

Culture Update

May 2008 Issue 43

Keeping you informed

Culture Update provides information to individuals, local government, businesses and organisations in the East of England. It is produced monthly by Living East for the cultural sector, currently reaching over 455 individuals.

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Sector News

DCMS update and Corporate Plan 2008

Mick Elliott, currently Chief Executive of the Royal Liverpool Philharmonic, has been appointed as the new Director of Culture at the Department for Culture, Media and Sport. He takes over from Alan Davey, who moved to the Arts Council of England. Mr Elliott, who is also Associate Cultural director of Liverpool Capital of Culture, will take up his post in June. In mid April the DCMS restructured, merging three divisions - museums, libraries and cultural property; arts; and architecture and historic environment - into a single Culture Directorate, this follows a review last year.

The recently published DCMS Corporate Plan 2008 sets out how they will achieve their mission to realise the nation's creative and sporting potential and our goals to offer world class culture, media and sport, to unlock talent and improve well-being. Further information from: www.culture.gov.uk

MLA Partnership Day and MLA Corporate Plan

17 June 2008 Buckingham House, New Hall, Cambridge

An opportunity to hear about the new direction of the MLA partnership, how it will continue to meet regional and local agendas and secure the right legacy for MLA East of England achievements and programmes. Further information from: clair.giles@mlaeastofengland.org.uk

The MLA Corporate Plan 2008 to 2011 sets out aspirations for the sector and their role in achieving them. It gives an overview of the far-reaching reorganisation designed to enable a 'new MLA' to emerge: to win a reputation

for effectiveness at a national level; to be strong in the English regions; and to acquire capacities that extend both their national and international relationships.

Further information from: <http://www.mla.gov.uk/publications/recent>

Prosperous Places: Taking forward the Review of Sub National Economic Development and Regeneration

In July 2007 the Government published the Review of Sub-National Economic Development and Regeneration (SNR). This provided the framework that will enable central and local government and other partners to work together to help maximise prosperity in all parts of England and tackle social deprivation and inequality. Views are sought on the proposals contained in the SNR for putting in place reforms that would:

- Streamline the regional tier, introducing integrated strategies and giving the regional development agencies (RDAs) lead responsibility for regional planning;
- Strengthen the local authority role in economic development, including a new statutory duty to assess local economic conditions; and
- Support collaboration by local authorities across economic areas

The consultation documents can be accessed on the Department for Business, Enterprise & Regulatory Reform (BERR) website at the following link

<http://www.berr.gov.uk/consultations/page45474.html>

Living East will respond to the request for consultation, if you would like to contribute views to a regional response, before 23rd May, please contact alastair.haines@livingeast.org.uk

Regional News

Youth Dance in the East of England

The Regional Development Plan for Youth Dance in the East of England was commissioned by Youth Dance England as part of the national strategy to improve and develop high quality dance opportunities for all young people in England. The Executive Summary is available here:

http://docs.google.com/Doc?id=dwz9k2k_20cnjx32fs

Further information about regional youth dance:

www.junction.co.uk/youthdance

Further information about the National Strategy for Youth Dance:

www.yde.org.uk

Further information on the Dance Review, published in March 2008 by Tony Hall is available from: www.dfes.gov.uk/publications/dancereview

Grants for working with children and young people

Learning Links 5 ICT

MLA East of England is coordinating the 5th phase of the popular Learning Links reciprocal placement programme for museum and archive staff, this offers museums and archives the opportunity to explore how ICT, including interactive whiteboards and on line resources, can help teachers and children make the most of a visit to a museum or archive. Further information from: <http://www.cultureandschoolseast.org.uk/learning-links>

Exploring Suffolk's Literary Connections

Suffolk's literary connections are presented through a new booklet compiled by the Suffolk Development Agency's Tourism Partnership and the Suffolk Book League. Suffolk's distinctive landscape, its blend of river estuary, sea, heathland and forest, has inspired writers to live and write about it throughout the ages. 'Literary Suffolk' is an A5 sized booklet and is split into 6 sections providing a brief insight into 100 authors and poets and their works.

Further information from: www.literarysuffolk.paperviewer.co.uk and www.visit-suffolk.org.uk

myplace

Funding for youth facilities

myplace aims to deliver world class youth facilities driven by the active participation of young people and their view and needs. Application and guidance materials for the first funding round will be available from 6 May 2008. Regional seminars are taking place during early May to inform groups about myplace. Further information from: www.biglotteryfund.org

Cultural Services Foundation Degree

MLA East of England in partnership with Anglia Ruskin University has launched this pioneering new qualification. Flexible and honed to job realities, this nationally unique course, plans to equip the sector with multi-skilled team members, securing continuous service improvement for the future.

