



Summary of Activities for NECP Cultural Co-ordinators

Declan Baharini, 7th March 2018

NGCV Chief Executives have agreed three priorities for collaborative work post April 2018:

- City of Dreams
- Understanding and developing audiences, analytics and data
- Networking, positioning and campaigns

NGCV - CITY OF DREAMS

- Ben Dickenson, Executive Producer for City of Dreams has been in post for 6 months, which has been a period of intensive engagement and consultation across the partnership, with key stakeholders and wider partners from the cultural sector and broader voluntary sector, but also and critically with children and young people in NewcastleGateshead
- The Big Culture Conversation has involved around 1000 children and young people from across the city and culminated in an event facilitated by young people on 21st February, which is helping to shape the vision, key outcomes, theory of change and action plan for City of Dreams
- Wider partners have been involved in shaping the Theory of Change and engagement process through a Champions Network which also involves NGCV staff from different parts of the organisations
- Chief Executives have agreed the vision and pillars of activity and there is now a process of staff engagement to explore these in greater depth and align the activities which are already planned across the partnership and articulate these
- A pilot phase will run initially to test the approach

NGCV – AUDIENCE DEVELOPMENT

- There are a number of strands of work underway, including 2 separate projects involving NGCV members, The Insider and Family Explorers (regional) and the feasibility study. Chief Executives will be exploring all of the audience development work following the outcomes of the feasibility study and will consider the focus for future collaboration around understanding and developing audiences, analytics and data
- **Feasibility Study into CRM/ticketing/what's on:** Indigo/MADE media have been undertaking the research since November and are due to report their findings and recommendations on 9th April
- The aim of the study is to determine whether a unified approach to Customer Relationship Management, ticketing and a What's On system would be both feasible and beneficial. NGCV has agreed to share the learning and outcomes from this study more widely, as there is interest in such approaches from city cultural consortia across the UK, including Sunderland. [Click here to find out more](#)
- **The Insider:** The collaborative audience development project is funded until June 2018 and continues to use segmented audience to test the best ways to engage, communicate and building relationships with audiences.
- **Family Explorers North East:** A funding decision is awaited which would provide resource for research and marketing support for this initiative, initiated and supported by NGCV partners, but involving an increasing number of arts, culture and heritage organisations in the region. It successfully engages families and helps them understand what is available, encourages and supports them to make choices about what activities to engage in. There is a curated offer with selected activities profiled, but also peer to peer recommendations and reviews of activities by families.

- In addition, the Family Arts Campaign are providing a small grant to fund a social media campaign around engaging older people in FENE (as carers and grandparents etc), which is underway.
- FENE has a website, curated communications from member venues from across the whole region (enewsletter) and [facebook group](#) with 7,219 (March 18) families who share reviews/recommendations

NETWORKING, POSITIONING AND CAMPAIGNS

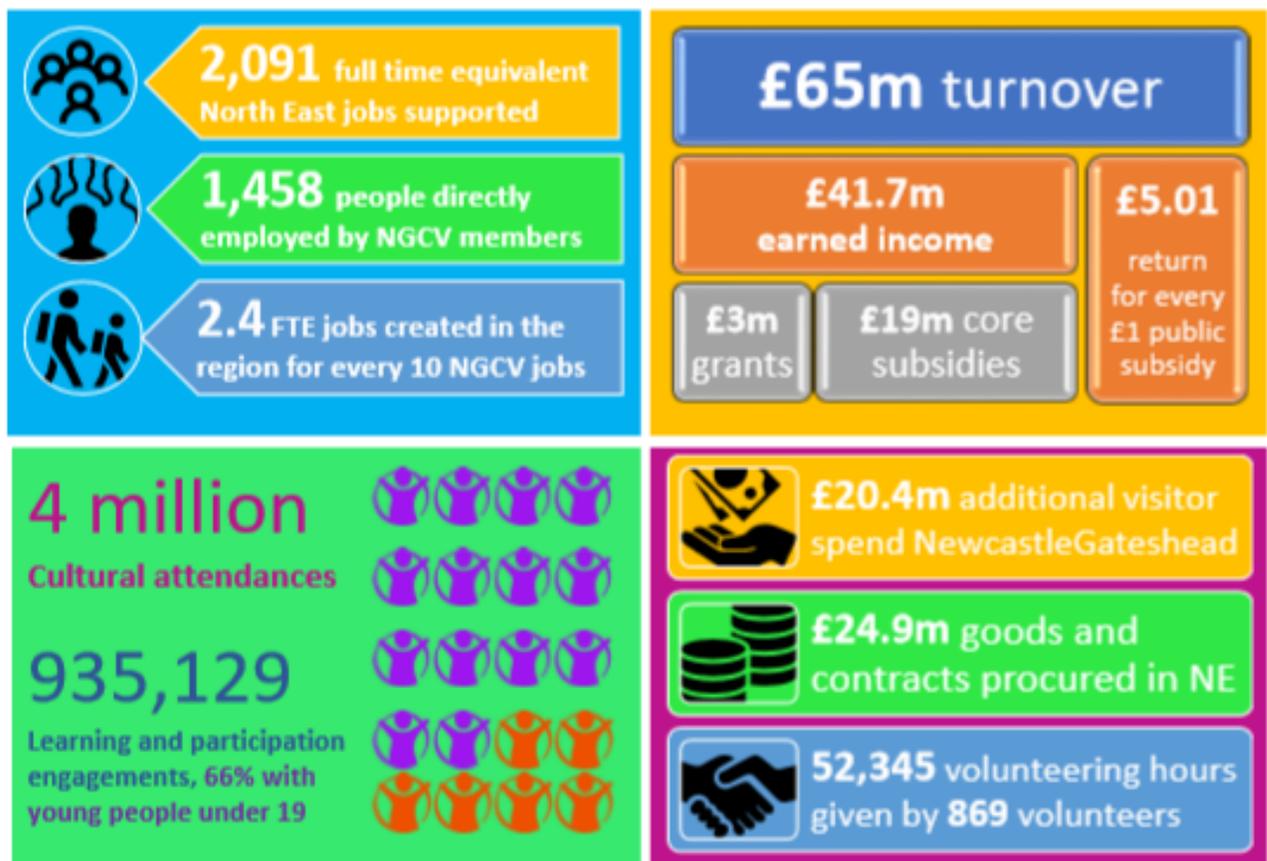
Partnership internal networks and activities: Staff working groups have been continuing to network, meet and share learning and experience around their areas of work:

