

(By email)

Our reference: MGLA090823-3907

4 October 2023

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 8 August 2023. Your request has been considered under the Freedom of Information Act (FoI) 2000.

You requested:

You very kindly answered my recent Freedom of Information request, in which you advised:

"Croydon Council and GLA officers meet on a regular basis throughout the development and delivery stages of the programme, to ensure the project milestones are achieved and conditions are met, with evidence provided with each grant claim form."

I therefore have further questions for you.

1. Please provide the dates of all of the meetings referred to in your previous response (both those that have already been held and, the dates of future scheduled meetings).
2. Please provide a full list of attendees, and who they are representing (where applicable)
3. Please provide the minutes of all previous Borough of Culture "milestone" meetings.

Our response to your request is as follows:

1. Regular informal meetings between GLA and Croydon Council officers have taken place since January 2022 to support the development and delivery of Croydon's year as London Borough of Culture. These moved from monthly to fortnightly in September 2022. These meetings cover all operational aspects of the programme. GLA officers also attend the Croydon Steering Group monthly meetings. These started in May 2022. Additionally, a Strategic Programme Board, led by Croydon Council with representation from funding partners, was set up in February 2023, to oversee and support the programme. This Board meets on a six-weekly basis, and there have been three meetings to date.

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Future dates are as follows: 19 Sept, 17 Oct, 20 Nov and 15 Dec (2023). Please find attached the meeting minutes which are dated. A further meeting occurred in February 2023, but the GLA does not hold minutes for this.

2. The regular fortnightly meetings are attended by the Principal Policy Officer and Senior Policy Officer in the GLA Culture and Creative Industries Unit and from Croydon, the Interim Director of Culture and Community Safety, Head of Culture, Libraries and Leisure and Strategic Creative Programme lead. The Strategic Programme Board and Croydon Steering Group are led and chaired by Croydon Council and the cultural sector partners respectively, and these hold the full list of attendees and who they are representing and are attached to this response.

Please note that some names and job roles of members of staff are exempt from disclosure under s.40 (Personal information) of the Freedom of Information Act. This information could potentially identify specific employees and as such constitutes as personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner in relation to the data subject.

3. Please find attached the meeting minutes, which are also dated. A further meeting occurred in February 2023, but the GLA does not hold minutes for this.

Please note that some of the content is exempt from disclosure under the exemption for Commercial Interests at section 43(2) of the FOIA. Section 43(2) provides that information can be withheld from release if its release would, or would be likely to, prejudice the commercial interests of any person. A commercial interest relates to a person's ability to participate competitively in a commercial activity and in this instance, the information relates to amounts raised through fundraising. Disclosure of this information would affect the way third parties would be able to maximise the benefits from the amounts raised if they are known to third parties and future procurement endeavours. Releasing this information at this time would therefore prejudice those commercial interests.

The GLA is satisfied that in this instance disclosure of this information would be likely to prejudice or harm those commercial interests. Section 43(2) constitutes a qualified exemption from our duty to disclose information under the FOIA and consideration has to be given as to whether the public interest favouring disclosure of the information covered by this exemption outweighs the public interest considerations favouring maintaining the exemption and withholding the information.

In this instance the GLA recognises the legitimate public interest in the transparency regarding the discussions undertaken as part of the Croydon steering group and the Strategic Programme board. In balancing the public interest in disclosure, we consider the greater good or benefit to the community if the information is released or not. The 'right to know' must be balanced against the need to enable effective government and serve the best interests of the public.

In this case, it is felt that the public interest would not be met by revealing information which would be likely to be detrimental to the way in which third parties are able to negotiate in future procurement activities. We are also mindful of the amount of information we are able to disclose in relation to your request.

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If you have any further questions relating to this matter, please contact me, quoting the reference MGLA090823-3907

Yours sincerely

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 19th July 2023 **Time :** 2pm - 4pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts
[REDACTED] (Vice - Chair) - Talawa
[REDACTED] - Agudo Dance Company
[REDACTED] - Apsara Arts
[REDACTED] - Beeja Dance
[REDACTED] - Birdgang
[REDACTED] - Bishop of Croydon, Church of England
[REDACTED] - Boundless Theatre
[REDACTED] / [REDACTED] - Boxpark
[REDACTED] - BRIT School
[REDACTED] - Croydon BME Forum
[REDACTED] - Club Soda / Gig Buddies
[REDACTED] - Croydon BID
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[REDACTED] - Play for Progress
[REDACTED] - SAVVY
[REDACTED] - Think Events
[REDACTED] - Turf Projects
[REDACTED] - Subrang Arts
[REDACTED] / [REDACTED] (Youth Arts Group Lead) - Upper Norwood Library Hub
[REDACTED] (Access Group Lead) - Zoo Co

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED] : Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED] : Production)
[REDACTED] - BH Live / Fairfield Halls ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])

Croydon Council:

[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)
[REDACTED] - Young Creative Lead

External funders & Agencies:

[REDACTED] - GLA ([REDACTED], Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED] Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED])

Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

1. Apologies

██████████ - Club Soda / Gig Buddies
██████████ - Agudo Dance Company
██████████ - Croydon Council (Croydon Music City / CEZ)

2. Previous Minutes

3. Declaration of interests

4. Advisory Groups

- Access
- Youth Arts
- Queer Arts
- Amateur Arts
- Evaluation
- Legacy – looking at a large-scale event around Late October/early November details TBC. This will be opened out to stakeholders within Croydon about the structure delivery within Croydon.

5. Evaluation

Steering Group Evaluation Update

- Toolkit is now live and has been shared. Revised version with minor update clarifying method to submit qualitative content and photo consent form to be shared with minutes
- Word versions of the surveys being finalised.
- Further training session will be schedule with Audience Agency. Date TBC
- If anyone has questions or needs assistance please contact ██████████
- Survey response data from projects will be shared with project delivery partners after their events have taken place and responses returned, typically one month afterwards. Please contact ██████████ if you need data sooner.

And a reminder:

- Audience surveys are now live. These should be sent to booking lists and available via QR code during events

- The surveys are digital; if anyone has concerns about their audiences not being able to access them digitally or not being able to disseminate them please reach out to the team via [REDACTED] for a conversation
- If you are working with audiences (eg young people, groups with different needs) where we may need adapted processes to evaluate the impact the general survey please contact [REDACTED] so we can align and include in the overall process
- We also need qualitative and visual content – photos, video, capture of feedback and comments received in events
- Delivery partners will also receive an event report form to complete after each event so we can record numbers, reach, feedback etc.
- All partners with upcoming events are invited to the evaluation advisory group the month before – this is a touch point to make sure you have what you need and can ask any questions, please attend if possible. Dates can be circulated in advance for the year so you can plan

6. Marketing & Press

This month's marcomms focus has been **Croydon Fields Week** & start of **Summer of Festivals**.

PR

Focus has been on **Croydon Fields Week** and Festivals. Challenges with coverage for **PrideFest** due to late information about headliners. We supported the BID's PR on the release for **Croydon Stands Tall**.

Press Release for **Liberty Festival** is going out this week.

Marketing

A big push for the **Summer of Festivals** programme with a multi-channels approach including paid META ads, 96-sheet at East Croydon and postcards distributed across the borough.

Weekly newsletters continue, with a high engagement across the four distribution lists it is sent out to. We have widened the reach to include White Labels Croydon Stakeholder database. Looking further ahead we are working with London & Partners and London Calling/Culture Calling for digital marketing support.

Looking ahead we are planning an out of home campaign for our Autumn season, looking at bus and trams.

We are also planning a webinar series called **Inspiring Careers in Culture** – a programme of talks aimed at those wishing to work in the sector, featuring leaders from the sector/programme. Aim is to draw on those involved in *This is Croydon* to provide local thought leaders.

Further **marketing drop-in sessions** planned in. The next one will be aimed at This is Croydon partners with events taking place throughout autumn/winter and will take them through the partner Toolkit, asset guide and provide a forum for any marketing related questions to be answered.

Website

Enjoy Croydon section (<https://culturecroydon.com/enjoy-croydon/>) has been added to the website. Includes information on local venues, parks and green spaces. A *submit your event*

page has been created for organisation who would like to have their events listed on the website (must meet our strategic aims).

Access Manifesto is now live: <https://culturecroydon.com/access-manifesto/>

REMINDER – PLEASE SEND YOUR MARKETING ASSETS (copy, images and video) TO KEVIN.
Without assets we can support your events through our marketing channels.

7. Access Manifesto & Resources

- [REDACTED] – Access website is coming together week commencing **17th July 2023**.
Access kit is also available please email [REDACTED] wearezooco.co.uk
- [REDACTED] – Digital Four had a meeting to update Talawa Studios Access. If you are interested to receive training to enhance access procedures ...please email [REDACTED] talawa.com.
- [REDACTED] – Cross marketing is key to promote upcoming events.

8. Upcoming Events

- a. Why on Earth? Brit School (19th July)
- b. Bold Mellon at Purley Library (20th July)
- c. CODA - Alice through Wonderland in Wandle Park (26-29th July)
- d. London Road Carnival (30th July)
- e. Phipson Exhibition - Museum of Croydon (1st Aug)
- f. Whitgift - Scanners Inc (every Aug Sat)
- g. Croydon Stands Tall (Aug 21st)
- h. Desire Paths (Aug 19th)
- i. Open House registration closes (31st July)
- j. Surrey Street will be on the **17th September 2023**.

9. All Events

[All Flagships, Large Ignites, Sector Development Strands and Heritage Programme to provide written update.](#)

(See Appendix 1)

10. Breakout Session - LEGACY

What do we want the LBoC Legacy to look like for:

a) Croydon Council

- Discussed the councils culture sector including museums, libraries, and archives and how they've been limited. Not being able to have a culture program has resulted in lack of awareness and capacity for them to deliver on their capabilities which is now changing through this year. It's important to capitalise on this moving forward, getting recognition for the role that the culture sector plays enabling culture building for the sector. Also addressing the geographical divide challenges as the library, archives,

museums, and outreach programs can fill in that gap and build some of that infrastructure. The big success of the program so far is the political support we are getting, this important to maintain the visibility and advocacy moving forward. Which relates back to evaluation and why it is vital to position culture as an agent of change for regeneration and health and wellbeing.

b) Croydon Cultural Sector

We heard from [REDACTED] at Savvy initially about conversations she had been having where the sense was we might have already set in motion challenges for impactful LBOC legacy. We were posed the provocation of “have we already fucked it up?”

This then opened up further conversation about what Legacy means for us all ([REDACTED] – Carnival) and some discussion about the potential opportunities we see for partnership working across the Borough ([REDACTED] – Museum of Croydon).

[REDACTED] posed the question ‘what does legacy mean to us individually/as organisations?’ and some responses included a need for communication and access for communities to cultural offer. The conversation evolved from here to include thoughts on how we might avoid duplication of cultural offer and a more coherent sense of collaboration across strategic aims.

The borough is full of lots of cultural organisations and there is a diversity on offer for the community – yet perhaps there might be challenges to find resource and participants for this work unless we work more closely together? This felt especially important when considering taking grassroots/smaller organisations with us.

Katie helped us reflect on the experience of a person who had grown up in the borough saying that if the same opportunities that exist today had existed when she was younger she wouldn’t have had to pursue work / projects away from Croydon. There was a general sense that there is lots to do in Croydon.

To summarise a short conversation, it feels as if there are real opportunities for the cultural sector to collaborate even more, increase access for communities through effective and shared communication of the cultural offer and an appetite amongst our group for more partnership working to unlock resource and strategic support for our work.

c) Croydon Public

Changing perceptions, is there tangible things we could be done by then?

Croydon is quite disparate; one aim of the legacy work should be to unite the community as one. This could be by creating more community specific stuff – there has been success in the free events as they have been accessible and broken down some of the barriers, but is there a way to get additional support

for people to get out and about (looking at travel costs/ transportation and access – particularly Young People) is there a way to utilise TFL links to ensure there are more night buses for example.

Trying to create connection between north and south Croydon, curating a programme of events that include interests of others, expanding on community specific stuff to include wider audiences. Shifting the perspective of marketing away from the culturally specific (example mela could be marketed from a dance perspective to reach a broader audience). Creating crossovers at different events with similar broad interests that allow people to discover, experience and access different events and cultural experiences.

Reaching into other communities cultures and histories in everything we do creating reference and space for other cultural practices.

- Though by doing this, does it become too specialised and alienating for a wider audience?
- How can we then expand on this?
Using the umbrella of learning and education creating opportunities for learning of audience members – but again how do we market this?
Including other cultures in the marketing

Libraries – utilisation of nontraditional arts spaces that do have a reach to the community and allowing them to engage in their own way.

Place-making

- Building trust in the programme and developing a relationship with your audience.
- Challenging a spaces purpose and challenging an audience.
- Go to the people where they're at and build relationships – then take them to the larger more arts focused venues.
- There are 40 members of the steering group – we should as a network have the ability to infiltrate most of Croydon, that network needs to be part of the legacy.
- We also need to understand how we connect to the talented community leaders and freelancers, and find how they can have a voice in this .
- Connecting people place and audience. Champion the importance of Reflecting Croydon back at itself.

11. Place Partnership Programme

12. Fundraising

- [REDACTED] - still providing fundraising support if needed please email [REDACTED] [croydon.gov.uk](mailto:[REDACTED]@croydon.gov.uk)
- [REDACTED] – production service training occurs at Stanley Arts once a month.

13. Contracts & Central Recruitment

An update on contracting & council recruitment and other progress in the central planning team.

14. Finance

15. AOB

1) [Apply now for Let Us Raze You LABS](#)

*Are you a queer performance maker with 3 years experience or more?
Do you feel ready to take the next creative step up?
Dedicate time to letting your next big idea evolve?
We have 3 places to offer- either for solo artists, duos or a small collective- to take part in this jam packed programme.*

The deadline to apply is Tuesday 25th July at 5pm

What do I get?

- £1000 commission fee
- 1 week studio residency at Stanley Arts.
- Workshops led by Amy Pennington, Krishna Isthia & Travis Alabanza
Integrating access Consultancy with Quiplash
- Mentoring sessions with a practitioner/artist of your choice
- Support & guidance from Raze Collective's experienced team of producers
- Work in progress sharings

Who is it for?

- LGBTQIA+ performance based artists interested in developing their work for theatre
- Solo, duos or small collectives/groups
- Applicants should have a minimum of three years creative or performance experience
- We will prioritize disabled artists & global majority artists
- This can be a new idea or something that is already in early development
- This is not suitable for third year students or recent graduates

How do I apply?

- By completing the application questions via this [google form](#).
- Alternatively by submitting a video application to access@razecollective.com. A pdf of all application questions can be found here for you to respond to in your video.