Researched through consultation with sector partners, the formula has the needs of both employers and employees firmly in mind.

Further information from:

<http://www.mlaeastofengland.org.uk/current-work/workforce/cfd>

Report from Thames Gateway South Essex (TGSE)

This report is from Gordon Chancellor of MLA East of England, who represents cultural interests on the TGSE Partnership's Social Regeneration Forum. The Forum exists to advise the Partnership's Quality of Life Board and in particular provides cultural input into the management of EEDA's *Investing in Communities* programme in the sub-region.

The Forum last met on 20 March 2008 and had to consider the implications of EEDA's decision to reduce the 2008/9 *liC* budget by 52% (capital) and 28% (revenue). Another major change will be that from 2009 the *liC* objectives will no longer be delivered through the Partnership, but will become the responsibility of local authorities working through Local Area Agreements. This is not especially problematic in Thurrock and Southend, which have their own LAAs, but may impact seriously in those parts of TGSE, such as Basildon,

where the Essex-wide LAA applies and where priorities in other parts of this very large county may dominate. Thus the Royal Opera House (Thurrock) and Southend Cultural Hub projects may not be greatly affected – they will each receive about £2m through *liC* - but other projects with a cultural element in the TGSE will almost certainly be reduced. The Forum recognised that it would be important to focus attention on those National Indicators in LAAs which are relevant to Social Regeneration, for example those focussed on volunteering. Sally Dyson's mapping of the TGSE LAAs from this perspective was welcomed by the Forum, which concluded that it still had an important role while *liC* existed as the main channel of EEDA money into TGSE. The Forum also acknowledged the high media profile achieved by last year's *Art U Need* project, which had been featured recently in *The Independent*.

National News

30th Arts & Business Awards

Nominations are now open for the Arts & Business Awards - the UK's premier awards celebrating excellence in the field of cultural partnerships and sponsorships. The awards are open to any business that has partnered with a cultural organisation. Full details on the categories are on the Arts & Business website. The closing date is 5pm Friday 30 May and awards announced in November 2008. Further information from: www.aandb.org.uk

Museum Leaders Programme

The University of East Anglia Museum Leaders Programme for 2008/9 has been announced. The opportunity will provide space, structure, specialist input and shared learning, running over two weeks in September 2008 and March 2009. Applications are invited by Friday 6th June 2008. Further information from: gaby@gabyporter.co.uk

National Poetry Competition 2008

The Poetry Society's National Poetry Competition allows anyone who enters the opportunity to discover their own potential. Now in its 31st year, the Poetry Society's National Poetry Competition is one of the leading poetry prizes. Further information from: www.poetrysociety.org.uk/content/competitions/npc/

London 2012 Olympic Games and Paralympic Games The Cultural Olympiad

Call for expressions of interest

Attached to this update is a form for individuals and organisations to complete to register their interest in getting involved with opportunities around the Cultural Olympiad. Please complete this form and return it to Liz Hughes, Creative Programmer for the East of England for London 2012, ideally by Monday 19 May. Liz will then be able to contact individuals and organisations with relevant information as soon as it becomes available. If you are thinking of staging public events, please contact your Local Authority at the earliest opportunity to discuss local licensing arrangements.

Applying to be part of the Cultural Olympiad

The process for projects to apply to be part of the Cultural Olympiad has been launched. For further information visit www.london2012.com/beinspired or contact Liz Hughes Creative Programmer for the East of England for London 2012.

The process for projects to apply to be part of the Cultural Olympiad has been launched. Key stages of the application process are

- 1 Check criteria online – www.london2012.com/beinspired
- 2 Speak to the Creative Programmer to complete pre-application eligibility check
- 3 Application form to be submitted – 4 key questions:
 - what is the project
 - how is it inspired by London 2012 and how does it meet the values and themes
 - how will it be delivered
 - how will it be marketed (in particular are any unusual uses of the inspire mark anticipated)
- 4 Creative Programmers recommendation submitted to London 2012 Culture Team, Culture Team Panel moderate recommendations and write to applicants notifying if successful or not.

If projects are successful a contract will be entered into. Turnaround time for applications should be seven weeks, with an additional 4 weeks to contract if successful. For the first applications we are asking for a little extra time.

Applications for projects to use the mark from Monday 25 August should be **submitted by Friday 16 May** and any to be announced on 26 September launch weekend should be in **by Friday 30 May**. Beyond this there is a rolling application process without fixed deadlines.

