

Herefordshire Sustainable Food and Tourism Partnership, 10th March 2017

Present: Jenny Beard (JB), David Curtis (DC), Andy Black (AB), Martyn Hammond (MH), Nick Read (NR), Cathy Meredith (CM), Rachel Jones (RJ), Clare Greener (CG)

Apologies: Matt Smith (MS), Christine Hope (CH)

In attendance: Vinia Abesamis, Roger Morgan, Clare Wichbold, Mike Forrester

The notes from the meeting held on 9th January 2017 were agreed as an accurate record.

Hereford Cultural Partnership

Roger and Clare W talked about the Hereford Cultural Partnership (HCP) and the City of Culture bid for 2021 which Clare is drafting for the Partnership. Roger has been Chairman of the Courtyard Board for 8 years. The CEO, Ian Archer, came from Hull and reported on the difference that obtaining City of Culture status had made. It was suggested that Hereford apply. Herefordshire Council backed the idea and a Cultural Partnership was formed of the key networks and organisations. Part of the inspiration also came from the Bristol Cultural Consortium and the activities it had promoted to celebrate Brunel's 200th birthday.

The Arts Council and HLF announced the "Great Places Scheme" and it was suggested that HCP applied to that as well (this is not the same as City of Culture). 12 out of 30 applications for Great Places will be funded. The Herefordshire bid is for £750k and it is to fund enabling processes, using the theme "the Great Conversation".

The City of Culture bid is actually for the whole county, and also adjoining areas such as the AONBs and geological areas that transcend the political boundary. The bid is about identifying where and how culture would make an economic contribution, therefore it has to address need. The HCP bid is unusual because it is not local-authority led. The successful bid for Hull is estimated to have attracted £1bn of inward investment and over 1 million visitors. The catchment for Hull is considered to be within a 2 hour driving radius (this would include Birmingham w.r.t. Hereford). The award of the Turner prize happens within the City of Culture.

There are 11 cities competing for the 2021 City of Culture title.

- The Expression of Interest must be submitted by April 28th 2017 and it is important to demonstrate that the people of Herefordshire support the bid. There is material on the HCP website that can be used as part of the campaign (NB details are appended to these minutes and further information has been e-mailed separately)
- Four of the 11 bids will be shortlisted by June and full bids must be submitted by September
- A film will be made by the BBC on each of the shortlisted cities and the winner will be announced on "the One Show" in November.

The Destination Plan is vital to the bid as it adds to the area's credibility.

Post Brexit Discussions

Vinia outlined discussions that were taking place concerning what would happen after Brexit. She explained how the Local Government Authority (LGA) had identified key themes to pursue with the government. Herefordshire was a significant beneficiary of European funding from ESF, ERDF, CAP and LEADER. In response the LGA was arguing for a place-based approach to whatever funding was available post-Brexit so that it could reflect local needs. LGA was also supporting three research projects to develop an evidence-base in its discussions with government, and Herefordshire was a

case study in the “regional funding” project, looking at the impacts on local areas as EU funding was withdrawn.

Consultants were being appointed by DWP and Defra and there would be opportunities to respond when the consultations took place. There was no sign yet of an integrated approach, each government department would continue to exercise responsibility over different aspects of any funding programme.

There was a brief discussion on the idea of a Herefordshire summit, so that we were aware of what Herefordshire needed in order to feed into the discussions. It was agreed that Vinia and Nick would meet to progress the idea.

Updates – Marches LEP

- The LEP had announced £8m funding for NMITE and £2.9m to support Cyber Security which would be spent in Herefordshire. It was anticipated further funding would become available for NMITE.
- Jo Drury had visited Herefordshire to give a presentation on the Growth Programme and LEADER which had been well attended.
- A Marches Building Improvement Grant had been launched.
- The future of tourism co-operation funding was not clear and there was a threat that it might be removed.

Visit Herefordshire

- A new Cider Producers website was about to be launched (ciderroute.org.uk).
- Skills workshops were taking place at the end of March in the Golden Valley
- The next tourism forum would be at the Cider Museum
- A new e-newsletter had been launched

LEADER

- There had been a very low uptake in Herefordshire, which lagged behind neighbouring counties, and work was needed to stimulate applications

NFU

- The Herefordshire Cider Fruit Growers Association was in the midst of contract negotiations
- Livestock movement rules were changing
- There was to be no drop-in centre for BPS schemes in Herefordshire this year

Brightspace Foundation

- A Quality of Life Survey was about to be launched by Data Orchard
- Accompanying this would be an initiative to promote the better use of data
- The Sustainable Route Map for Herefordshire was nearing completion

Destination Plan

- Jenny and Cathy had been contracted to write the rural Destination Plan for Herefordshire and a launch was anticipated in the week beginning 16th October

Date of Next Meeting

Friday 26th May at 2pm at Plough Lane.

Appendix: Further information on the City of Culture bid

Hereford City of Culture 2021 – what's going on?

Hereford is one of eleven cities bidding for UK City of Culture 2021. The competition takes place every four years, and Hull is the current holder of the title. Winning City of Culture brings millions of pounds of investment, creates new jobs and training opportunities, and encourages visitors from across the world to the host city and the surrounding area. Just think what a difference this could make to Herefordshire!

It's important to know that our bid is being mostly led by volunteers from Herefordshire Cultural Partnership who aren't getting paid, unlike the other cities where lots of public money is being spent on bidding. The Partnership is predominantly made up of people who work for organisations involved in arts and culture, including the Courtyard, Rural Media, the Cider Museum and Hereford Cathedral, but we are all giving our time for free. Herefordshire Council is also represented on the Partnership and is wholeheartedly backing the bid.

We have to submit our initial application in late April, and then we will find out if we have been shortlisted in the summer. That's when we will be doing lots more work around the programme, volunteering and fundraising for 2021. If you want to find out more in the meantime, visit the website, www.herefordcityofculture.org, 'like' the Facebook page, *Hereford City of Culture 2021*, put up a poster, share the news with your friends, and support this fantastic opportunity for the county.

Clare Wichbold, Herefordshire Cultural Partnership