16. Meeting Schedule (July – December 2023)

Wednesday 19th July - 2pm

Tuesday 15th August - 10.30am

Tuesday 19th September - 2pm

Tuesday 17th October - 10.30am

Monday 20th November - 2pm

Friday 15th December - 10.30am

London Borough of Culture Strategic Programme Board

Monday 3rd July 2023

Venue: MS teams meeting
Time: 10:30 – 11:15am

Attendees: Cllr Stranack, [REDACTED]

Apologies: [REDACTED] Shonagh Manson, [REDACTED]

AGENDA

- Welcome**

June programme feedback:

Recognition: [REDACTED] Recognition was successful, great reviews and the reach was over 15,000 people. Talawa is putting together a marketing report which will be shared with the steering group to help other organisations within LBoC.
(CllrAS) – Review section will be available on the website soon.

[REDACTED] – Discussions with American Embassy about potential collaborations, and one of the avenues was Samuel Coleridge Taylor and his experiences in America. Discussed archival and museum records and how it could support the musical heritage trail exhibition, but open to discuss ways in which we could support Recognition.

Windrush: [REDACTED] – 600 people booked, around 450-500 attended the event The event was successful, and crossed all generations. Pulp to pulpit had a small audience but was a high quality event. There is also a competition running alongside the event which runs until the 21st July 2023.
(CllrAS) –

[REDACTED] at historic England have funded Stanley Art for the heritage engagement role, recruitment process will be completed quickly.

Music Heritage Trail: [REDACTED] Launch was successful, Nadia Rose who featured in the trail came to the event and was very happy. The day was a quieter day for wider audiences, there is some learning that needs to be done around that. The trail was well received and Matt from Atma creations who produced the mural also produced a great film which is being picked up by BBC. Conversation was had with Nadia Rose about donating clothes to the archive.

[REDACTED] The BBC will do the Samuel Coleridge-Taylor trail bit as a part of the BBC prompt.

ACTION [REDACTED] Take note of the latest name and logo for The National Lottery Heritage Fund.
(CllrAS) South Norwood festival and Croydon food festival were well attended and lots of community activity.

[REDACTED] South Norwood festival had around 400 people. Good positive conversations were had with the audience which relates to what [REDACTED] proposed which involves having those difficult conversation in person to help with marketing.
(CllrAS) Crystal palace beer festival was a success.

Croydon Fields Week / Rural Croydon: [REDACTED] expecting the National Gallery to arrive to instore cornfield as apart of Croydon fields week. This will be in for a week and an artist Ameena Rojee has been commissioned to develop work around this. There will four schools coming in over the week for the exhibition, and a mobile farm coming in for the launch. Working with an adult learning group with educational needs and also doing an elders reminisces project. A big family day on the 8th July 2023 with story tellers, three artist and workshops.

[REDACTED] – four communication have been liaising with the national gallery who have been in conversations with the evening standard. There should be a good range of coverage for the launch on the 4th July 2023.
- Strategy updates**

Schools offer development: [REDACTED] Survey was sent out to partners, and we have already engaged with 43 schools, currently it looks like 73 schools will be involved. Looking to introduce a culture mark for schools, which will be issued to schools who have already been involved. Working towards an event in September 2023. We are curriculum matching the work for schools to make it easier for them to find there way in through the available resources.

Young producers programme: [REDACTED] [REDACTED] has been employed for the young creative lead role and will be making a film around the schools' resources.

[REDACTED] [REDACTED] is helping to engage young people in the young producer's scheme. Nine placements on the website for young people to bid for and five on the Paul Hamlyn project at Stanley Arts with support from Boundless who is also providing additional support. Biggest issue currently is lack of application, which is resulting in doubling the efforts to reach as much young people as possible.

Culture change in the Council: [REDACTED] Cultural activation working group that has offices from different departments across the council to support culture. This group will look at how we work together to collaborate within the council to look at processes that might be easier to help unblock things the sector might be facing. Other elements of the council that aren't being represented, (young people and social care) we will use the development of the schools' resources as a way of advocacy.

ACE Priority Place work: [REDACTED] – needs to be mapped out with [REDACTED]
- Communications updates**

[REDACTED] launched the "enjoy Croydon" section on the website but its more community based and informing people about what's happening around Croydon. Also submit an event to be listed on the website which will be going live 3rd July 2023. There is also a section on venues across Croydon, and will be expanding the "about us" section. There has been a massive increase in website activity from May to June, new visit are up 177.5% and across socials there has been an increase of 1600%. One of the key priorities is to get delivery partners to supply marketing assets. Weekly newsletter has also been sent out, resulting in great engagement. Summer of festival campaign has begun and postcards have been distributed out. A review section on the website will be available soon.

[REDACTED] Festival release have gone out and had nice coverage. Would like to work on getting direct coverage with the artist. Lovely photos taken on the day which was shared with picture desk. Lots of work occurring behind the scenes for Croydon fields week.
- AOB**

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 26th June 2023 **Time :** 2pm - 4pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

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1. Apologies

[REDACTED] - Croydon BID
 [REDACTED] - Croydon Council ([REDACTED])
 [REDACTED] - SAVVY
 [REDACTED] - Upper Norwood Library Hub

2. Previous Minutes

3. Declaration of interests

4. Advisory Groups

- Access, Youth Arts, Marketing, Queer Arts, Amateur Arts, Evaluation. Legacy.
- **Amateur Arts** – discussion of an enjoy section on the Croydon website, possibilities of community events being listed on the website if they meet the values.
- **Legacy** – Legacy structure and sessions to be discussed at next meeting.

5. Evaluation

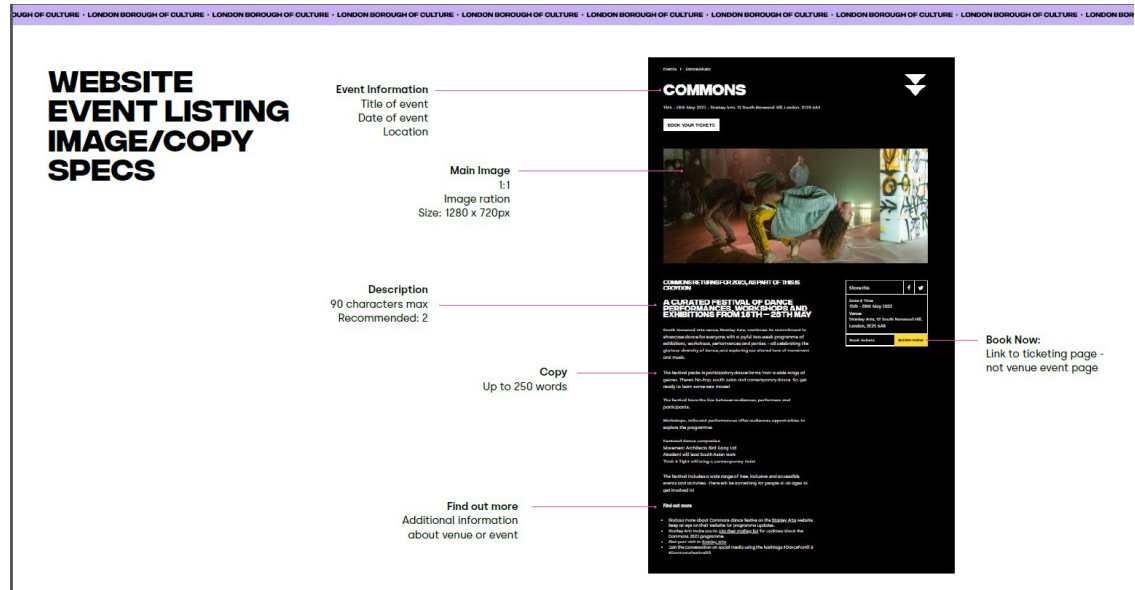
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6. Marketing & Press

The Marcomms strategy has been shared with the This is Croydon Exec Board. Once it has been signed off we will share with the wider Steering Group. We are working on a reporting framework for social, CRM and website activity.

Website – improvements are being made to the website. Working with the team at FOUR to improve the site map of the website adding new sections including Enjoy Croydon promoting events and things to do across the borough outside of This is Croydon.

Quick reminder, if your event is not listed, please provide me with copy and images: specs below:



Press: releases have been sent out for Croydon Music Heritage Trail and Summer Festivals with specific press targeting for the latter to reach specific publications for each event. [South London Press](#) ran a news item on the Music Heritage Trail. Rapper Nadia Rose was at the launch of the trail on 17 June. [Londonist](#) and [Eastern Eye](#) ran news items about the summer festivals. We start conversation with Drunken Chorus to prepare for the release for Liberty Festival.

Marketing: Weekly newsletters have been going out to the This is Croydon/Croydon Culture list and all members of the council. Engagement with social channels have improved although we are having to hide a lot of negative comments. We are collaborating on Instagram between Culture Croydon and Your Croydon. Marketing drop-in session held by White Label with 20 people attending. Talked through the Partner Toolkit and how to plan your marketing campaign. Marketing Toolkit is currently being updated.

Summer of Festivals campaign has kicked off with 96-sheet at East Croydon and Meta and Google AdWords campaigns.

Reminder of sign off timescales:

For funded events we will need approval from the GLA and funders. Please allow up to 5 working days for press, digital and printed approval.

Non-funded events – only using the This is Croydon logo. Please allow up to 3 working days for approval.

Do not publish or print any material that contains This is Croydon or London Borough of Culture without approval.

■ – “Enjoy Croydon” will be live by the end of **27th June 2023**.

We need your help:

Please send us assets to help promote your events. We need photos/video/copy.

7. Access Manifesto, Weekender & Resources

A presentation from ZooCo on the Access Weekender and the resources now available.

- Weekender was very successful, had 55 individual participants for all six sessions. Access manifesto has been completed and is available, website will be live soon. ■ is available now for her 1-1 access sessions, please book a slot via email ■ wearezooco.co.uk.

8. Upcoming Events - JUNE & JULY

June

- Talawa “Recognition” – June 1st – 24th
- Aspara Arts “Bollywood weddings” – June to October 2023.
- Savvy Theatre “The Battle of Red Canyon Slings” – 9th - 10th June.
- Croydon Museum “The Music Heritage Trail” – July 17th .
- Croydon Minster “From Pub to Pulpit to Dancehall” – July 23rd .
- Black Gifted Network “Croydon Windrush Cultural Heritage - Digital Tour” June 22 – 25th

July

- Stanley Arts “Family Pride” July 2nd.
- Amena Exhibition July 4th - 31st July
- Croydon Fields July 4th - 9th.
- Stanley Arts and Raze Collective “Collide Scratch Night” – July 7th
- CR Talent – July 13th: Schools Festival 12:30pm - 2:15pm
Youth Arts Festival 5:00pm – 8:00pm
- Croydon Pride – “Pridefest” – July 15th.
- Think Events - “Mela” – July 16th
- Brit School - “Climate Musical - Why on Earth?” – 19th – 20th July.
- Pup to Pulpit competition on 21st July
- Bold Mellon Collective “Queer Joy” – 14th - 30th July
- CODA “ Alice in Wonderland” 26th – 29th July
- Meseneok Ltd “Ghana To The World Festival” – 28th – 29th July
- Croydon Carnival – 30th July

9. All Events

All Flagships, Large Ignites, Sector Development Strands and Heritage Programme to provide written update.

(See Appendix 1)

10. Breakout Session

As discussed at the last meeting we will at this point in the meeting, break up into three groups, two in the room, and one online, and look at the following questions:

How do we...

1) ...develop audiences?

RECOGNITION:

Slow start

Diverse audience representative of Croydon

Great end ticket sales wise

ON THE GROUND worked the best

BME Forum' event:

500+ people reached

Accessible ticket booking process

Access considerations for elderly participants

Based on 20 years of relationship and community building

Nervousness around sharing databases of carefully built community - happier to recommend than hand over communities for partner orgs

This is Croydon Branding:

Use it! Give people brand confidence so they buy in to future events, and take risks on things they might not usually see

Ensure branding is targeting communities effectively and really represents the offer in a clear, accessible way

Go to where people are:

- Festivals - Pride/ Mela/ CR Talent etc
- Marquee usage at other events
- Flying larger scale events
- Meeting people on the ground
- Gaining support from 'ambassadors'
- Remember to engage with events that aren't directly arts related - football matches, a big car boot sale etc - don't saturate the arts crowd

ACTION: Someone from core BoC team to bring together a calendar for people to volunteer/ provide staff for the marquee at various events coming up over next 3 months

2) ...recruit and engage volunteers & project participants?

- Centralise resource for engaging volunteers
- Direct those that can to 'Get Involved' section on website for general volunteering opportunities (create social media pointers if possible)
- Share resources for existing volunteer resources: Team London Ambassadors; Croydon Voluntary Action; Scouts; Police Cadets
- Be sure to make volunteers taking part in projects aware of other events/ opportunities yet to come in the programme - especially for larger events that will attract more volunteers
- Get going ASAP as there is a benefit in getting ahead of the game - create 'job spec' of requirements and schedule of time required for all volunteer activities
- Identify those within the group with existing volunteer networks - encourage to share contacts

3) ...ensure a legacy for London Borough of Culture?

We considered legacy from three perspectives

- Public / community
- Can LBOC make people more optimistic and positive about Croydon?
- Audiences have been lost on the back of the pandemic
- Can LBOC reverse this, e.g. can a performance by the Ukrainian National Orchestra rebuild the classical music audience?
- What is going to make people go out again now they have learnt to stay at home and watch Netflix – the link to the night-time economy is key.
- Finding ways to embed culture within the organisation, e.g. Parks and Growth
- Public Health is positive.
- Children's and Adult's services yet to be convinced.
- Cultural Sector
- To work together when appropriate to go for bigger funding streams.
- To make use of ACE and other place-based funding streams
- Work on the next Place Partnership funding bid needs to start before the end of this year.

11. Place Partnership Programme

- Access weekender was funded through the place partnership bid.
- Croydon chronicles will be completed soon.

12. Fundraising

- Fundraising workshop has been moved to the end of 2023.
- Microgrants was successful and will be announced soon.

13. Contracts & Central Recruitment

An update from [REDACTED] on contracting & council recruitment and other progress in the central planning team.

- Grant and evaluation management
- Production management – Job description needs to be written.
- Stanley Heritage engagement post – the first year will be focused on Croydon buildings.