Cultural Olympiad Dialogue Event

7th May 10.00 – 1.00 The Junction, Cambridge

A regional dialogue event about the Cultural Olympiad. The event is for people considering developing exceptional cultural activity or events to be part of the four year Cultural Olympiad.

The event will include key note addresses on the core themes of the Cultural Olympiad from Steve Mannix, Cultural Programme Adviser for London 2012, Sue Lawther, Creative Director of Thames Gateway Creative Partnership and Liz Hughes, Creative Programmer for the East of England for London 2012. The event will be chaired by Graham Creelman, Chair of Living East, the Regional Cultural Consortium.

We have a few places remaining if you are interested in attending, please contact Lisa Bellamy for a programme and to register for the event.

lisabellamy@livingeast.org.uk

Heritage projects meeting Wednesday 21 May

There has been interest from a lot of organisations about developing heritage projects as part of the Cultural Olympiad. The Creative Programmer for the

Cultural Olympiad in the East of England, English Heritage, MLA East of England or the Heritage Lottery Fund have developed a half day meeting for those interested in developing such projects.

The session will provide an opportunity to:

- learn more about how to become part of the Cultural Olympiad
- get the latest on what the MLA is planning around the Olympics
- hear about a project Heritage Link is developing with English Heritage, *Access all Areas*
- be briefed about relevant funding opportunities by the Heritage Lottery Fund
- share your plans to identify opportunities for cooperation and collaboration

It will be held at 2pm on Wednesday 21 May in the Hertfordshire Room at the Government Office, Eastbrook, Shaftesbury Road, Cambridge CB2 8DF in Cambridge. To register for a place contact Liz Hughes, Creative Programmer for the East of England for London 2012 at liz.hughes@goeast.gsi.gov.uk 07875 708018 or 01223 372683.

Arts & Business and London 2012 – Inspire Mark briefings

Wednesday 21 May 10.00 – 12.00 Cambridge Arts Theatre, Cambridge
Arts & Business is working in partnership with London 2012 across the UK on a series of workshops for organisations in the creative and cultural sector wanting to apply for the 'Inspire mark', the non-commercial branding of London 2012. The briefing will cover the opportunities and the constraints and will include time for discussion and questions. Representatives from London 2012 and the East's Creative Programmer, Liz Hughes, will be present.
For more information contact Rachel Hilton on 01223 321421
rachel.hilton@aandb.org.uk

Celebrating the handover of the Olympics to the UK

London 2012 will be writing to local authorities and other key bodies about the opportunities to celebrate the handover of the Olympics to the UK on Sunday 24 August.

Extracts from this is attached to the Culture Update Edition 43 for your information. If you have any questions please contact Liz Hughes, Creative Programmer for the East of England for London 2012 at liz.hughes@goeast.gsi.gov.uk 07875 708018 or 01223 372683.

Celebrating the handover of the Paralympics to the UK

Paralympic Handover, at approximately 2.30pm on Wednesday 17th September, offers a unique opportunity to put schools and colleges at the heart of these celebrations. London 2012 are developing a specific education resource to support children and young people across the UK in planning and leading Paralympic Handover celebrations, engaging their whole learning community in the excitement of the day and exploring the themes that this event presents. This resource will be available through the London 2012 website www.london2012.com/get-involved/education from **16 June** this year

and will provide a range of tools including films, assembly resources and suggested activities.

The launch of the Domestic Education Programme

Immediately following Paralympic Handover, London 2012 will launch the domestic strand of the programme which will build a network of schools and colleges who have demonstrated a commitment to the Olympic and Paralympic values.

Children and young people in participating schools, colleges and local authority education institutions will decide how best they can express the values in all aspects of their daily lives. An interactive website will support their involvement in the programme and provide information, resources, up to date news and films designed to inspire and excite young people by offering them the chance to interact with and be involved in the delivery of the 2012 Games. Schools, colleges and local authority education providers will be recognised, rewarded and endorsed for their commitment. More information on how to get involved in this programme will be available at www.london2012.com/get-involved/education over the coming weeks.”

The launch of the Cultural Olympiad

The Cultural Olympiad launch is scheduled for Friday 26 – Sunday 28 September.

- Aim of Cultural Olympiad is to show that London 2012 is about more than just 2 weeks of fantastic sport
- The Cultural Olympiad is the opportunity to take our place at the 2012 Olympics and Paralympics from September 2008
- It will open up creative opportunities for individuals, communities, organisations, boroughs, cities, counties
- From September 2008 there will be opportunities to show the current and future creative and cultural potential of the UK over the next 4 years
- This is our chance to open up and try something new and different, to enable great art to reach more people in often unexpected places, to think differently about the Olympics and Paralympics and to present ourselves to the world in a variety of different ways, which represent the creative UK

The launch weekend has two themes at its heart ‘open up’ and ‘light up’.

