Office Manager & EA). As of 1st October, the final member, Madiha Ashiq, will join as Creative Cultures Leader – Data & Culture.</p> <p>We are experiencing a pivotal moment of change with several leaders and opportunities presenting themselves around creating cultural step change. PCA continues to offer strong leadership and guidance via conversations, discussions, and networking across communities.</p> <p>Fundraising: The ACE bid's new extended delivery date has been approved for the end of September 2026.</p> <p>CIO and Governance & Finance Committee: Plans are in motion, and work is being done to try and secure pro-bono support for the CIO application. PCA has several outstanding SPF funding applications that are awaiting decisions. While we await these decisions, further funding opportunities are also being considered.</p> <p>Projects started, and events were attended: PCA launch, Culture Forum, Refugee! (written by a local, award-winning playwright), Bradford City of Culture, UCP Graduation event at Peterborough Cathedral.</p> <p>Tourism Collective: PCA has been part of this network since its inception. Due to recent PCC cost-cutting measures, Tourism Strategy approval has experienced several delays, and frustration about these delays has been expressed. Cllr Nick Thulbourn has committed to deliver the parts of the strategy that Cabinet approves on 15 October.</p> <p>Programmes of Work: The PCA successfully ran its first Thought Leadership stream of work, the Cultural Conversation with Lord Rowan Williams. Included a private dinner at Bishop's Palace with Bishop Debbie Sellis and over 40 key people from Peterborough and beyond. This was followed by an interactive workshop with young people aged 14-21 at University Centre Peterborough, where they began writing a Cultural Manifesto, which we will now work with schools on delivering over the coming years. A public event at the Key Theatre created space for a</p>

	<p>cultural conversation with the public. All events were successful, and we received positive feedback.</p> <p>PCA priorities remain building the team, Governance, financial stability, delivering the Peterborough Cultural Strategy, fundraising, finding a space for the PCA team culture, and delivering the ACE bid by 2026.</p> <p>Data project: We have renewed our contract with Indigo for Y2. This year's plan includes focus groups, which we have decided to undertake in-house to build and retain local knowledge. Indigo have proposed online forums, which we are currently exploring.</p> <p>Arts in Education: Following the discussion at the last meeting to include arts in schools as a key objective for the PCA, the transfer of PHACE assets to PCA has started with the goal of completing a transfer within the calendar year (2024). Until PCA is fully established, PHACE will remain an asset-locked entity within the Peterborough Culture and Leisure Trust (PCLT). Led by PCA and Eastern Angles, it will be able to operate within that framework until PCA becomes a constituted organisation. A Memorandum of Understanding will be drafted to formalise the process between PCLT and PHACE, with approval from both Boards of Trustees expected this autumn.</p> <p>Networks: Culture Forum and Festivals Network are now commissioned and underway.</p>
Finance Report:	<p>During the first phase from 1st April to date (5 months), the PCA has spent less than 10% of the budget for year 1. The Alliance core costs spent to date include the set-up, data framework, and communication. The additional 6-months from ACE gives extra stability, but £406,000 in match funding still needs to be raised.</p>
Urban Rooms:	<p>Zhuozhang Li from Urban Rooms gave a presentation. (A full copy is attached.) He shared that Urban Rooms is a national organisation looking at increasing social and shared space in cities to give members of the public a voice to say what happens in their city and discuss their ideas for improving it.</p> <p>It was proposed that Peterborough have its own pop-up space/interactional workshop on 'life on the streets.' Several questions/comments were made in support of bringing this to Peterborough, and PCA will further investigate.</p>
Cultural Strategy: Peterborough Museum & Art Gallery:	<p>Sarah Wilson presented the Peterborough Museum's 5-year strategy. (A full copy is attached). In summary, the key points raised were:</p> <ul style="list-style-type: none"> - Collections totalling 227,000 items spanning 150 million years - 71,000 visitors in 2023/24.

	<ul style="list-style-type: none"> - 84 volunteers accruing over 20,000 hours over the year - Core funding: 66% City Council, 19% external grants, and 14% generated income & donations 1%. - Have secured £500k grant funding since 2020 - Post the Vivacity Culture & Leisure Trust collapse, they have refocused on their vision, values, and mission and set key aims to preserve the museum for future generations. - Looking to diversify income, deeply dive into what matters in communities now, and are actively working with Peterborough Citizens. <p>SW confirmed they could set their programs up to two years in advance, so collaboration with other PCA members is encouraged.</p>
<p>AOB</p>	<p>Kate Hall asked if any PCA members were interested in attending ‘The Money’ - an event by Kaleider at ARUP, on October 25-26. This event is a cross between a game and a theatrical experience. For more details and to book tickets, please click on this link: Buy Tickets for The Money by Kaleider — Jumped Up (jumpeduptheatre.com)</p> <p>ACTION</p> <ol style="list-style-type: none"> 1. All PCA members start to capture their ‘in-kind’ contributions and time given to PCA activities. 2. SA will design and present the Inclusion, Diversity, Equity, Allyship, and Access in a Cultural Environment (IDEAA) strategy at the next meeting. 3. SA will write a formal letter from PCA to the Council stating its members' concerns and asking for honest and caring conversations in the future. The letter will be copied to local MPs Sam Carling and Andrew Pakes. 4. SA will continue conversations with the Council to support Metal’s short-term solutions. <p>Next meeting – Thu 12 December 2024, Lakeside Meeting Room 10 am – 1 pm.</p>
	<p style="text-align: center;">END</p>