14. Finance

- [REDACTED] – if waiting on payment, please inform the delivery team or email [REDACTED] [croydon.gov.uk](mailto:[REDACTED]@croydon.gov.uk).
-

15. AOB

- 1) Family Dys Function participant call out
<https://danceumbrella.co.uk/2023/06/15/family-dysfunction-participant-call-out/>
- 2) Croydon Pride AfterParty
<https://www.eventbrite.co.uk/e/the-official-croydon-pridefest-afterparty-tickets-663511770567>
<https://www.boxpark.co.uk/croydon/events/the-official-croydon-pridefest-afterparty>
- 3) The From Pub to Club song writing competition, which has up to £2,000 of prizes, including studio recording time and song writing mentoring with Silvastone at The White Hut Studios. Currently the closing date is 21 July 2023. Ideally, we'd like to reach schools, Croydon Music and Arts outreach contacts; social and local cultural groups, local musicians who would spread the word and any other outlets you can think of. Here is the entry form, from the Croydon Music and Arts website: [From Pub to Pulpit — Croydon Music & Arts \(croydonmusicandarts.co.uk\)](https://croydonmusicandarts.co.uk/From-Pub-to-Pulpit)

16. Meeting Schedule (July – December 2023)

Wednesday 19th July - 2pm

Tuesday 15th August - 10.30am

Tuesday 19th September - 2pm

Tuesday 17th October - 10.30am

Monday 20th November - 2pm

Friday 15th December - 10.30am

Croydon London Borough of Culture - Strategic Board - Notes

05 June 2023

PRESENT:

Cllr Andy Stranack (AS)(Chair), [REDACTED] ([REDACTED])
 ([REDACTED]) Shonagh Manson (SM),
 ([REDACTED]) ([REDACTED]) ([REDACTED])
 ([REDACTED])

APOLOGIES:

[REDACTED] [REDACTED] [REDACTED] [REDACTED]

ITEM	ACTION
<p>1. Welcome Cllr Stranack welcomed everyone and started with the positive successful events taken place so far in the programme including Oratorio of Hope, Caribbean influencers, Commons Festival at Stanley Arts, Beer fFestival at CPFC, Recognition – press showing tonight.</p>	
<p>2. Strategic Framework – [REDACTED] ([REDACTED])</p> <p>[REDACTED] went through the Strategic Framework document circulated with the agenda and the following updates were captured:</p> <ul style="list-style-type: none"> • Work around school engagement now in development – we will be launching an activity pack in time for return in September. • Black History 365 ignite project - BME forum coming in to NLHF to bolster this programme in particular for a Windrush related time capsule/archive project and for a small grants scheme • Croydon Archive is waiting to hear on a £250k NLHF application (decision Thurs 8th) • 24th and 25th June Access Weekender led by ZooCo funded from Place Partnerships. [REDACTED] requests additional help from ACE to support best and most appropriate practice in D/deaf and disability inclusion. Action: [REDACTED] ([REDACTED]) suggested we have a specific meeting around this [REDACTED] • ‘Developing pride in Croydon’ – is a priority for the Croydon Mayor with lots of opportunities throughout the programme • Open House – cultural tourism goal, making people familiar and feel safe visiting Croydon • Music Heritage Trail launches June 17th, Exhibition to open in January. • Economic & Development benefit – Croydon Stands Tall and Music Trail. • New partnerships are emerging including Surrey Hills arts. An excellent but confidential partnership project will take place early July. • Music strand is the least developed however opportunities are forming including a festival in Surrey Street, sector development programme with BRIT and Box Park, Dub evening with Mad Professor (will be applying to ACE). • Whitgift withdrawal from Places and Faces NLHF project. Working on reprogramming including Wild in the City looking at plant recognition and foraging events for people of colour. NLHF – mini-grant green fund had numerous applications. Looking like a very strong programme 	

<ul style="list-style-type: none"> • Croydon Fields Week – we have commissioned Amena Rojee. Recording grazing sites, projects in schools including walking and hiking. Opening event morning of Tues July 4 – please hold in diary. • Croydon Morris side <p>It was noted that we would like to increase our work around wellbeing, especially including work with older people and people with dementia, we do have some events for example David Lean cinema – [REDACTED] enquired about link up and tools to Dementia Friendly venue scheme.</p> <p>Capacity and resources remain tight and naturally impact on delivery/risk factors.</p> <p>Action: LBC have a list of borough grants and can share this with the group. It was agreed we need to track the spend / grant management – Community Producers are working on doing this now in terms of evaluation.</p> <p>Re: 'What Culture means to Croydon?' – It was noted that this is a whole strategic strand for the Council which should sit within the Strategic framework. Cllr Stranack advised that Internal sign-off is happening, as well as Culture change shift. Capacity is an issue in the Council. It was noted that we need to match up the desire of Legacy vs barriers to this. Action: Agreed to bring this back to this meeting for further discussion</p> <p>It was agreed that the decision has to come from the top and to recognise what is achievable.</p>	<p>[REDACTED] and [REDACTED]</p> <p>[REDACTED] to note</p>
<p>3. Marketing & Communications / Community Engagement</p> <p>The following updates were given:</p> <ul style="list-style-type: none"> • [REDACTED] and [REDACTED] are in the process of signing off the Comms strategy this week. To be shared with the group. • There is a Summer of Festivals theme for upcoming comms and marketing strand covering July events. • Working with the BID on lamp post banners for the city centre. • Re: Supporting sector drop in events for medium ignites and NLHF grantees on 14th June – Toolkit support • [REDACTED] ([REDACTED]) is reaching out to delivery partners to engage. • Re: Digital marketing - working with White Label and Google on key words. Internal meeting tomorrow looking at the marketing strategy. Audiences – tracking. • Working with Four on the website – re: search facility / website images / getting events on. Not in chronological order. Improving news stories to get onto our socials and website. WhatsApp group has been set up. Website improvement is a priority. <p>It was noted that there is an ongoing challenge with partners in providing us with information as well as technical/functional issues with the site.</p> <p>It was also noted that information on the website is not easy to find as search functionality has not been working and listings are not chronological.</p> <p>The issues are in some way due to an inappropriate tender process driven by IT/web rather than comms/culture colleagues.</p> <p>We have lessons to learn on tender/specification documents.</p> <p>Feedback from our stakeholders is that there is too much information circulating via email and we need to prioritise streamlining our communications with them.</p>	

<p>It was agreed that we need to prioritise the story to be told at each time - When to tell and who are the people to be told rather than the marketing of the whole programme.</p> <p>It was noted that we need to get the website working on what's on as well as thinking about the marketing of each individual partner to be able to support key stories.</p> <p>Re: Music heritage trail – press focus will be on the exhibition and not the app because we haven't been able to secure celebrities/musicians for a photo call.</p> <p>There was a discussion around what is the key story/news? E.g., Caribbean Influence – unsung heroes. We need to get the key themes across the programme/year.</p> <p>Cllr Stranack advised that we recognise this is our key challenge and welcome comments/feedback.</p> <p>It was noted that we are to have a Communities event, school and venue/library strand on the website– 'Enjoy Croydon' section.</p> <p>The priority is to get the main events set up.</p> <p>It was acknowledged that there is a need to amplify events to sell tickets as the environment is very challenging. We need to get strategic and innovative in the way we market to get out into the community and the Steering Group and partners can assist with this, not just the Council.</p>	
<p>4. Evaluation & Storytelling – [REDACTED] ([REDACTED])</p> <p>[REDACTED] gave updates on the programme and the following points were made:</p> <ul style="list-style-type: none"> - A focus meeting is to be set up with Evaluation Group. - Need to look at where the support for resource is across all partners. - [REDACTED] put out a request for anyone to let us know where this kind of work has worked well in other areas/LBoCs – i.e., to pull together data etc. Noted that we are working with Achates – who are more sector facing which means we are having to do more work around the language. They have a very good reputation for their strategy work but are not necessarily the best fit for evaluation. - It was suggested we focus on what three things do we want to know at the end of the year? - We have additional resource for the NHLF project etc. so can ensure there will be some good in-depth project specific reporting although, this needs focus. - It was discussed that there is possibly a need to incentivise people to fill out surveys and definitely some face to face data collection – making better use of volunteers, (cake works!), QR, re: free events – feedback station, specific questions to get data 	
<p>5. Programme Updates</p> <ul style="list-style-type: none"> - Recognition-reminder to buy tickets! - Savvy performances on Thurs and Fri/Sat evening this week. - Saturday 10 June - film screenings as part of Gypsy, Roma and Traveller Heritage Month at the David Lean Cinema - Music Heritage Trail launch – includes silent disco on the 17th June – bring your family! - 22 June Windrush 75 event at Croydon Minster (partners have been invited) - 23rd June – from Pub to Pulpit at Croydon Minster to (CMA supporting new composing strand) - Summer Festivals throughout July – Food Festival, Pride, Mela, London Road Carnival - CR Talent – is doing well for line up Pride are behind with planning and programming. - Mela – more security is needed due to the line-up being too good! - June/July – are very busy months with lots to do every weekend until August! 	

<p>We need to ensure we are amplifying through the Comms – although, everything Cllr Stranack has been to so far have had good audiences.</p> <p>Key message – how can we ramp up the comms?</p> <p>Paul Hamlyn Foundation steered towards legacy – request for any feedback/support/advice on what has happened elsewhere. Action: [REDACTED] to pass on contact details at Creative Medway to [REDACTED]</p> <p>What are the next steps? – ‘Place partnerships’ ‘Place compacts’</p>	<p>[REDACTED]</p>
<p>6. AOB</p> <ul style="list-style-type: none"> - Reminder of Recognition event tonight! - Well done to everyone despite the challenges. We are reaching out to all audiences. Resource is always a challenge, and it shows how powerful partnership working can be. 	<p>[REDACTED]</p>

Next Meeting Date: 3rd July, 10-11:30am

CONFIDENTIAL

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 23rd May 2023 **Time :** 2pm - 4pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts
[REDACTED] (Vice - Chair) - Talawa
[REDACTED] - Agudo Dance Company
[REDACTED] - Apsara Arts
[REDACTED] / [REDACTED] - Beeja Dance
[REDACTED] - Birdgang
[REDACTED] - Bishop of Croydon, Church of England
[REDACTED] - Boundless Theatre
[REDACTED] / [REDACTED] - Boxpark
[REDACTED] - BRIT School
[REDACTED] - Croydon BME Forum
[REDACTED] - Club Soda / Gig Buddies
[REDACTED] - Croydon BID
[REDACTED] - Croydon Pride
[REDACTED] - Croydonites / Legacy Youth Zone
[REDACTED] - Drunken Chorus
[REDACTED] - Fairfield Halls / BH Live
[REDACTED] - Great North Wood Collective / Crystal Palace Fest
[REDACTED] - FMM
[REDACTED] - LMP
[REDACTED] - London Road Croydon Carnival
[REDACTED] - LSBU
[REDACTED] - Matthew's Yard
[REDACTED] - Mr Fox
[REDACTED] - Oval Tavern / Pubwatch
[REDACTED] - Play for Progress
[REDACTED] - SAVVY
[REDACTED] - Think Events
[REDACTED] - Turf Projects
[REDACTED] - Subrang Arts
[REDACTED] / [REDACTED] (Youth Arts Group Lead) - Upper Norwood Library Hub
[REDACTED] (Access Group Lead) - Zoo Co

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED] Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED] Production)
[REDACTED] - BH Live / Fairfield Halls ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])

Croydon Council:

[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)

External funders & Agencies:

[REDACTED] - GLA ([REDACTED] Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED])

Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

1. Apologies

- ██████████ - Turf Projects
- ██████████ - Turf Projects (Community Producer: Development and Fundraising)
- ██████████ - Turf Projects (Community Producer : Production)
- ██████████ - SAVVY
- ██████████ - Croydon Council

2. Previous Minutes

3. Declaration of interests

4. Future Meeting Formats

- **Problems** – Collaborations & Resource Sharing, Audience Development, Volunteer Recruitment, Legacy, Evaluation & Data Monitoring.

5. Advisory Groups

- Access,
- Youth Arts
- Marketing
- Queer Arts
- Amateur Arts
- Evaluation
- Legacy – First meeting occurring on the **26th May 2023**.

6. Evaluation

(See Appendix 2)

London Borough Of Culture 2023 Delivery Partner Survey -

<https://www.getinvolved.croydon.gov.uk/embeds/projects/24127/survey-tools/24503>

- Evaluation pack will be sent out beginning of **June 2023**.

7. Marketing & Website

- ████ - Press/PR/Marketing delivery (Presentation).
- ████ - Culture Newsletter will be sent out week commencing **5th June 2023**.
- ████ - Comms toolkit will be sent alongside minutes.
- ████ - White label marketing workshop on **Wednesday 7th June 2023** further info will be distributed.

8. Access Manifesto, Weekender & Resources

A presentation from ZooCo on the Access Weekender and the resources available.

FO - Access weekender @ LSBU Campus - **24th and 25th June 2023**.

- Resource library @ Stanley Arts
- Online resources and access consultancy will also be available.
- Access advisory group – █████ will distribute the manifesto.

- Important to be clear and realistic about access or non-access that will be available at events in marketing material.

9. Croydon Trams

██████████ and team to speak.

10. Existing Events

(See Appendix 1)

Stepping Stones (Savvy)

Desire Paths (TURF)

Heritage Engagement

- Music Heritage Trail (Museum / Apsara)
- Citizen UK Project (Museum)
- Our Croydon (Talawa)
- Small Grants Programme (Stanley Arts)
- John Whitgift projects (JWF / Stanley Arts)
- Bollywood Weddings Project (Apsara / Stanley Arts)
- Batik Silks Project (Subrang / Stanley Arts)
- Photographic Project (Beeja / Stanley Arts)

Pride (Think Events)

Mela (Think Events)

Carnival (Think Events)

Recognition (Talawa)

Croydon Stand Tall (Croydon BID)

Liberty Festival (Drunken Chorus)

Reuse Recycle Fashion Show (FMM)

CR Talent (CMA)

Arcadia (Stanley Arts)

Youth Arts Development Strand (CMA & partners)

Queer Arts Development Strand (Stanley Arts)

Global Majority Development Strand (Talawa)

Music Development Strand (██████████)

Deaf & Disabled Development Strand (Savvy)

Creative Careers Strand (Brit School)

11. Place Partnership Programme

- Young Producers Programme is Live on CMA website – close on Friday 26th June 2023.

12. Medium & Large Ignite Fund

- School Strategy Meeting – 31st May 2023 @ 3-4pm.

13. Fundraising

-

14. Contracts & Central Recruitment

- Community Producer post will be in progress soon.

15. Finance

16. Equality, Diversity and Inclusion (EDI) Representation in LBoC

17. AOB

- - Windrush day is **June 22nd 2023**, Invites will be sent out on **24th May 2023**.
- - Send all marketing materials to google folders and update AG & ■ once done.

Unpacking the Credits - GLA

The GLA has launched Unpacking the Credits, which is a new series of films and educational resources to open up the worlds of film, music, publishing, theatre, architecture and design for young Londoners from all backgrounds to consider their future career in the capital's creative industries.

They want to reach as many young people, aged 11-15, as possible, along with their parents, carers, guardians, teachers, careers advisors and youth workers.