- **Development Forum:** An informal network of development leads has met to explore sharing learning and experience, as well as the potential to engage speakers on topics of interest in the field of development
- **Green Campaign:** Green leads and teams across NGCV have been working on staff and public engagement around environmental sustainability themes since the Green Week last September. 10 priorities for action were agreed in December and teams will report on progress and future plans on 14th March. This will continue to be an important strand of collaboration post April
- **HR Network:** Hundreds of staff across NGCV are undergoing training through the Go-Grow programme led by Gateshead College. HR leads are working with the College to identify additional training needs. An announcement about an extension to the project to June 2019 is awaited. In March the Network had discussions with Breastfeeding Friendly Business around policies and practice across the venues and also TDI around safeguarding in public spaces. Their next meeting will focus on the HR implications and issues around GDPR and legal issues around casual workers
- **Economic Impact Assessment 2016-17:** The annual independent EIA was completed in November and is available on NGCV's public website on the [Impact page](#) A one page summary of headlines (attached) as well as the full report are available online. The combined impact in the North East of NGCV members was £95m, supporting over 2000 jobs and with a return on investment of £5.01 for each £1 of public subsidy. NGCV also has very detailed financial and staffing data from the reports produced since 2009 which provides information on trends.

Networking and positioning

- **Creative Fuse NE:** On behalf of NGCV (Tyneside Cinema lead organisation), the Cultural Sector Engagement and Dissemination Programme has been delivered by Declan working closely with university partners. Acting as broker for the Cultural Sector in Creative Fuse NE, support from cultural partnership and network leads across the region has enabled significant engagement in a variety of Creative Fuse NE activities since September. There is now a push to involve more cultural practitioners and partners before the end of delivery of innovation support by Universities in July. The next phase will be dissemination of learning, examples and good practice and an event is being planned for summer/autumn 2018
- **Creative Fuse+ - Creative Industries Cluster bid:** The Creative Fuse partners have been asked to put in a second stage application in April for research and development activities as part of the national Creative Industries Cluster call for bids. There are 22 partnerships shortlisted and only 6-8 will be funded from October 2018. The Fuse partnership's is the only bid from the NE of England and is being co-ordinated by Newcastle University on behalf of all 5 universities and the wider Fuse partnership.
- **University partnerships:** NGCV is awaiting the outcome of two applications for Post-Doctoral Training initiatives, where the NGCV partners will be involved in if successful. One is the Northern Bridge Doctoral Training Partnership Phase 2 (led by Newcastle University) and the other is COFUND (led by Durham University). These relate to supporting post-doctoral placements with cultural organisations from Oct 18.
- **HM Treasury:** NGCV was approached to host a visit from Treasury around the openness agenda. The meeting in February involved a selection of NGCV Chairs and Chief Executives and representatives from across the units of the Treasury, including DCMS, devolution and tax teams. On the suggestion of NGCV, Treasury also worked with Wendy at Northumberland Cultural Partnership to host a session in Morpeth
- **Russian delegation:** Declan and Philip Bernays (Theatre Royal) hosted a visit of cultural leaders from across the Russian federation who are interested in UK cultural models outside London. It was an engaging discussion and they were particularly interested in the NGCV partnership model
- **Northern Ireland:** Theatres Northern Ireland and Dance Base, both development organisations for their cultural forms, visited NGCV to discuss the partnership model, as well as the roles, remit and future priorities of Dance City and Live Theatre, as examples from the partnership. Funding is being sought by Northern Ireland partners for follow up pieces of work, including potential artist residencies and a workshop with Northern Ireland partners in Belfast in the Autumn

Economic Impact Assessment 2016-17



NGCV's independent economic impact assessment is carried out by ERS annually and the full report is on NGCV's website at <http://ngcv.tv/impact> with further information about the partnership at <http://ngcv.tv>