Open Up

- The aim is to open up opportunities for people across the UK to get involved in imaginative, thought-provoking creative activities they may not have done before
- Cultural groups and organisations work together to do something unusual, open up different spaces, provide opportunities for people to try something new, or offer free or discounted tickets to events

Light Up

- The aim is that people will know the 2012 journey has started over that weekend without having to go inside a cultural building – many people are not familiar with how close they are to a cultural or sporting venue
- Use this opportunity to highlight low energy lighting

- A simple gesture from a candle in your window to major buildings changing colour
- A variety of buildings and other spaces around the UK will “present themselves” in one of the London 2012 brand colours
- A visual marker for the weekend, repeated over the course of 4 years

If you are interested in being part of this please contact Liz Hughes , Creative Programmer for the East of England for London 2012 at liz.hughes@goeast.gsi.gov.uk 07875 708018 or 01223 372683.

Keywords for coming activities

There are a number of events happening this autumn, you might find this list of keywords useful:

- 24 August – Olympics Handover – key word **CELEBRATION**
- 17 September – Paralympics Handover – key word **EDUCATION**
- 26-28 September – Cultural Olympiad launch weekend – key word **PARTICIPATION.**

Online funding guide

A new funding guide has been posted on the Culture 24 website. Organisations interested in developing projects for the cultural Olympiad might find this useful. Please note, the London 2012 Organising Committee is not a funding body. All or most of the funding needed for the project should be sorted out before applications are made to London 2012. If you are looking for funding for your project, you might find the following document useful

http://www.24hourmuseum.org.uk/etc/formuseums/TXT55759_gfx_en.html

Inspiring young people, welcoming the world

MLA has released funds for a small grants scheme to support story events in museums, libraries and archives. Applications are invited for Literature & Storytelling, one of the strands of Setting the Pace, MLA’s programme for The London 2012 Olympic Games and Paralympic Games. Deadline for applications is 16th May. The grants will support activities to bring alive the stories in collections – using story-tellers, music, dance, poetry ... The scheme has been created to encourage young people to celebrate, through the written and spoken word, the theme of welcoming the world to London and the UK.

Further information from: <http://www.mla.gov.uk/aboutus/grants> and <http://www.mla.gov.uk/programmes/settingthepace>

Job Opportunity

Norfolk Development Officer for the London 2012 Olympic and Paralympic Games. Norfolk Arts Service, County Hall, Norwich. £26,067 - £27,594 per annum. Closing date: 8 May 2008.

A highly motivated and exceptional person is sought to lead an ambitious programme of cultural and sporting events in Norfolk during the run up to, and during the London 2012 Olympic and Paralympic Games.

Further information from: www.norfolkccjobs.com

Your attention is also drawn to the attachments on the covering email.

- 2012 Olympic and Paralympic Handover Events
- Expression of Interest form for Cultural Olympiad events

Research and Publications

Passion for excellence

Launched in Liverpool on 14th March, as part of the LGA Culture and Tourism Conference, this strategy is about supporting local government as “leaders of place”, working with their local partners to deliver better outcomes, improve the quality of life locally and improve the delivery of cultural and sport services to local people. Further information from:

http://www.culture.gov.uk/Reference_library/Publications/archive_2008/passion_for_excellence.htm

Heritage protection bill draft published

The White Paper, Heritage Protection for the 21st Century, seeks to unify heritage protection regimes, allow greater public involvement in decisions and place heritage at the heart of the planning system, it was published in early April by Culture Secretary Andy Burnham.

Further information from: <http://www.culture.gov>

From indifference to enthusiasm: patterns of arts attendance in England

Arts Council England have published a research report in partnership with sociologists at Oxford University, based on data from the Taking Part survey. The report identifies broad patterns of arts attendance across the adult population in England and looks at how different socio-demographic factors affect a person's chances of being an active arts attendee.