The films are here: [Unpacking the Credits | London City Hall](#)

18. Meeting Schedule (July – December 2023)

Monday 26th June - 2pm

Wednesday 19th July - 2pm

Tuesday 15th August - 10.30am

Thursday 21st September - 2pm

Tuesday 17th October - 10.30am

Monday 20th November - 2pm

Friday 15th December - 10.30am

London Brough of Culture
Strategic Programme Board
19th April 2023, 10:30 a.m.
Room F11, Croydon Town Hall

Chair: Cllr Andy Stranack

Members: [REDACTED] Arts Council England

Shonagh Manson, GLA

[REDACTED], GLA

[REDACTED] [REDACTED] National Lottery Heritage Fund

Officers in attendance:

[REDACTED] [REDACTED]

Steering Group Chair & Vice-Chair:

[REDACTED] [REDACTED] [REDACTED]

Item	Time Slot	Subject	Lead Officer/Professional
1	10:30 - 10:50	Marketing & PR Update (Verbal)	[REDACTED] (White Label) [REDACTED] (FOUR Communications)
2	10:50 – 11:00	Welcome & Introductions	Cllr Andy Stranack
3	11:00 - 15	Programme to date	Round table
	11:15 – 11:30	Future programme highlights – next 3 months	[REDACTED]
4	11:30 - 11:50	Place Partnership & Paul Hamlyn Development & Legacy funding bids	[REDACTED]
5	11:50 – 12:00	Commercial music event	[REDACTED]

Marketing & PR Update (Verbal)

■ – Positive feedback from the media, Oratorio of Hope had great TV coverage. BBC News Feature Package includes Recognition, Caribbean Influencers and Commons will be going out on May 15th. ITV News will be attending Caribbean influencers on the 25th April. Next proactive push will be Music Heritage.

■ – Positive feedback and great coverage from the launch. Seasonal spread of materials and was distributed across 150 venues. Marketing workshop was held for all partners to help with the marketing toolkit. June leaflets are being prepared, meeting occurring on the 20th April 2023 to discuss upcoming summer festivals.

■ – discuss whether social media reach is being tracked and to get figures for the launch and oratorio of hope reach.

■ – organisers will sign off leaflets before being printed to avoid any potential mistakes.

Programme to date

■ – Positive response to all events so far, the capacity within the council to deliver on things is the main weakness.

■ – Vibrant launch, positive broad programme. Important to make sure the spread of diversity in the community is getting involved. Heritage fund could fund more community group project if gaps are spotted.

■ Good launch and visible reach, youth art is very positive. Threat is to ensure we focus on the capture of data, by making sure the evaluation setup is in place. Many opportunities, a lot of people would like to engage but need to be able navigate events and define and communicate an offer.

■ – lot of content, and duplication that needs to be grouped. Gaps are in the programme that need to be identified. New exciting and positive stuff building but the challenge is the capacity management.

SM – Challenges include capacity management, making the most out of this year with the focus on the long-term (legacy and strategic impact). Depth and engagement that the programme achieves from outside the borough. Focus on the recording of evaluation, and the priority of what will make the biggest impact.

■ – Challenge is how can we maximise the use of the steering group.

■ – Concerns for upcoming summer events, a lot of work to be done within the next 4-6 weeks. Important to allow the sector to be able to find funding outside the council.

■ – Main weakness is lack of mailing list; comms is vital in making sure it is getting out there.

■ - Sector has done very good work, focus is to discuss the capacity issue and lack of detail. Discuss better ways to support and manage LBoC.

Future programme highlights – next 3 months

■ – Commons Dance Festival on 15th – 28th May 2023. Recognition press release on the 5th June with event being 1- 24th June 2023. Windrush online digital tour from 22nd – 25th June 2023. Dementia Friendly Screening 16th-19th May 2023 (potential collaboration with SM). Youth event on Thursday 13th July 2023. Saturday Pride, Sunday Mela, and Croydon Carnival two weeks after.

Place Partnership & Paul Hamlyn Development & Legacy funding bids.

■ - Next meeting to include presentation including funding bids and updates.

■ – Money available for young producer's programme and will need senior across the programme for different projects. Place Partnership has money to help support the steering group and Paul Hamlyn is money for youth development and next steps. More information within the presentation at the next meeting.

CllrAS – very good for the legacy goal and development

ACTION: ■ to send programme and funding bid detail beforehand to get familiar before the next meeting.

Commercial music event

■ – Potentially missing a commercial youth music event.

■ – Potential offer for a 3000 event but will take up a lot of resources.

■ – a lot of potential risk due to short timeline.

SM – PR conversations will be useful to discuss potential ideas that will bring in a bigger and better audience than a commercial event.

■ – Discuss the idea of comedy.

■ – Discuss the option of using music heritage trail and Mr fox and build on confirmed events.

CllrAS – Do not go for a large commercial event and concentrate on smaller pop up events.

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 21st April 2023 **Time :** 10.30am - 12.30pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts
[REDACTED] (Vice - Chair) - Talawa
[REDACTED] - Agudo Dance Company
[REDACTED] - Apsara Arts
[REDACTED] / [REDACTED] - Beeja Dance
[REDACTED] - Birdgang
[REDACTED] - Bishop of Croydon, Church of England
[REDACTED] - Boundless Theatre
[REDACTED] / [REDACTED] - Boxpark
[REDACTED] - BRIT School
[REDACTED] - Croydon BME Forum
[REDACTED] - Club Soda / Gig Buddies
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[REDACTED] - Croydonites / Legacy Youth Zone
[REDACTED] - Drunken Chorus
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[REDACTED] - Great North Wood Collective / Crystal Palace Fest
[REDACTED] - FMM
[REDACTED] - LMP
[REDACTED] - London Road Croydon Carnival
[REDACTED] - LSBU
[REDACTED] - Matthew's Yard
[REDACTED] - Mr Fox
[REDACTED] - Oval Tavern / Pubwatch
[REDACTED] - Play for Progress
[REDACTED] - SAVVY
[REDACTED] - Think Events
[REDACTED] - Turf Projects
[REDACTED] - Subrang Arts
[REDACTED] / [REDACTED] (Youth Arts Group Lead) - Upper Norwood Library Hub
[REDACTED] (Access Group Lead) - Zoo Co

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED] : Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED] Production)
[REDACTED] - BH Live / Fairfield Halls ([REDACTED])

Croydon Council:

[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)

External funders & Agencies:

[REDACTED] - GLA ([REDACTED], Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED])
[REDACTED] - Arts Council England ([REDACTED])

Leaving:

[REDACTED] - John Whitgift Foundation

Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

1. Apologies

██████████ - Club Soda / Gig Buddies

2. Previous Minutes

- No comments

3. Declaration of interests

- None

4. Existing Flagship Events

Oratorio of Hope (LMP) – positive feedback after all each event. Evaluation process is correctly underway. Sales targets

Stepping Stones (Savvy) – No comment.

Desire Paths (TURF) – launching open calls in next 3 weeks for artist, researchers, and documenters. (██████████) please send things you would like on the website to ██████████ croydon.gov.uk.

Heritage Engagement - **Music Heritage Trail (Museum / Apsara)** – Final processes still underway. Positive progression aiming to still launch in June 2023. **ACTION – (VS)** to circulate list.

- **Citizen UK Project (Museum)** – Citizen UK project was launched on the 13th April 2023. Positive feedback.

- **Our Croydon (Talawa)** – project will begin mid May 2023.

- **Small Grants Programme (Stanley Arts)** – Small grant up to 4k for natural heritages, opening end of April 2023.

- **John Whitgift projects (JWF / Stanley Arts)** – focusing on distributing workload to meet targets.

- **Bollywood Weddings Project (Apsara / Stanley Arts)** – still on the way, looking for potential space.

- **Batik Silks Project (Subrang / Stanley Arts)** – project is positivity progressing, outputs will be in July 2023.

- **Photographic Project (Beeja / Stanley Arts)** – No comment.

Pride (Think Events) – no update.

Mela (Think Events) – no update from last meeting.

Carnival (Think Events) – Positive progressing. Leaflets have been distributed on London Road. Still looking for further funding. Carnival is 30th July 2023.

Recognition (Talawa) – editing the trailer, full cast and will be doing a press shot next week. For all marketing to be sent to marketing@talawa.com. Recruiting a senior producer, please push out to network.

Croydon Stand Tall (Croydon BID) – 19 of the 30 Giraffe are being painted in Croydon, locations are currently being finalised.

Liberty Festival (Drunken Chorus) – Still finalising the programme.

Reuse Recycle Fashion Show (FMM) - Plan has been finalised.

CR Talent (CMA)

Arcadia (Stanley Arts)

Youth Arts Development Strand (CMA & partners) – if any organisation has the space for a young producer please get in touch with (GS). Opportunities for work placement will be sent out.

Queer Arts Development Strand (Stanley Arts) – 10 artists have been chosen and first session will be on Saturday 22nd April. Exhibition on the July 7th 2023. **Bold Mellon** – Queer joy exhibition call out still open till 30th April. Work will be displayed at Stanley Arts, also open on the 7th July 2023.

Global Majority Development Strand (Talawa) – Providing potential space in liberty.

Music Development Strand (CEZ) –still developing.

Deaf & Disabled Development Strand (Savvy)- programme sold out, looking for additional dates.

Creative Careers Strand (Brit School) – Brit festival on the 12th- 14th of July 2023. Little people's day will include workshops and performances for reception aged children. Get in touch with (GS) and palace for life to gain access to schools.

5. Marketing & Website

■ – please provide and keep updating content for it to be delivered on the website. Queer Croydon website still in process.

Pop up Tent – In progress, potential pop up on the 7th of May 2023.

6. Paul Hamlyn

- a. Arcadia – Youth arts project, working with five potential partners. The young people will be creating performance art around environmental unsocial justice – Delivery will be March 2024
- b. Legacy Group – formal independent organisation for the cultural sector in Croydon. Please get in touch with ■ if you would like to be apart.

7. Place Partnership Programme

8. Advisory Groups

- Amateur Arts – first meeting will occur in the next couple weeks.
- Evaluation – meeting is being set up with Achates evaluation partner. Baseline Survey will be sent to all organisation which is important for the evaluation method of LBoC.
- Access – Access weekender has been planned. Dates have not been confirmed yet.
- Queer Arts – Focusing on website with weekly meetings.
- Youth Arts – No Comment

9. Medium & Large Ignite Fund

- Medium ignites will receive further support.

10. Fundraising

11. **Wincreatives** - many creative individuals if you have any work experience opportunities please get in touch. [REDACTED] will circulate more information.

12. Contracts & Central Recruitment

- Still looking to expand the team and get a partner to work alongside the creative lead and community producers.

13. Finance

14. Equality, Diversity and Inclusion (EDI) Representation in LBoC

15. AOB

- Podcast 1 - A New Start – It is out on social channels including Spotify. Podcast 2 – will be ending of June 2023. If anyone would like to be involved, please get in touch with [REDACTED]
- [REDACTED] – weekend of the 15th May is dementia action week. Potential event with David Lean Cinema and Traveler movement in June 2023.
- Young People event in Lewisham for young people with mental health is on the 11th May 2023.
- [REDACTED] – Recognition event for steering group private press release – 1st June 2023. Will be circulated by [REDACTED]
- [REDACTED] – Citizen UK Exhibition will be recorded by ITV/BBC News on Tuesday 25th April 2023.

16. Meeting Review

- Commons Dance Festival - 15th May 2023.

17. Meeting Schedule

- Tuesday 23rd May 2023.
- 2pm – 4pm.

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 23rd March 2023

Time : 3pm - 5pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

██████████ (Chair) - Stanley Arts
██████████ (Vice - Chair) - Talawa
██████████ - Agudo Dance Company
██████████ - Apsara Arts
██████████ / ██████████ - Beeja Dance
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██████████ / ██████████ (Youth Arts Group Lead) - Upper Norwood Library Hub
██████████ (Access Group Lead) - Zoo Co

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
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[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED]: Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED]: Production)
[REDACTED] - BH Live / Fairfield Halls ([REDACTED])

Croydon Council:

[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City [REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)

External funders & Agencies:

[REDACTED] - GLA ([REDACTED], Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)

Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting, please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

1. Apologies

[REDACTED] - Bishop of Croydon, Church of England
[REDACTED] - BH Live / Fairfield Halls (Community Producer)
[REDACTED] - Turf Projects

██████████ - Mr Fox
██████████ - LSBU
██████████ / ██████████ (Youth Arts Group Lead) - Upper Norwood Library Hub
██████████ - Croydon Council (Croydon Music City / CEZ)
██████████ - Croydon Council (Comms Manager)

2. **Minutes silence :** (23 March - UK National Day of Reflection)

3. **Previous Minutes**

██████████ to check with ██████████ about sending round the last meeting's minutes.

4. **Declaration of interests**

5. **Existing Flagship Events**

Oratorio of Hope (LMP) - what collective marketing efforts are we undertaking?

Flynn: Brochures on the table. Appreciate any support in sharing the performances. Sunday afternoon we have the community showcase, free event to join. Thank you everyone for support so far.

██████████ **Please do encourage your networks.** 560 tickets across both nights so far.
£5.50 with a pay what you can model.

Email ██████████ if you want any more flyers. ██████████@lmp.org)

Saturday night will be BSL interpreted.

Sunday showcase – public open spaces in Fairfield Halls.

██████████ E-flyer for event has been sent round. Please share with your networks. Marketing advisory group, culture network list, no one at the council doing that mailout that has thousands of emails on it.

██████████ from white label has designed an April/ May newsletter that will be going out via the council.

Your Croydon – too late for Oratorio but can be used in future promotions.

██████████ sending school email templates to ██████████ he will email again.

██████████ Listings etc. will not be a focus for PR company throughout year but are engage for the opening weekend.

██████████ will speak to Legacy Youth Zone about performing and attending.

Current visual marketing - 30 banners and mail drop in the areas near Fairfield Halls.

Stepping Stones (Savvy)

████████ All in hand, we'll share across our channels when ready.

Desire Paths (TURF)

Waiting for the Council to come back about locations.

Heritage Engagement

Music Heritage Trail (Museum / Apsara)

████████ No news on trial itself. Call out for volunteers. **Finding young people to get engaged with training and interviewing and learning skills. Looking for young people 25 and under.**

████████ can provide a template regarding reporting.

████████ will be contacting funding recipients to collect data for funders.

████████ Young Producers – could be a crossover having some paid opportunities.

Citizen UK Project (Museum)

████████ All ready – quite a big list of guests so invitation only. ██████████ will email people soon with invites. Exhibition opens the day after.

Our Croydon (Talawa)

████████ Offer to Jeremiah Brown to work with local people, amazing poet and filmmaker – will share website.

Confirmed Decolonising the Archives as partner.

In conversation with Black Cultural Archive.

Small Grants Programme (Stanley Arts)

████████ We will be launching in April. End of April launching the sustainable, ecological type grants.

John Whitgift projects (JWF / Stanley Arts)

Photography competition launched in May, open call for any photographers, amateur and professional about Croydon. Exhibition of works later in the year.

