

Living East Board Meeting

24 May 2006

Eastbrook, Shaftesbury Road Cambridge CB2 2DF

1. Apologies & introductions

Present: Alan Blackwell, Anthea Case, Stephen Catchpole, Graham Creelman (Chair), Jane Edwards (Living East), Laurie Hayward (Screen East), Andrea Hill, Anthony Hudson, Liz Hughes (Living East), Robyn Llewellyn (Heritage Lottery Fund), Brian Marshall, (Company Secretary), Chris Perks, (Sport England, East), Bob Reeve, Nejla Sabberton (DCMS/GO East), Mary Sanders, Brian Stewart (East of England Regional Assembly), Louise Taylor (Living East), Terry Turner (Museums, Libraries and Archives East of England), Tess Wright (East of England Tourist Board), and John Wroe.

Apologies: Ila Chandavarkar, Murray Foster, Pat Holtom (East of England Regional Development Agency), Greg Luton (English Heritage), Andrea Stark (Arts Council England, East), Anita Thornberry (EEDA) and Carolyn Ward, (DCMS/GO East).

It was noted as a matter of regret that the Arts Council were unable to send a representative to the meeting.

2 Minutes from last meeting

The actions from the last meeting were considered. Anthea Case reminded the Board that it was agreed the Risk Register would be circulated to members. The minutes of the 8 and 9 March Away Day and Board meeting were approved by the Board.

3 Proposed re-appointment of Directors

Company Secretary Brian Marshall outlined the process for reappointing board directors, as required in the company's Memorandum of Association. It was proposed that Anthea Case, Anthony Hudson, Mary Sanders and Tess Wright resign as board directors. It was proposed that at the AGM Anthea Case, Anthony Hudson and Mary Sanders be reappointed as directors to the board. Alan Blackwell suggested that it would be best practice if those proposed leave the room for this part of the process, but this was not seconded.

Tess Wright is leaving the Tourist board at the end of June so was not reappointed as a company director. She was thanked for her contribution to Living East since its formation in 1999. It was noted that Tess Wright's successor Stuart Pinnell would be approached to join the board when he is in post.

It was also noted that Graham Creelman has been reappointed as Chair of Living East for a further three years (April 2006 – March 2009). This will be his final term as Chair for Living East.

Graham Creelman proposed that Anthea Case be agreed as the Vice-Chair of Living East. This is a discretionary rather than statutory role, but it was felt prudent to have someone appointed as Vice-Chair, should the Chair not be available. This was agreed by the board.

It was noted that following the recent recruitment and with the exception of filling Tess Wright's place the board has no obvious vacancies.

4 Director's Report

Jane Edwards gave a verbal report to the board, outlining key activity in the two months since the last board, this included

- developing the cultural strategy and action plan had been key activity
- £550,000 of Invest to Save funding was announced to the Cultural Opportunity in Sustainable Communities Programme, Living East was part of the consortium behind the programme bid
- the Thames Gateway South Essex Partnership would be a pilot in this programme
- it will also enable a Milton Keynes South Midlands Cultural Coordinator to be appointed
- Living East was on the panel for the Cambridgeshire Horizons Arts and Cultural Strategy which will be launched in July
- Living East together with Sport England had supported EEDA's Economic Impact Study of the London 2012 Olympics on the region
- Living East had been engaged in discussion with the GO and cultural agencies about regional commentaries on local authorities cultural and leisure services, as proposed by the DCMS and IDeA. It had been agreed Living East would focus on the suggested actions that result from the commentaries.
- As part of its skills work Living East had responded to Creative and Cultural Skills consultation as advised by the Creative and Cultural Skills and Learning Group.
- With regional partners Living East had supported the development of a regional cultural leadership programme
- A regional Clore fellow had been appointed and would be announced shortly

Chris Perks suggested that the Olympics work around sustainable communities and the Invest to Save project be linked.

Action

Jane Edwards and Chris Perks to discuss how the sustainable communities and Olympics work might link up.

5 News from RCCs nationally

Graham Creelman updated the board on the RCC Futures work that the consortiums had collectively commissioned Charles Leadbetter and think tank DEMOS to undertake. As consortiums had successfully embedded culture in the regional strategic agenda, in economic and spatial strategies, it was time to look to the next phase of consortiums development.

The consultants have talked to partners about their thoughts on the consortiums and discussed initial findings with the RCCs Chairs and Executive Directors.

There was agreement, that despite their differing backgrounds, consortiums did not want to move into a project delivery role. One suggestion is that the consortiums have a more 'think tank' role.

Action

The final report should be an agenda item at the 13 September board meeting, ideally with one of the consultants presenting.

6 Update on the Creative Economy Programme

Graham noted that despite ministerial changes the Creative Economy Programme continues. There are a number of sub-groups each chaired and with secretariat from a range of the DCMS non-departmental public bodies which are progressing the work. The work is due to be reported in August, followed with a conference in October ahead of a Green Paper's publication in December.