Further information from: www.artscouncil.org.uk/publications

Who Leads the UK Cultural Sector? A preliminary survey into gender and leadership in the cultural sector has been published by City University London, in association with Demos. Further information from:

www.city.ac.uk/womens_cultural_leadership_research

Private Giving for the Public Good

Leaders of Britain's major cultural institutions have come together to launch a new manifesto, *Private Giving for the Public Good*, opening a nationwide campaign to encourage a culture of giving to the arts and heritage. The campaign calls for greater support to encourage a culture of giving and wider recognition of the contribution made by cultural philanthropists. Many UK cultural institutions were founded through the contributions of private benefactors who wished to give something back to their communities. The aim is to encourage the philanthropists of the future. Further information from:

http://www.nationalmuseums.org.uk/private_giving_apr08.html

Conferences and Events

RISING TO THE CHALLENGE

Skills for Volunteering - developing capacity and capability to support volunteering in the sport and culture sector

Tuesday 13 May 2008, 9.30 - 3.30, The West Wing at Ickworth, near Bury St Edmunds

Good practice in volunteering is already well-established in the East of England. Around two-thirds of it takes place in the voluntary and community sector, while the remaining third is located in commercial companies and public sector bodies. VCS organisations are well-placed to work with individuals and communities to help support volunteering activity, but often lack the resources of time and expertise to be as successful as they would wish. This conference is about how we can improve this situation. The Keynote Speaker will be Dr Sal Brinton (Executive Director of the Association of Universities in the East of England). Register now: www.alivecom.co.uk/events

A Passion for Excellence

Developing cultural improvement in the East of England

Friday 20 June 2008 9.30 – 3.00 the Athenaeum, Bury St Edmunds, Suffolk
Organised by Chief Cultural & Leisure Officers Association in collaboration with the IDeA, Sport England East; Museums, Libraries and Archives East; Arts Council England, East; English Heritage; Living East and GO-East.

The full programme is being finalised but the event will cover:

- the recently launched Culture and Sport Improvement Strategy and the Single Improvement Tool
- explore opportunities for culture and sport via the Regional Improvement and Efficiency Partnership
- Share the good practice in the region and how this work will support the sector within Local Area Agreements and Comprehensive Area Assessments.

Further information from: sharon.closs@acs.suffolkcc.gov.uk

Voluntary / amateur arts participation conference

Wednesday 2 July 2008, London

Voluntary Arts England in partnership with (and supported by) the Department for Culture Media and Sport and Arts Council England.

Speakers include: Minister Margaret Hodge, Alan Davey, CEO of the Arts Council of England and Robin Simpson, CEO of the Voluntary Arts Network.
Agenda to include roll out of the DCMS commissioned research into the scope and nature of the voluntary/ amateur arts and the launch of Voluntary Arts England's latest publication - 'Edutainment - the benefits of arts and crafts in adult and community learning'.

Further information from: www.vaengland.org.uk

After the event: culture and sport - access and legacies

15 -16 July 08 Manchester

After the Event will focus on events of every hue - from the global to the local; from the mega to the mini; from cultural to sports. It will ask: 'How do we make them 'open'? How do we make them work for us? What do we mean by

legacy?’ The event brings together policy makers, event organisers, programme managers, project deliverers and will introduce the most recent research to inform, stimulate debate and provoke change.

Further information from: www.aftertheevent.substance.coop

Creative Communities – Inspiring People, Shaping Places

Thursday 15 May, BT Convention Centre, Liverpool

Creative Communities is the national conference for strategic decision makers working in regeneration, neighbourhood renewal, housing, culture and leisure. Leading speakers will explore the latest opportunities to meet Government targets through community-led creative programmes which successfully address issues of deprivation, diversity, cohesion, employability, health and well-being.

Further information and booking: <http://www.neilstewartassociates.com/se216>

Sport and Technology Conference 2008

Friday 13 June, BT Centre, London

This event will bring together an array of sports properties and technology/digital solutions providers to discuss what’s hot and what’s not in the fast-paced world of technology and sport. Conference organiser SportBusiness is delighted to welcome back leading digital solutions provider BT Media and Broadcast as headline sponsors.

The Conference will showcase technology-providers and their contributions to sport, and sports properties, illustrating how technology has helped to grow their fan bases using specific case studies.

The panel discussions will cover issues including: ‘Maximising Digital Sports Rights’; ‘Planning for a Digital Olympics’ and ‘Creating Opportunities for Sponsors through Technology’.

Further information from: adam.barker@sportbusiness.com

Web Links

Share your favourite culture websites with colleagues:

www.nalgao.org National Association of Local Government Arts Officers

<http://www.portraitofanation.net>

Portrait of a Nation is a year-long programme of events and online activity that marks the first time that teenagers and young people in 18 cities across the UK, from Inverness to Brighton have been asked to discuss and share where they come from, who they are, and what it means for their future.

Contact details for Living East

The Living East AGM is schedule for 19th June 2008. Further information from Jane Edwards, Executive Director, Living East

Jane Edwards, Executive Director

janeedwards@livingeast.org.uk

01223 372610

Alastair Haines, Policy and Partnerships Manager
alastair.haines@goeast.gsi.gov.uk
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