Bollywood Weddings Project (Apsara / Stanley Arts)

████ spoke to █████ at the library, doing it at the end of October.

Batik Silks Project (Subrang / Stanley Arts)

████ Doing workshops in schools and communities making silks and flags.

Photographic Project (Beeja / Stanley Arts)

████ has started talking to people, initial interviews happening in April – June and filming in July. Hope to have the exhibition in September.

████ Possible connection with Open House.

Flagships (cont.)

Pride (Think Events)

████ Waiting for █████ to sign contract. █████ has had the safety advisory group meeting. Just waiting on █████ to sign the contract.

Risk register – Amber and a half at this moment. Can't book artists without deposit. █████ and █████ to keep trying to get hold of █████

Mela (Think Events)

████ Plan is to have the community stage - music and dance to have breathing space between acts. █████ has spoken about sponsorship.

████ Conversation with Eye Music – pop up colourscape – offered as low price for Mela and Pride. Connected █████ with Simon from Eye Music.

Carnival (Think Events)

████ We have a signed contract – we haven't seen any money. But we are talking to people now. Had a series of meeting this week e.g. BRIT School. However, we cannot make any commitment without money.

Recognition (Talawa)

Main character confirmed. Currently auditioning for the other role. Filming in BAC.

Croydon Stand Tall (Croydon BID)

████ Call for artists now finished. 250+ artist submissions. Currently shortlisting. April announcement of artists.

How are you deciding the 30?

Thought process – steering group of partners and sponsors will take to 70.

Sponsors select out of the 70.

■■■■ is able to ask Turf Projects to join if ■■■■ would like.

Liberty Festival (Drunken Chorus)

Given the green light by GLA for budget submitted. Now pressing on with programming.

1st weekend of September at Fairfield (various spaces).

Working with community partners.

There will be some outdoor activity near Fairfield.

■■■■ You might want to have a conversation with The Place. They are also doing outdoor work in that area.

Reuse Recycle Fashion Show (FMM)

CR Talent (CMA)

Expression of interest call outs sent to schools

Going to do another one through here.

Booking Croydon artists to perform with the young people.

Arcadia (Stanley Arts)

■■■■ We got the Paul Hamlyn Bid – (similar budget to Liberty) for youth arts event.

Focused on issues related to environmental crises and justice issues. Going to start talk to potential partners. 4 – 5 groups of young people in the creative process.

Meeting to have with ■■■■ and ■■■■ could be overlap with youth programme post CR Talent.

Performance March 2024. Work with young people to create work for it will be post Summer. Show will have large scale visual making. Might work with Norwood Junk Action.

Youth Arts Development Strand (CMA & partners)

Place Partnerships bid was successful – 2 year programme, 65% delivery in Year 1.

Additional support for different elements of the programme.

Money for music development strand, Young Producers, Talawa wellness project. Some money for looking at future of steering group. 60k for access advisory group delivering support for LBoC. Zoo Co are planning that and Access weekender learning skills for having better access.

If you have new work and it's in development do put them in my direction, I now have a small pot to develop projects.

Young producers programme, paid opportunities – Over 2 years – 16 -25 year olds. Linked to council growth priorities.

Challenge in this is generating interest in creative careers.

Next steps – between with [REDACTED] and Community Producers and CMA.

Community engagement – [REDACTED]

[REDACTED] Is there any way that when we do our outreach, we do in more holistic way? Rather than everyone only marketing our own events?

[REDACTED] We're working towards a solution, intention for Community Producers to be working together on this.

Queer Arts Development Strand (Stanley Arts)

Collide Commission

Open call still underway, lots of applications so far.

[COLLIDE - A call-out for LGBTQAI+ artists - Stanley Arts London](#)

Global Majority Development Strand (Talawa)

- Croydon introductory writers group. Two groups.
- Talawa firsts – Two writers from Croydon in it.
- Intro writers group will be able to share too.
- Young person's programming – drama therapist attached to that project.
- Connecting with other projects.
- *Talawa Connections* – workshops we're doing and in public spaces.
- Closed – is the beginning of the R&D workshops in family centres and nurseries next year.

Music Development Strand (CEZ)

There is money through place partnerships.

Deaf & Disabled Development Strand (Savvy)

Creative Careers Strand (Brit School)

■ We have coordinator – and started directing contacts in relation to contacts for brit reach. Administrator knowing that it's a big post. They start next week. This is for delivery from September. We've got all sorts of activity around how we can use our musical, that will generate materials that will go into schools.

If you have contacts with secondary schools in Croydon please get in touch.

6. Programme Launch, Marketing & Website

a. Partner Toolkit

■ Please use the email link to white label if you'd like to speak to someone about using the toolkit. Aiming to have a bit of training available for marketing and comms.

■ **There isn't a lock off with the Mayor of London logo and the This Is Croydon. It's not in the tool kit.**

b. LMP - Your Croydon, Culture Network List, Lewisham List

We really need to have your photos and marketing info that has been asked for. E.g. The photos on the screen at the launch morning at Boxpark had limited variety.

We need the info about your events to include them on the website. – ■ shared document. (You fill in the template and send it back to us. You all have an individual folder.)

We will have seasonal flyers.

If you can't find your document please email ■ (■@croydon.gov.uk).

If you have venues and have new events, please submit as potential additions.

Make sure the right person as the contact person.

We need to work together in terms of programming – if you're booking new events, please let us know when you're planning.

Events calendar that could be shared – ■ can send what we've got. As the year goes on it's getting busier.

7. Advisory Groups

- **Access (■ to feedback)**

- **Zoo Co planning.**

- **Youth Arts (■ to feedback)**

Low attendance

■ **has made a report – TO BE SENT WITH THESE NOTES.**

How are we reaching deep into our communities.

- **Marketing** (██████ to feedback)

Marketing support

- **Queer Arts** (██████ to feedback)
As part of place partnerships, supporting ██████ and building a **Queer Croydon social channel and website**. Connecting our local community with the rest of London and wellbeing and services.
Bought the website yesterday. Talking to web designers about that. Events programme that people can self submit to, with some monitoring.
Website to include: service providers, news section that highlights cultural feature.
- **Amateur Arts** (██████ to feedback)
- **Evaluation** (██████ to feedback)
Achates is doing the evaluation. Finalising contract. Onboarding meeting Tuesday next week. Then meeting broader evaluation advisory group.
It's worth gathering what your data points are. If you're a flagship or ignite.
We need to establish baseline.
- **Music** (██████ to feedback)

8. Medium & Large Ignite Fund

To be shared

Large Ignites

To be shared

9. Fundraising

Paul Hamlyn - ██████

Place Partnerships - ██████ [Section 43(2) Commercial interests]

Carnival of Invention – applying for extra money. Closing station road, possible soap box race.

10. Contracts & Central Recruitment

An update from ██████ on contracting & council recruitment and other progress in the central planning team.

██████ is leaving end of March.

Comms person starting soon. An offer has gone out, awaiting confirmation.

11. Finance

12. Equality, Diversity and Inclusion (EDI) Representation in LBoC

Access – including some awareness training in overall offer.

13. AOB

- a. **The People Speak** – talkeokey. Evaluation, qualitative conversations.
- b. **Mela social handles have changed.**
- c. https://drive.google.com/drive/folders/1JKinT_ghAPOXwE0rbRXrpBI05gAUI
[REDACTED]
- d. **LMP Social media assets**
- e. **Talawa Fundraiser 31st March**
- f. **British Library** – will have digital archive of This Is Croydon. We need to select 50 websites.
- g. **Open House** – agreed that we will pay for a corporate membership.
- h. Starting work around **Windrush anniversary** in June – in talks with Croydon Minster.
- i. **Photography project** – GLA funded project – new artwork into every ward.
- j. Changing the **delivery structure** a bit – Community Producers working more as a team – includes grant management and general manager once hired will work on that.

14. Meeting Review

15. Meeting Schedule

Next meeting – Friday 21st April 10.30am, at Stanley Arts, 12 South Norwood Hill, SE25 6AB and online.

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 22nd Feb 2023

Time : 10.30am - 12.30pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

██████████ (Chair) - Stanley Arts
██████████ (Vice - Chair) - Talawa
██████████ - Agudo Dance Company
██████████ - Apsara Arts
██████████ / ██████████ - Beeja Dance
██████████ - Birdgang
██████████ - Bishop of Croydon, Church of England
██████████ - Boundless Theatre
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██████████ - Croydon BME Forum
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██████████ (Amateur Arts Lead) - Croydon Pride
██████████ - Croydonites / Legacy Youth Zone
██████████ (Access Group Lead) - Zoo Co
██████████ (Marketing Group Lead) / ██████████ - Fairfield Halls / BH Live
██████████ - Great North Wood Collective / Crystal Palace Fest
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██████████ - Think Events
██████████ - Turf Projects
██████████ - Subrang Arts
██████████ / ██████████ (Youth Arts Group Lead) - Upper Norwood Library Hub

Resigned: [REDACTED] - Beats & Eats

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
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[REDACTED] - Turf Projects ([REDACTED] : Production)
[REDACTED] - BH Live / Fairfield Halls ([REDACTED])

Croydon Council:

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[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)

External funders & Agencies:

[REDACTED] - GLA ([REDACTED], Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)

Left: [REDACTED] - Arts Council England ([REDACTED], Theatre/London)

1. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

2. Apologies

██████████ - Bishop of Croydon, Church of England
██████████

3. Previous Minutes

4. Declaration of interests

5. Existing Flagship Events

- **Stepping Stones (Savvy)** – event positively progressing.
- **Desire Paths (TURF)** – still looking for potential spaces, any suggestions please get in touch with (BA)
- **Oratorio of Hope (LMP)** – Tickets are on sale at Fairfield halls website, opening event on **1st April 2023**. Anyone aware of any school that will be interested please get in touch with (██████████) please get in touch if known of any performers. Focusing on the marketing of the event. Any suggestion

Heritage Engagement- Music Heritage Trail (Museum / Apsara) – no update, **Saturday 17th June 2023**

- **Citizen UK Project (Museum) Thursday 13th April 2023.**
- **Our Croydon (Talawa) – Exhibition to round October/ November**

2023.

- **Small Grants Programme (Stanley Arts)** – still ongoing.
- **John Whitgift projects (JWF / Stanley Arts)** – no updates
- **Bollywood Weddings Project (Apsara / Stanley Arts)** – no updates
- **Batik Silks Project (Subrang / Stanley Arts)** – no updates
- **Photographic Project (Beeja / Stanley Arts)** – no updates

Pride (Think Events) – on going.

Mela (Think Events) – on going.

Carnival - Still awaiting contract amendments.

Recognition (Talawa) - June 2023, - season press release this week which is an outline of Talawa's project. Tickets will be out this week.

Croydon Stand Tall (Croydon BID) – positively progressing, managed to receive 16 sponsors and primary schools. The project will go live on the **13th August – 31st October 2023**

Liberty Festival (Drunken Chorus) - under assessment and still waiting to be confirmed.

Reuse Recycle Fashion Show (FMM) – No update.

CR Talent (CMA) – 13th July – will be in two parts, school festival and evening festival. Two stages for each festival.

Queer Arts Development Strand (Stanley Arts) – 5 visual artist, **25th February 2023** announce applications for that round. Sharing in **July 2023** @Stanley arts with hopes of collaboration with pride.

Global Majority Development Strand (Talawa) – Talawa first Croydon writers festival, it will be two weeks within LBoC.

Youth Arts Development Strand (CMA & partners) – will have two sessions. First session will be a presentation and second session will be making the presentation on the **13th March 2023**. Progressing the young producers programme which will be presented in **June 2023**.

Music Development Strand (CEZ) – no update.

Deaf & Disabled Development Strand (Savvy) – no update

Creative Careers Strand (Brit School) – Brit reach coordinator role will be pointed **Friday 25th February 2023**. Musical will be produced in **July 2023** and the workshops around this will be targeted for primary school. please get in touch if you have links with secondary school.

Windrush 75th– government announced funding bid for Windrush anniversary. (AB) to get an application for a large bid was submitted on **21st February 2023**. Funds will be used to put on different events to celebrate Windrush 75th Anniversary.

6. Advisory Groups

Access (████ to feedback) – no update

Youth Arts (████ to feedback) - no update

Marketing (████ to feedback)

- (████) – white label marketing company is focused on the launch.
- (████) – Website is behind, four communications will be briefed to get the website up.

Queer Arts (████ to feedback)

Amateur Arts (████ to feedback) – (████) picked up amateur art meetings, potential amateur arts event within BoC.

Evaluation (████ to feedback) – (████) still in progress, awaiting response from different providers

- (████) – discussed different ways of evaluation and best sorted for culture year.

Music (████ to feedback) – no updates

7. Medium Ignite Fund

(████) – all applicants informed; contracts will be the next stage. Small amount of funding available to run events outside of town Centre. This will suit Addington carnival.

8. Programme (Large Ignites)

- **Surrey Street Festival - Sunday 10th September** – artist will be confirmed hopefully by launch on 14th March 2023.
- **Brit School - “Why on earth”**– Positively developing, performance will be in **July 2023**.

Launch – Tuesday 14th March 9AM – 11AM.

- (████) Talawa film for the launch
- Brit School

- **Birdgang**

9. Fundraising

- **Place Partnership** will receive an update by hopefully launch date.
- **Paul Hamlyn** update within the next couple of weeks.
- [REDACTED] – more workshops sessions will be available to support fundraising.

10. Wayfinding

- **Wayfinding is connected to the website.**

11. Contracts & Central Recruitment

An update from [REDACTED] on contracting & council recruitment and other progress in the central planning team.

- Pride/Carnival contract still undergo.
- Purchase order turnaround time has been increased.
- Croydon Council/LBoC will be going through an audit.

12. Finance

13. Equality, Diversity and Inclusion (EDI) Representation in LBoC

- [REDACTED] to send the councils EDI to be shared to the steering group.

14. AOB

- 1) **Coltay Orchestra** [REDACTED] – practical way of helping us all on the way to equality, will be in touch with [REDACTED]

[REDACTED] – There will be a small grant available, depending on event and Croydon wards and will be updated once sorted.

2) Security at events

https://www.independent.co.uk/voices/black-children-raheem-bailey-child-q-police-b2085101.html?utm_source=Sailthru&utm_medium=email&utm_campaign=IND_Race%20Report%202023-02-14&utm_term=IND_Race_Report_Newsletter

3) LBoC Events

- [REDACTED] If any project events are subjective to change, please contact [REDACTED] the creative consultant.
- Please return all marketing forms to (AG) or event description for the press release to get all LBoC events included for the website and press release.

- 4) [REDACTED] - Regional Community Engagement Manager (NHS Blood and Transplant)

“When I came across this I thought that it would be a great opportunity to engage with a diverse community especially in Croydon where we are in need of more black heritage blood donors. Would it be possible to keep up in mind for any large events were we could engage with the public and increase awareness of blood donation?”