7 Feedback from EERA Panels

- Anthea Case reported on the 16 March EERA Executive where the cultural strategy development was noted, other issues were energy policy, structures of health delivery and the consequences to the spatial strategy of what were the Office of the Deputy Prime Minister's new household projections
- Anthony Hudson was unable to attend the recent Planning meeting, a stakeholder can attend in his place and a substitute will be identified in future. Anthony Hudson had attended a regional planning panel standing committee meeting, to assess compliance of Local Delivery Vehicles area plans with the East of England Plan.
- Bob Reeve reported that he could not attend the recent employment and skills panel, but the issue remained of finding a way to add a thematic voice to generic discussion, Perhaps this will be addressed by the sector skills councils when they are more established.
- Laurie Hayward was unable to attend the European and International Affairs Panel, however he had taken part in the consultation on the draft national framework for structural funds for 2007 – 2013. With Living East a written response to this consultation was made.
- The stakeholders group of the Assembly had met with Assembly group leaders who recognised the contribution stakeholders expertise made. Graham Creelman encouraged Living East board members to attend full Assembly meetings and Executive meetings.
- Brian Stewart noted that the Examination in Public will be giving its comments in June. There will be an opportunity to comment on the Panel's suggestions.

Actions

Identify designated stakeholder substitutes when members cannot attend panels.

A list of Assembly and Executive dates will be circulated to board members.

Living East will assess if it is necessary for Living East to respond to the Examination in Public findings when they are published.

8 Cultural leadership regional learning hub

Terry Turner updated the board on the development of a pilot cultural leadership regional learning hub, a paper was circulated. The research is well underway, the mentees and mentors for the programme are largely recruited (a film or audio visual mentee is still being sought.). The online hub is being developed by Ultralab and the majority of the project will be concluded in the next six weeks. By this stage it will have tested what the regional learning hub is capable of, including the facility to develop online communities.

Bob Reeve commented that there is a key issue about scope and alignment to other initiatives. Jane Edwards said it is hoped that the Creative and Cultural Sector Skills Council might be able to use this pilot as a model for the online work it is developing. Alan Blackwell asked about the procurement of the project. It was noted that strong project management was bringing the different components of the work together.

Actions

**A report on the project will be brought to the next board meeting.
Opportunities to link this work to the Regional Skills and Competitiveness Partnership to be explored.**

9 Cultural Strategy

The content of the cultural strategy was agreed. It was noted that case studies might be adjusted in the final presentation of the strategy. Graham expressed his gratitude to Anthea Case who had lead the development of the strategy, this was endorsed by the board.

Brian Stewart asked that the illustration of the strategy have broad thematic and geographic representation. Further case studies were offered by Screen East, Heritage Lottery Fund and MLA East of England. It was suggested that weblinks be added to the primary sources in the final version of the strategy.

As the strategy is delivered it was suggested that rather than create a sub-group of the board the cultural agencies Chief Executives group might be a way to monitor progress. Robyn Llewellyn was asked to take this suggestion to the group. The chair also asked for an independent board member to volunteer to lead on the monitoring of the delivery of the strategy action plan.

There was discussion of whether the progress of the plan or the impacts of culture should be the elements measured. It was noted that section 5 of the action plan looks at developing measures for the impact of culture, which is a longer term aim. It was suggested that the measures for the action plan would need to be easy to collect, and were likely to be existing measures, recognizing the limits of information available these may need to be proxy measures. The research group were asked to consider what would be possible (using the LAA outputs as developed by Culture South East as their starting point).

To prepare for the launch of the strategy agencies were asked to nominate a person Living East could liaise with about the detail of the communications plan.

Actions

Any further case study suggestions to be provided to Liz Hughes by 9 June.

Weblinks will be added to the primary sources section of the strategy. Robyn Llewellyn will explore how the cultural agencies Chief Executives group might be a way to monitor the cultural strategy delivery.

An independent board member will be identified to lead on the monitoring of the delivery of the strategy action plan.

The research group will consider how the delivery of the strategy can be measured.

Cultural agencies will nominate communications contacts to Liz Hughes

10 Action Plan

Anthea Case explained that since the last meeting the action plan had been through a number of iterations and was discussed at a recent sub-group meeting. The key issues were level of content, measuring progress and the time horizon. The suggested action plan has a time horizon of 18 months to two years.

Tess Wright asked that the action plan reflect the meeting held between the cultural agencies, EEDA and EETB. Anthony Hudson suggested Inspire East's role to improve the standard of the built environment be added to the action plan. It was agreed that the action plan introduction should be rewritten to be clearer.

It was agreed that Living East should report to EERA on the progress of the strategy and action plan annually and to the Living East board at each meeting.

Appropriate engagement with local authorities on the action plan was discussed. Local authorities will be invited to help deliver the strategy and action plan. It was suggested this could include taking the strategy to the local Strategic Partnerships, developing cultural targets in Local Area Agreements and identifying individual projects that contribute to the four themes of the cultural strategy. How this is expressed in the action plan will be agreed with EERA.

Actions

Changes to the action plan before it goes to EERA to be sent to Liz Hughes by 12 noon on Tuesday 30 May.

The introduction will be made clearer

Living East will report on progress towards the action plan annually to EERA and at each Living East board meeting.

Living East will discuss local authorities input with them, and agree presentation of this with EERA.

11 Any Other Business

- Brian Stewart informed the group that no regional venues were being considered for a super casino but Chelmsford, Great Yarmouth, Luton, Peterborough and Thurrock were being considered for large to small casinos.