

# Minutes

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OLDHAM CULTURAL PARTNERSHIP MEETING  
5<sup>th</sup> MAY  
GALLERY OLDHAM  
MEETING 3

<b>Present:</b>	John Eley	Oldham Council
	Colin Cooper	Oldham Council
	Ian Hughes	Oldham Council
	Kevin Shaw	Coliseum Theatre
	Dave McGealy	VCFS
	Ian Kendall	OCL
	Dianne Hayes	Oldham Council
	Dave Catherall	Oldham Council
	Sheena MacFarlane	Oldham Council
	Karen McCrackle	Oldham Council
	Michele Carr	Oldham Council
	Mark Handscomb	University Oldham
	Andrea Bushell	Oldham Council
<b>Apologies:</b>	Neil Consterdine	Oldham Council
	Alan Keane	OCL

1 **Minutes of the meeting held on 5<sup>th</sup> May 2009:**

**Matters Arising:**

**ACTION 01/02:**

Ian Hughes to develop a Marketing and Communications Strategy – Tasking Group to be formed to tie all activity together, Ian Hughes to lead. **Ongoing.**

**ACTION 03/02:**

Ian Hughes to lead on creation of a Structure Chart. **Ongoing**

### 3 **Marketing and Communications:**

Karen McCrackle gave an update to the group and the following points were made:

- The Tourism Website for the Borough is now at an advanced stage and is due to go live in the next 2 months.
- Future Events updates will be critical and is an ongoing piece of work.
- A huge amount of good activity is going on in the Borough which the general public aren't aware of.
- Need to connect all this activity up from a Marketing & Communications point of view.
- A meeting is being held regarding expressions of interest for the programme of activity, someone from the group should attend.

#### **ACTION 07/03:**

Ian Hughes to attend the future events meeting on behalf of the group.

### 4 **Putting Culture on the Strategic Agenda:**

- It is important we have representation across the piece.
- The development of the Delivery Plan will highlight the connectivity with other groups.
- There are already strong links with sports and SPAA etc.
- During the next 12 months we need to review the Economy & Enterprise Strategy, which is an ideal opportunity to forge stronger links and ensure people around this table are engaged in those discussions.
- Safe and Strong Communities Strategy is currently being developed and is also an ideal opportunity with regard to Cultural activity.
- The group is not fully capitalising on the Health and Wellbeing agenda.

#### **ACTION 08/03:**

Kevin Shaw to contact Gail Richards/Alan Higgins to invite them to sit on the Cultural Partnership Board.

A short discussion followed regarding the Executive Management Board.

#### **ACTION 09/03:**

Dave Catherall to speak at the next meeting regarding the Commissioning Process.

**5 Oldham's Festivals:**

- Several of Oldham's Festivals are Partnership funded and small amounts of money are given to some of the smaller events such as Saddleworth Folk Festival.
- One of the key challenges is what we are going to do in terms of outcomes for these events.
- When events are commissioned we need to be clear about the process.

**6 SSC Block Resource Allocation:**

- There are a number of continuation projects such as:
- Festival Partnership activity, £45,000 extension agreed, pending evaluation.
- Oldham Carnival, Pride and Mela, £16,000 agreed.
- A Strategic Needs Assessment is required to identify the needs in culture; this information should be fed through to Ian Hughes, who is Priority Lead.

**7. Olympics and Cultural Olympiad:**

- As a Borough we will be expected to prove what we are doing in terms of promoting the Olympics and Cultural Olympiad.
- There is a website for potential contractors to register their interest.
- A group has been formed to take advantage of what we can do to identify all activities taking place in Oldham over the next 2 years.
- There is a national scheme (Get Set) which schools can sign up to, at the moment Oldham has the second lowest registration on the North West.

**8. Arts Engagement Post Update:**

The post has now been advertised in the Guardian and interviews are due to take place on the 25<sup>th</sup> June 2009.

**9. New Coliseum Update:**

- Proposal to relocate to the old Town Hall.
- An Architect has been commissioned to carry out a piece of work on converting the Town Hall.
- Unable to move on private sector funding until cornerstone funding is in place.
- There is approximately a 5 year life span left in the Coliseum.

**10. Report fro the SPAA;**

The latest minutes of SPAA to be circulated to the Board on a regular basis.

11. **Any other business:**

The proposal for the One Card which is used already in some parts of the country will be discussed at the next Executive Management Board meeting.

12 **Date of next meeting:** Wednesday 8<sup>th</sup> July 10.00 am at Gallery Oldham.