15. Meeting Review

16. Meeting Schedule

Thursday March 23rd 2023 @ 3PM – 5PM.

AGENDA : Croydon Culture Steering Group (LBoC)

Date : 21st Dec 2022

Time : 10am - 12pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts
[REDACTED] (Vice - Chair) - Talawa
[REDACTED] - Agudo Dance Company
[REDACTED] - Apsara Arts
[REDACTED] - Beats & Eats
[REDACTED] / [REDACTED] - Beeja Dance
[REDACTED] - Birdgang
[REDACTED] - Boundless Theatre
[REDACTED] / [REDACTED] - Boxpark
[REDACTED] - BRIT School
[REDACTED] - Croydon BME Forum
[REDACTED] - Club Soda / Gig Buddies
[REDACTED] - Croydon BID
[REDACTED] (Amateur Arts Lead) - Croydon Pride
[REDACTED] - Croydonites / Legacy Youth Zone
[REDACTED] (Access Group Lead) - Zoo Co
[REDACTED] (Marketing Group Lead) / [REDACTED] - Fairfield Halls / BH Live
[REDACTED] - Great North Wood Collective / Crystal Palace Fest
[REDACTED] - FMM
[REDACTED] - John Whitgift Foundation
[REDACTED] - LMP
[REDACTED] - London Road Croydon Carnival
[REDACTED] - LSBU
[REDACTED] - Matthew's Yard
[REDACTED] - Mr Fox
[REDACTED] - Oval Tavern / Pubwatch
[REDACTED] - Play for Progress
[REDACTED] - SAVVY
[REDACTED] - Think Events
[REDACTED] - Turf Projects

[REDACTED] - Subrang Arts
[REDACTED] / [REDACTED] (Youth Arts Group Lead) - Upper Norwood Library Hub

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED] : Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED] : Production)

Croydon Council:

[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)

External funders & Agencies:

[REDACTED] - GLA ([REDACTED] Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED], Theatre/London)

1. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will be using a laptop for this time so the connection will be basic at best. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

2. Apologies



3. Previous Minutes

4. Declaration of interests

5. Existing Flagship Events

Stepping Stones – Stepping Stones project continuing to develop. Finalised funding agreement for death disabled strand, this pushed some off the timeline of events. Fairfield halls will be used for the venue.

TURF – Desire Paths contract still pending and the event has been pushed back to July – December. Project focus' on trying to activate empty spaces to power communities to use better engagement on how to make decision on spaces and places. Each location will be run by a partner organisation which will activate the space and do creative workshops.

Oratorio of Hope – Waiting to launch tickets sales for the event on the 1st April. Discussion to be had about tickets and fees which needs to be in conjunctions with organisation that will use Fairfield halls.

Heritage Engagement – Multiple halves to the heritage engagement. Permission to start the different strands in the new year. South Asian projects will start in schools between Jan-March 2023. Projects event timeline will be distributed throughout the year.

John Whitgift aspects - struggling to find a date at the moment which suits everyone. Organise video content for those who can't physically attend. There is Bollywood film project, photographic and silks project. Museum and Heritage - National Portrait Gallery project will be **Thursday 13th April 2023 @ Croydon Museum**. Two artists commissioned to respond to the research for the Museum and Heritage project. Music Heritage Trail to be launched on the **16th June 2023**. Calling for the community to vote who should be the Music Heritage heroes, vote for a person, venue and event who should be included. **Vote on Museum of Croydon website**.

Email – [REDACTED] [croydon.gov.uk](mailto:[REDACTED]@croydon.gov.uk) – if looking for space for your event.

Pride – In the process of sorting out contracts and purchase orders.

Mela – [REDACTED] will provide an update after meeting in January.

Carnival - [REDACTED] will provide an update after meeting in January.

Talawa – No update.

Croydon Stand Tall – Eleven signed up in terms of big business for big giraffes. Still looking for schools and youth groups to do little giraffes which will be returned after the project.

Youth Festival at Palace – Progressive conversations, still need to be finalised. Title changed Croydon's talent is the future.

Liberty Festival – Drunken Chorus is the main delivery partner, separate from LBoC but runs within the programme. Chris working alongside GLA to deliver 2–3-day programme across a long

weekend in September 2023. To be done within central Croydon and have events within theoretical spaces

Raze collective and Queer arts development strand – Raze are working with five Queer artist, all have ideas to be developed they receive small commission and support. In February there will be a big sharing with an invited audience, with hopes that the artist will continue within Stanley Arts exhibit event.

6. Advisory Groups

- **Access** (██████ to feedback)
 - Access manifesto is available, still needs to be confirm within their group meeting in January 2023. Will be out to all partners soon.
 - A way finding agenda should occur within the new year 2023.
- **Youth Arts** (██████ to feedback)
 - Focusing on the engagement of young people for LBoC events.
- **Marketing** (██████ to feedback)
 - Critical Path has been done to strategise launch which is **Thursday 2nd March 2023** but not yet Finalised.
 - The group discussed an event that was dynamic and had relations to the public realm. Planning still needs to be discussed but ideas involve gaining local TV interest.
 - Within **Jan/Feb 2023**, Croydon population should begin to send their events which are unfunded but want to be part of the LBoC programme.
 - White label has been hired as main marketing agency.
- **Queer Arts** (██████ to feedback)
 - Queer Arts focus has been launching the Queer Croydon socials. The idea is to be a billboard for everything Queer Arts in Croydon. If running any queer arts events with queer artist, inform ██████ and it will be uploaded on Queer Croydon socials.
- **Amateur Arts** (██████ to feedback)
 - Concerns about how to get their events on to the website.
 - Continuous progress being made.
- **Evaluation** (██████ to feedback)
 - Evaluation meeting needs to be booked in the diary.

7. Medium Ignite Fund

- Scoring process will be completed as soon as possible in January 2023. 88 Applications in total for the medium Ignite Fund.
- Good opportunity to address any geographical imbalance,
- Handful of Medium Ignite applications which could qualify for heritage engagement grants.

8. Fundraising

- Paul Hamlyn bid – Stage two has been completed. It is a two year programme, first year is LBoC and second year legacy is focused on development in structure groups.
- Place partnership completed.
- In 2023, more fundraiser, and sector development workshop should be organised.

9. Contracts & Central Recruitment

- Get in touch with [REDACTED] if you believe you should have a contract.
[REDACTED] croydon.gov.uk.
- Invoicing – Council has a 30 day pay turn around for paying invoices, however there are procedures taking place to get payments out faster.
- All LBoC funding is not affected by the council's financial position.
- Ignite fund PO's should be invoiced.
- [REDACTED] is joining as a creative consultant in January 2023.
- Advertising for fulltime Comms Officer job in January 2023.

10. Finance

11. Equality, Diversity and Inclusion (EDI) Representation in LBoC

12. AOB

- 1) Comments from [REDACTED] - Marketing Manager, Centrale Shopping Centre
 - [REDACTED] has a budget for events and for marketing in Centrale, she is keen to engage with the LBoC programme and is looking for opportunities for cross-pollination strategy

2) Comments from [REDACTED] - David Lead Cinema

"Before the council closed The David Lean Cinema the original door was on the level above the library entrance and had signage above it. This gave the cinema a presence on Katherine Street and encouraged foot fall. This door is still there but not used apart from when other events are on in the Brathwaite Hall and they never seem to have security guards on duty then. However we have been told from the start of our moving in that we could only use the door if we paid for a security guard.

So, we have to use the library entrance, there is no signage indicating we are onsite despite us being here for a number of years before the current signage was created, we were just ignored.

Coming out of Covid has been as difficult for us as anyone else and we need to be visible to attract a new younger and diverse audience to our Art House offer. Signage visible at

the entrance, and/or the return of our own entrance, would also help to attract more people from outside the borough during the Borough of Culture. as well as bringing us to the attention of users of the building. Signage pointing towards the stairs/lift, at the bottom and top of stairs. For the old entrance to be used, we would need external and internal signs.”

- 3) <https://www.london.gov.uk/programmes-strategies/arts-and-culture/24-hour-london/womens-night-safety-charter>

- Everyone to sign up to the women’s safety charter.

13. Meeting Review

14. Meeting Schedule

- Monday 23rd January 2023
- 3pm - 5pm @ Stanley Arts

AGENDA : Culture & Creative Steering Group (London Borough of Culture)

Date : 25th Nov 2022

Time : 12pm - 2pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

- ██████████ (Chair) - Stanley Arts
- ██████████ (Vice - Chair) - Talawa
- ██████████ - Agudo Dance Company
- ██████████ - Apsara Arts
- ██████████ - Beats & Eats
- ██████████ / ██████████ - Beeja Dance
- ██████████ - Birdgang
- ██████████ / ██████████ - Boxpark
- ██████████ - BRIT School

- ██████████ - Croydon BME Forum
- ██████████ - Croydon BID
- ██████████ (Amateur Arts Lead) - Croydon Pride
- ██████████ - Croydonist / Cro Cro Land
- ██████████ - Croydonites / Legacy Youth Zone
- ██████████ (Access Group Lead) - Zoo Co
- ██████████ (Marketing Group Lead) / ██████████ - Fairfield Halls / BH Live
- ██████████ - Great North Wood Collective / Crystal Palace Fest
- ██████████ - FMM
- ██████████ - John Whitgift Foundation
- ██████████ - LMP
- ██████████ - London Road Croydon Carnival
- ██████████ - LSBU
- ██████████ - One Croydon
- ██████████ - Oval Tavern / Pubwatch
- ██████████ - Play for Progress

- ██████████ - Think Events
- ██████████ - Turf Projects
- ██████████ - Matthew's Yard

[REDACTED] - Mr Fox
[REDACTED] - Subrang Arts
[REDACTED] / [REDACTED] (Youth Arts Group Lead) - Upper Norwood Library Hub

Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED] : Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED] : Production)

Croydon Council:

[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)

External funders & Agencies:

[REDACTED] - GLA ([REDACTED], Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)
[REDACTED] - Arts Council England ([REDACTED] Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED], Theatre/London)

1. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will be using a laptop for this time so the connection will be basic at best. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

We are joined by [REDACTED] from the Museum Service.

2. Apologies

██████████ - Croydon Council (Croydon Music & Arts)

██████████ - SAVVY

██████████ - Club Soda / Gig Buddies

3. Previous Minutes

4. Declaration of interests

5. Existing Flagship Events

- **Stepping Stones**
- **Turf** – Renamed “Desire Paths” –Visual Arts Programme - Contract in process.
- **Oratorio of Hope** – Opening event on the 1st of April, workshops are planned and on track. Get in touch with Tegan@lmp.org if interested.
- **Heritage Engagement** – Two projects for 2023. “Caribbean influencers project” which is a partnership with the national portrait gallery, it’s an exhibition that will open in April. If interested, please get in touch with ██████████ Music Heritage Trail is funded by the national heritage fund, a physical trail with plaques will be available, there is currently a school competition on with Brit School and Croydon College to have students submit a logo. This will launch in June 2023, please email if interested. Looking for feedback to promote site places people want to see. This can be submitted on the website. (Contact website and link will be circulated). Looking for an experience artist who has developed work in Croydon.
- **Pride** – Set back with contracts but still in progress. Committed to emerging local talent.
- **Mela** – Set back with contracts but still in progress.
- **Carnival** – Contracts still progress
- **Talawa studios** – Heritage engagement programme known as “This Is Croydon”. Planning is progressing and currently conversating with community groups. The Project will begin in April 2023. Looking at working with two artist that will turn developed stories into an exhibition across culture. “Recognition” event contract still in progress, creative conversations and progress are being made and this event will land in June.
- Additional investment for early years engagement and digital engagement and infrastructure. There will be a long partnership with the unicorn theatre to work with the young children in order to complete the creative work.

- **Croydon Stands Tall - Written update from** [REDACTED]

The project launched in October, which was an event attended by 80 people at LSBU and was well received.

- The initial Giraffe sculpture has been created by local artist – Rich Simmons.
- Engagement continues with sponsors with 5 secured currently and 10 in pipeline at advanced stage. This sponsorship drive continues with the sponsorship packages launched and a strategy underway.
- Schools engagement has started with communications issued to all schools and 5 committed to the project thus far.
- Artist programme will launch in the January 2023– with a drive to secure 30 artists for the main sculptures, each paid £1000 for the commission.

6. Advisory Groups

Access ([REDACTED] to feedback)

- Five-star guardian show this week, tickets remain for the Saturday show at 7pm.

Youth Arts ([REDACTED] to feedback)

- CMA event went well.
- Still waiting for football club sign off for palace festival. Liberty festival is for deaf, disabled and neurodivergent community. Drunken Chorus will be the delivery partners for the project alongside the GLA. Conversation and creative ideas are being discussed.
- Community of children who are home educated and should be included in all projects. To get links to home education networks, please contact [REDACTED]
- CMA young producers programme is part of a partnership bid, results will be updated in March 2023.
- If interested in joining any of the groups, please get in touch.

Marketing ([REDACTED] to feedback)

- Two story telling workshops, the feedback was positive for Croydon. Story telling work to be fed into the mini websites so the branding launch can occur within the first week December.
- [REDACTED] GLA – if you were unable to attend but still would like to contribute, please get in touch with [REDACTED]
- Music advisory group has began fundraising for music programme. Aggregate numbers is the total reach across all the social media channels (Facebook, TikTok, Instagram and Twitter). Very important when approaching potential sponsors, please email [REDACTED] with figures ASAP.

Queer Arts ([REDACTED] to feedback)

- Meeting due.
- The Raise programme has found five artist, who will work across East London and Stanley art venue. Show on the 15 December 2023 and a bigger show in February 2023. This will lead into BoC funding programme which is another cycle of artist development.
- Queer Croydon branding designer to design the logo, which will be launch around the queer Croydon social.

Amateur Arts [REDACTED] to feedback)

- Fairfield hall will organise a meeting in December 2022.
- Looking to set up a permanent community engagement group with BH live, for Fairfield to have a direct link to the community.

• Evaluation

- Evaluation workshop needed to discuss BoC achievement and transform this learning and feed into the BoC framework.
- Budget for evaluation and thought process still needs to be complete. Evaluation based on GLA core work.
- Any thoughts on evaluation please email [REDACTED]

7. Medium Ignite Fund

- 85 Medium ignite fund applications and a meeting on Monday 28th November 2022 for the scoring process of the ignite fund.

8. Fundraising

- 150k grant is being processed.
- Paul Hamlyn bid still in process, half the money is for a youth arts project in the LBoC year and will connect to the young producer's programme.
- [REDACTED] – funded by arts council to work nationally and inclusively with diverse young adults and teenagers across London. All delivered by procreation strategies. Launching a pop-up space that is aimed to be used anywhere.
- Conversations about potentially doing more workshops on fundraising progression.

9. Contracts & Central Recruitment

- Section 114 will not affect the LBoC.
- Not a normal section 114 as the council is not bankrupt, still looking forward to the progress of LBoC.
- Permanent replacement for [REDACTED] [REDACTED] Position – starts Jan 2023.
- [REDACTED] is now onboard for the creative lead position, starting part-time.
- GM role and Comms Officer positions are in progress.
- Contracts still in progress – outstanding contract for mela, pride and carnival. Heritage engagements and queer arts contract has been sent to be completed.

10. Finance

11. Equality, Diversity and Inclusion (EDI) Representation in LBoC

12. AOB

- Loqiva is a Croydon based company working to build additional town hubs.

- Work with LBoC to promote the events using the apps. Use these hubs after LBoC is completed. Contact details will be circulated. - [Home - Logiva | Your Digital Town Hub](#)
- Website brief of the LBoC will be released on Monday.
- Ticket will be done through the website for different venues alongside information.
- Fairfield halls hired a community producer who will begin in Jan 2023.

13. Meeting Review

14. Meeting Schedule

- **14th December 2022 Croydon Culture Christmas Party.**
- **Stanley Arts, Wednesday 21st December 2022@ 10:00.**
- A day long conference at the Horniman Museum – Thursday 1st December 2022. four places available, if anyone is interested contact [REDACTED]

MAYOR OF LONDON

Notes: Culture & Creative Steering Group (Croydon Borough of Culture)

Date: 27th Oct 2022

Time: 10.30am - 12.30pm

Place: Talawa Studio, Fairfield Halls, Park Ln, Croydon CR9 1DG, UK

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts; [REDACTED] (Vice - Chair) - Talawa;
[REDACTED] ([REDACTED]) - Zoo Co; [REDACTED] - Apsara Arts;
[REDACTED] ([REDACTED]) / [REDACTED] - Fairfield Halls / BH Live; [REDACTED]
- FMM;
[REDACTED] - John Whitgift Foundation; [REDACTED] - LMP; [REDACTED] - One Croydon;
[REDACTED] - SAVVY; [REDACTED] - The BRIT School; [REDACTED] - Think Events;
[REDACTED] - Turf Projects; [REDACTED] - Play for Progress; [REDACTED] - Mr Fox;
[REDACTED] - The Croydonist / Cro Cro Land; [REDACTED] / [REDACTED] - Beeja
Dance;
[REDACTED] - Club Soda / Gig Buddies; [REDACTED] - Agudo Dance Company;
[REDACTED] ([REDACTED]) - Upper Norwood Library Hub; [REDACTED] - The
Oval Tavern /
Pubwatch; [REDACTED] - Beats & Eats; [REDACTED] - Croydonites / Legacy Youth Zone;
[REDACTED] - Birdgang; [REDACTED] - Subrang Arts; [REDACTED] - Matthew's Yard;
[REDACTED] - Great North Wood Collective / Crystal Palace Fest.; [REDACTED] -
Croydon Pride;
[REDACTED] - Croydon BME Forum; [REDACTED] - London Road Croydon Carnival;
[REDACTED] - Croydon BID; [REDACTED] / [REDACTED] - Boxpark; [REDACTED] - LSBU

2. Existing & New Non-Voting Observers

CORE LBoC Team (internal & external):

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Stanley Arts ([REDACTED])
[REDACTED] - Turf Projects ([REDACTED] : Development and Fundraising)
[REDACTED] - Turf Projects ([REDACTED] : Production)

Croydon Council:

[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council (Museum Service)

- Croydon Council (Croydon Music City / [REDACTED])
- Croydon Council ([REDACTED], Skills & Economic Development)
- Croydon Council ([REDACTED])
- Croydon Council ([REDACTED])
- Croydon Council (Digital Services)

External funders & Agencies:

- GLA ([REDACTED], Culture and Creative Industries Unit)
- GLA (London Borough of Culture Culture and Creative Industries Unit)
- GLA (Comms Unit)
- Arts Council England ([REDACTED], Strategic Partnerships)
- Arts Council England ([REDACTED], Theatre/London)

1. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will record the meeting via the zoom link as well and use a transcription service. We will be using a laptop for this so the connection will be basic at best. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

We will be joined at 12pm by Mayor Jason Perry & Cllr. Andy Stranack.

2. Apologies

[REDACTED] [REDACTED] [REDACTED]

3. Previous Minutes

4. Declaration of interests

5. Existing Flagship Events

- **Stepping Stones Event:** Community workshops have started, just need date confirmation.
- **Turf Projects:** Waiting on completed contracts and money process.
- **Oratorio of Hope** – Contracts signed and waiting on money process. Also looking for a part time producer to support the team with event.
- NHLF project has funding, focus is on the distributing process to the delivery partners.
- [REDACTED] **Expenditure Process:** Flagships events need a signed contract with a payment schedule, from the council you then process a purchase order which needs to be invoiced and will be granted by the council.
- **Think events:** still pending due to grant process.
- **Palace Festival** – Next Month will have a confirmed date.
- **Recognition/Places and Faces** – Contracts pending signature.
- **Music Programme** – Date booked in the park for next summer- discussion needed for further details.

6. WIN Creatives Croydon

- [REDACTED] : We creatives is working with London south bank university with 16+ within the borough who are interested in creative, fashion, music industries and performing arts. These participants will then receive training and gain work experience while working in the LBoC so it would be great if they could get involved. Integrate many of these programmes into LBoC.
If anyone is interested please contact Lizzy.

7. Advisory Groups

- Access ([REDACTED] to feedback)

- Final draft of the access manifesto has been fed into by those with significant experience. Sessions have been useful, developing a programme plan of ways to help everyone deliver something new. Discussing methods of how people can get advice and physical resource library and what money is needed to be there. Access advisory group will generate a manifesto that will be a public document. Also putting in a partnership bid which will contain £65,000 for additional access support.
- Discussion of an access training weekender which includes every organisation being able to learn from different sessions which could include deaf awareness, audio description and get the training for free. While having all the provisional access needed so deaf and disabled people can lead and take part. Main website will have an access section, digital asset and will key into Croydon creative network.

- Youth Arts ([REDACTED] to feedback)

- Next meeting will be set up in November. The school event has been rearranged to the **9th November 2022**. Aim of the is to get schools more involved in the event.

- Marketing ([REDACTED] to feedback)

- Brand guidance worked on templates for organisations, also worked on mini website. Documents out for marketing, PR and website agency. Website will be up hopefully next day.
- Evaluation booked in for the middle of November, working with GLA to tell the story of “this is Croydon” aim to get engagement from social media channels in a few weeks.
- Next month workshops will be organised, in order to complete the story “this is Croydon” which will feed into the website for the LBoC.

- Queer Arts ([REDACTED] to feedback)

- Discussed brand launch of the mini website, queer arts in Stanley and about dance movement in the theatre.
- [REDACTED] is leading queer Croydon website and socials. Currently looking for graphic/visual artist who identify as queer to complete the logo. Small budget £500/1000 Max.
- Vicki will email brief on idea details.
- Raise collective socials – scratch development programme used to kick off queer arts

- Amateur Arts ([REDACTED] to feedback)

- Discussed support for the amateur groups.
- Administration of communication needed, no useable database of groups that operate in the borough.
- Accessibility and redesign of the creative directory to be useful for everyone.
- Discussion of accessibility of Fairfield Halls and Mayor’s statement on priority of the year.

8. Evaluation

- Council to follow up on evaluation.
- Narrative and the evaluation are connected as what we choose to measure should reflect the aims of the LBoC.
- Next step is to focus on what we're measuring for LBoC. Find someone to measure this from January to March.
- The FAIL SAFE PRINCIPLES will be used. This is used to ensure that your project design has an effective evaluation and ensure when projects don't deliver what is expected can still gather the information in a positive way.

9. Fundraising

- NHLF has been confirmed which is being distributed to 8 organisations plus small grant programme for additional heritage engagement.
- In the process of place partnership bid for legacy programme for youth library arts and LBoC delivery.
- Another Bid for the sector through Stanley Arts, a lot of it is for the legacy of steering and advisory group. Culture section on April 1ST.
- Community arts project on environmentalism with a strong opportunity for those aged 18-25 to take the lead to produce this event.
- [REDACTED] not confirming funding for those reliant on a further funding bid.
- Large ignite fund will be confirmed by 28th November 2022. Medium ignite fund open till 18th November.
- Flagship events are about 50k, while the ignite fund is between 20-25k which will be raised by direct purchases.
- Medium ignite fund will vary between £3/6000.
- Meet the funders - November 3rd – Stanley Arts @ 2:00 for the GLA funding committee.
- [REDACTED] – welcoming ideas on how to support organisations to attract fundraisers from outside. Still committed to the idea and still containing the remaining budget for the focus on sector development and opportunities for fundraisers.

10. Contracts & Central Recruitment

- Recruitment – in negotiations with creative lead for a start date, as they will be part time – using the rest of the budget for action procedures.

11. Finance

12. Equality, Diversity and Inclusion (EDI) Representation in LBoC

- Receiving EDI from council.

13. Comments from Mayor Jason Perry (joining us from 12 midday)

- The Borough of culture to be a catalyst for a new Croydon. A new partnership worked out in the council works for inwards investment in the borough while shining a light on diversity within the Croydon borough.

- Working together will be the best thing for Croydon going forward. Keen to get Croydon back on track, and create a borough that everyone to be part off. Create a vibrant council that brings footfall to the town centre and supports the local business.
- The LBOC is a fantastic opportunity to showcase our vibrant cultural offering and leave lasting legacies.

14. Open Discussion

- [REDACTED] – next 18 months has a long-lasting legacy. Substantial long-term commitment in the creative sector.

15. AOB

- Purley high street are having a short project for visual arts - details will follow.
- Also looking for the project to be a LBoC activity for next year. A positive way to get the young people of Purley involved in the culture workshops.

16. Meeting Review

17. Meeting Schedule

Date: Friday 25th November

Time : 12pm - 2pm

MAYOR OF LONDON

Culture & Creative Steering Group (Croydon Borough of Culture)

Date : 26th Sept 2022

Time : 4pm - 6pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts; [REDACTED] (Vice - Chair) - Talawa;
[REDACTED] ([REDACTED] - Zoo Co; [REDACTED] - Apsara Arts;
[REDACTED] ([REDACTED]) / [REDACTED] - Fairfield Halls / BH Live; [REDACTED] - FMM;
[REDACTED] - John Whitgift Foundation; [REDACTED] - LMP; [REDACTED] -
One Croydon; [REDACTED] - SAVVY; [REDACTED] - The BRIT School; [REDACTED] - Think Events;
[REDACTED] / [REDACTED] / [REDACTED] - Turf Projects; [REDACTED] - Play for Progress;
[REDACTED] - Mr Fox / Croydon BID; [REDACTED] - The Croydonist / Cro Cro Land;
[REDACTED] / [REDACTED] - Beeja Dance; [REDACTED] - Club Soda / Gig Buddies;
[REDACTED] - Agudo Dance Company;
[REDACTED] ([REDACTED]) / [REDACTED] - Upper Norwood Library Hub; [REDACTED] -
The Oval Tavern / Pubwatch; [REDACTED] - Beats & Eats; [REDACTED] - Croydonites / Legacy
Youth Zone;
[REDACTED] - Birdgang; [REDACTED] - Subrang Arts; [REDACTED] - Matthew's Yard;
[REDACTED] - Great North Wood Collective / Crystal Palace Fest.; [REDACTED] - Croydon Pride;
[REDACTED] - Croydon BME Forum; [REDACTED] - London Road Croydon Carnival;
[REDACTED] - Croydon BID; [REDACTED] / [REDACTED] - Boxpark

2. Existing Non-Voting Observers

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council ([REDACTED] Skills & Economic Development)
[REDACTED] - Croydon Council (Museum Service)
[REDACTED] - Croydon Council (Croydon Music City / [REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - GLA ([REDACTED], Culture and Creative Industries Unit)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - GLA (Comms Unit)

[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)

[REDACTED] - Arts Council England ([REDACTED], Theatre/London)

[REDACTED] - LSBU ([REDACTED], Tourism, Events and Hospitality)

3. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will record the meeting via the zoom link as well and use a transcription service. We will be using a laptop for this time so the connection will be basic at best. If you can make it in person please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED]@stanleyarts.org and we will do our best to accommodate them.

4. Apologies

[REDACTED] [REDACTED] [REDACTED] ML Forsyth, [REDACTED] [REDACTED]

5. Previous Minutes

6. Declaration of interests

- None declared

7. Existing Flagship Events

- [REDACTED] responsible for all flagship contracts.
- Match funding received for Queer Arts Strand.

8. Advisory Groups

Access ([REDACTED] to feedback)

- Worked through access manifesto, thoughts of a 3-tier approach (baseline, intermediate and advance). Discussion also included the organisation and placement of the webpage containing the use of a holding page.
- Final version of the access manifesto will be circulated amongst the steering group/culture network in order to receive recommended feedback.

Youth Arts ([REDACTED] to feedback)

- School Fair October 19th @ Ashburton Library – Invites have been sent.
- Organisation will be discussing flagship events such as, Wild in Art Trail, Music Heritage Trail; Oratorio of hope and Palace festival with the aim to get everyone involved

- Young producers Programme (aged 16-25). Exploration of funding is still on going.
- Ongoing discussion on the correct approach to get young people more involved.
- Culture Heads will be attending the school fair @ Ashburton Library to engage with young people.
- If any parties are interest in performing at palace festival; main point of contact is [REDACTED]
- South Bank University Event on Wednesday 28th September 11-4pm.

Marketing ([REDACTED] to feedback)

- Marketing PR has been separated into 3 tenders' viva the tender panel – aimed to be ready next week.
- Discussion of a soft or fall launch around the branding, could take place late October as the "Croydon Cultural Network" Event
- Collection of appropriate videos/photos for the website to represent Croydon. Accepting all photos and videos from all organisation – include credits. – Deadline is 3rd week of October (Link will be sent).

Queer Arts ([REDACTED] to feedback)

- Opportunity for update on the sectors developments
- Meeting in October for the Evolution Management of Croydon.
- Discussion of value for having a social media presence across the borough to discuss queer arts events and have a communication channel.
- Secured "Queer Croydon" as a social media identity.
- Monthly Meetings.

Amateur Arts

- Discussion of informing the public in time,
- Support of amateur bidding for Ignite fund.
- Concerns of affordability cost of Fairfield halls, charging structure and accessibility of the venue.
- Fairfield hall is open to conversations regarding the use of the venue, charity/community organisations (non-profitable) receive a reduced price per chair
- If interested, [REDACTED] for main point of contact.

Evaluation

- How to proceed with the delivery structure – one person in charge of the evaluation process.
- Key Immediate task/possible outcomes – (shared in Evaluation Meeting Notes)
- Core measures/key objectives should be collected quarterly beginning January-March in order to compare effects.

- Mayor is focused on the perception of Croydon and growth of job opportunities.
- What did Croydon gain from the year of culture? The purpose is to ensure everyone engages with LBoC.

9. Fundraising

- Meet the funders event - November 3rd 2022 @ Stanley Arts.
- Stanley Arts is supporting the Council through Bidding Processes.
- Paul Hamlin has expressed interested in the core project.
- Sign off for large grant is in process, results should be released in 10 days.
- Medium grant forms in process.

10. Contracts & Central Recruitment

- An offer has been made to the Creative Lead, contracts yet to be signed.
- [REDACTED] has left the council; interviews will start next week to fulfill his role but for the meantime [REDACTED] will pick up the responsibilities.
- Failed to recruit fundraiser, currently buying more time from experience local fundraisers who can deliver to support the projects.
- [REDACTED] appointed as the new project officer for the London Borough of Culture.
- Community Producer has been appointed and will be in post by end of October.

11. Finance

12. LSBU.

- The Business School and Croydon Campus could provide help / work with CLBoC participants and activities. - led by [REDACTED]
- Students are looking for volunteering opportunities, work experience and placements. For the CLBoC they could assist with different actions such as;
 - Marketing
 - Event Strategies
 - Risk assessments
 - Evaluations/Reporting
 - Design
 - Document management
 - Programming/Planning

- Croydon Campus can offer great space for events, conferences and meetings as well as research and academics expertise.

If interested [REDACTED] will be main point of contact.

13. Equality, Diversity and Inclusion (EDI) Representation in LBoC

14. AOB - Lost City/Alders

- Old Alders/Lost City have a 5-year deal on the site. The Ground floor will be open for public hopefully by Christmas.
- Site is large with small spaces available can hold about 1000 people.
- Very keen in engaging and developing artistic and cultural use for the space. This opportunity could be used for LBoC to use a unique space for different events.
- If interested, please contact [REDACTED] (details below).
 - [REDACTED]@lost.org

15. Meeting Review

16. Meeting Schedule

LBoC Steering Group Meeting

- Date: 27th October 2022
- Time: 10:30-12:30pm
- Place: @ Talawa Studios in Fairfield Halls

MAYOR OF LONDON

Notes: Culture & Creative Steering Group (Croydon Borough of Culture)

Date: 30 August 2022

Time: 14:00pm – 16:00pm

Place: Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members


[REDACTED] (Chair) - Stanley Arts; [REDACTED] (Vice - Chair) - Talawa;
[REDACTED] ([REDACTED]) - Zoo Co; [REDACTED] - Apsara Arts;
[REDACTED] ([REDACTED]) / [REDACTED] - Fairfield Halls / BH Live; [REDACTED] - FMM;
[REDACTED] - John Whitgift Foundation; [REDACTED] - LMP; [REDACTED] - One Croydon; [REDACTED]
[REDACTED] - SAVVY; [REDACTED] - The BRIT School; [REDACTED] - Think Events; [REDACTED] / [REDACTED] -
Turf Projects; [REDACTED] - Play for Progress; [REDACTED] - Mr Fox / Croydon BID;
[REDACTED] - The Croydonist / Cro Cro Land; [REDACTED] / [REDACTED] - Beeja Dance;
[REDACTED] - Club Soda / Gig Buddies; [REDACTED] - Agudo Dance Company; [REDACTED]
[REDACTED] - Upper Norwood Library Hub; [REDACTED] - The Oval Tavern / Pubwatch;
[REDACTED] - Beats & Eats; [REDACTED] - Croydonites / Legacy Youth Zone;
[REDACTED] - Birdgang; [REDACTED] - Subrang Arts; [REDACTED] - Matthew's Yard;
[REDACTED] - Great North Wood Collective / Crystal Palace Fest.; [REDACTED] - Croydon Pride;
[REDACTED] - Croydon BME Forum; [REDACTED] - London Road Croydon Carnival;
[REDACTED] - Croydon BID

2. Existing Non-Voting Observers

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] [REDACTED] - Croydon Council ([REDACTED] Leisure & Libraries)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - GLA ([REDACTED], London Borough of Culture)
[REDACTED] - GLA (London Borough of Culture and Creative Industries Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)
[REDACTED] [REDACTED] - Arts Council England ([REDACTED], Theatre/London)
[REDACTED] - [REDACTED]

3. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will record the meeting via the zoom link as well and use a transcription service. We will be using a laptop for this time so the connection will be basic at best. If you can make it in person, please do.

If anyone has specific access needs to ensure they can attend this meeting, please email  stanleyarts.org and we will do our best to accommodate them.

4. Apologies

5. Previous Minutes

6. Declaration of interests

None declared

7. Existing Flagship Events


Flagship event delivery partners to speak for **MAXIMUM 2 minutes** on current plans & challenges:

- LMP- Confirmed with GLA that opening event to take place on 1 & 2 April 2023.

To comprise: -

- Film to launch the start of 'This is Croydon'
- Music
- Wider foyer events

Filming will start in November 2022.

-  - Brand Launch will take place in October, perhaps alongside announcement of the Artistic Lead. Content will be needed.

8. Advisory Groups

- **Access:** Core fund is the key consideration.
- **Youth Arts:** To meet in a fortnight. Youth engagement is very important.
 - [REDACTED] Information was sent to schools and will be followed up.
- **Marketing**
[REDACTED] Confirmed that Social Channels are set up; URLs are in place; sign-off of Branding Asset is with the Council.

[REDACTED]:
 - Messaging is important to get more diverse group of people involved.
 - The Creative Lead, when in post can help to get the messaging right.
 - Part of the legacy will be to have a directory of artists. The location for the directory can be agreed later.
 - [REDACTED] confirmed that there is an existing directory in use by CEZ which can be adapted if needed.
- **Queer Arts**
[REDACTED] creating 'Queer Arts Croydon' is under consideration.
- **Amateur Arts:** Meeting held at Stanley Arts venue last week.

Feedback:

- The group did not feel engaged to date in the LBoC programme.
- Looking at opportunities to have an amateur arts festival.
- They are keen to keep meeting monthly.
- Any contact and engagement can be made through the meetings.

9. Evaluation:

- [REDACTED] to set up an evaluation group
- [REDACTED] (Audience Agency/ GLA) will support the Council with being able to tell 'the story' for BoC.
 - To provide learnings from Waltham Forest, Brent, and Lewisham
 - To help with creating the framework. Each Council will take ownership.
 - Example of an area to look at: Outcomes (Social, cultural, and economic) around specific themes such as 'step change'.
 - Key action- data capture.
 - Advice- processes need to be in place to start collecting data now.
 - GLA expects some of this information to be provided in the returns.

10. Ignite Fund

- Next Steps for processing the applications received (for due diligence and verification) to be agreed with the Council.

11. Fundraising

- [REDACTED] Place Partnership (Arts Council) expression of interest just submitted. GfA ACE is in progress.

12. Contracts & Central Recruitment

- [REDACTED] to complete all pending contracts over the next two weeks.
- Creative Lead Interviews: 10 Candidates were interviewed. 2 have progressed to the second stage.

13. Finance

[REDACTED] is working on a revised budget to fit in an expanded marketing spend. This will involve some reductions in other areas.

14. Equality, Diversity, and Inclusion (EDI) Representation in LBoC

[REDACTED] will pick this up for next month.

15. AOB

██████████ joined us from Boxpark. They set out their vision for how they could play a role including as a key hub for young people. They also spoke about how they can hold marketing material for LBoC and be used as an exhibition space.

16. Meeting Review

17. Meeting Schedule

MAYOR OF LONDON

Notes : Culture & Creative Steering Group (Croydon Borough of Culture)

Date : 29th July 2022

Time : 10.30am - 12.30pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts; [REDACTED] (Vice - Chair) - Talawa;
[REDACTED] Zoo Co; [REDACTED] - Apsara Arts; [REDACTED] - CEZ;
[REDACTED] (Marketing Group Lead) / [REDACTED] - Fairfield Halls / BH Live; [REDACTED] - FMM;
[REDACTED] - John Whitgift Foundation; [REDACTED] - LMP; [REDACTED] - One Croydon; [REDACTED]
[REDACTED] - SAVVY; [REDACTED] - The BRIT School; [REDACTED] - Think Events; [REDACTED] / [REDACTED]
Turf Projects; [REDACTED] - Play for Progress; [REDACTED] - Mr Fox / Croydon BID;
[REDACTED] - The Croydonist / Cro Cro Land; [REDACTED] / [REDACTED] - Beeja Dance;
[REDACTED] - Club Soda / Gig Buddies; [REDACTED] - Agudo Dance Company; [REDACTED]
[REDACTED] - Upper Norwood Library Hub; [REDACTED] - The Oval Tavern / Pubwatch;
[REDACTED] - Beats & Eats; [REDACTED] - Croydonites / Legacy Youth Zone;
[REDACTED] - Birdgang; [REDACTED] - Subrang Arts; [REDACTED] - Matthew's Yard;
[REDACTED] - Great North Wood Collective / Crystal Palace Fest.; [REDACTED] - Croydon Pride;
[REDACTED] - Croydon BME Forum; [REDACTED] - London Road Croydon Carnival;
[REDACTED] - Croydon BID

2. Existing Non-Voting Observers

[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED], Leisure & Libraries)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Croydon Music & Arts)
[REDACTED] - Croydon Council ([REDACTED], Skills & Economic Development)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council (Digital Services)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - GLA ([REDACTED], London Borough of Culture)
[REDACTED] - GLA (London Borough of Culture Culture and Creative Industries Unit)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED], Theatre/London)

3. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will record the meeting via the zoom link as well and use a transcription service. We will be using a laptop for this time so the connection will be basic at best. If you can make it in person, please do.

If anyone has specific access needs to ensure they can attend this meeting please email [REDACTED] stanleyarts.org and we will do our best to accommodate them.

4. Apologies

[REDACTED] [REDACTED] Susie Rundle

5. Previous Minutes

"[REDACTED] is chair of Croydon Carnival Steering Group which is part of London Road Business Ltd. The carnival was born in 2011 as London Road carnival following the riots, to showcase and bring footfall to London Road. Working with Think Event as the event delivery partner they hope to showcase talent over the period of the carnival. Croydon Carnival may also be one of the LBoC finale events being held as a parade through the town centre. [REDACTED] mentioned that we still have time to work out the finishing event and all the various stakeholders who want to be involved."

6. Declaration of interests

None declared

7. Existing Flagship Events

Flagship event delivery partners to speak for **MAXIMUM 2 minutes** on current plans & challenges:

- **Stepping Stones** - [REDACTED]
 - The contract is currently being finalized and we should have the money very soon. The original bid was large, but we don't have the money now to include the original partner. Instead, will be working with Mind and Crisis with a showcase in Fairfield Halls subject to additional funding. We will deliver workshops to build accessibility in the long term for groups not engaged in culture in Croydon. Initial workshops have been held with Crisis and Mind.
-

8. Advisory Groups

- **Access** ([REDACTED] to feedback)

- **We** have had two meetings and have a draft manifesto which we need to work out how to deliver. We want to be ambitious and realistic. We will help you take the steps to the first tier and will create a central resource, a digital hub of resources that will be freely available to all. If you have any resources that you are happy to share, please send. At the very least there will be a checklist and loanable physical resources of equipment. We will pool what we have and invest in kit that will be available after the LBoC. Some of the equipment can be stored at Stanley Arts.
- **The centralised** database will have information on how to book training, how you get in touch, what charge there may be. It will be a resource so you can work out what works for you. There will be a stamp you can put on flyers, so people have the confidence to book.
- Some buildings are not accessible so we will have to acknowledge that some people may not be able to come. However, venues may be able to make small changes and we can help you. The key is to be upfront and honest to what you have and how you can support people. Nowhere is fully accessible but there is room for improvement.
- We may be able to keep these resources post LBoC
- **Youth Arts** (██████ to feedback)
 - **Thank you** to Turf for hosting and snacks. Members brought along young people they had worked with. There is no scope for young people to be architects, but they should be involved in the decision making where possible– not tokenistic. ██████ said that young people can be involved at the level of the individual flagships. We need to have a brief ready for schools in September. If we are doing events there are opportunities for schools to be involved. ██████ at Croydon Music Arts will be the SPOC for schools. If you have any ideas, please let ██████ know. ██████ – think about your engagement offer. Are your projects youth inclusive, free tickets, workshops, these are all opportunities to engage? Send through these ideas and we will gather them.
 - ██████ said that some information did go out in the headteacher’s newsletter. We need a call out to all Arts leads in secondary schools so they know what will be available. We should offer a Borough of Culture Fair so they can all come together. There is an existing meeting on 9th September that we can grab headteachers.
- **Marketing** (██████ to feedback)
 - This group has met four times and produced key milestones, a branding brief, timelines, branding and marketing ready for September. What is the data policy and who is the controller? We also need an evaluation process. Ticketing – we discussed whether to use a central programme or use what is in place that we can piggyback on. We have decided to use what we have. The evaluation of the branding bids was yesterday.
- **Queer Arts** (██████ to feedback)
 - Had a good meeting. We have put in a bid to ACE for the other half of the funding. There will be 2 main supported pieces in Spring 2024. Visual arts and

performing arts. We want to develop the sector and break down silos. [REDACTED] has done sterling work and we hope to pay for some of her time. [REDACTED] has also bagged some social media assets. We want to broaden the offer from just Pride.

9. Evaluation

- Approach - *what success looks like & what we can realistically measure?*
- Working with GLA
- New Working Group?

The delivery is down to the brough. GLA have assets/frameworks, but we must deliver. For example, we have more of this, we do x better, we have included y.

[REDACTED] – GLA. The GLA have a contract with an audience agency will design the framework for LBoC. It is not perfect but sets out the broad objectives as a guide – not set in stone. The GLA will support and has suggestions around tools. Croydon must do its own evaluation and feedback to us for corporate monitoring, Design something that works for you and invest in an evaluation partner. Think about the stories you want to tell; it is not just about number crunching. Can you judge an increase in awareness – you need a benchmark to start with. We need to interact with each other to pull in different communities.

Some events will not be ticketed so they will need a survey – a short one as you can ask 10 Q at an event.

Look at the lessons learnt from other LBoC – the GLA will help where they can. There are some formal documents that need filling in and LBC will appoint an evaluation partner. [REDACTED] pointed out that one size does not fit all and the monitoring for a small project will be proportionate.

The question was raised about Croydon based firms being considered in procurement, however [REDACTED] [REDACTED] said LBC said it had standards that we have to follow based on value. LBC is keen to work with local firms and all jobs will be on the portal, but we still must go with the best value.

The branding tender went out on our networks and the council website.

10. Fundraising

Fundraising needs of the sector. It has been difficult recruiting to this post. What real fundraising support do you need? It might be easier to pay for as and when we need. [REDACTED] is doing PH and LBC are paying for his time. This model might be nipper. [REDACTED] said that Pride did not know how to write an application and nor did CODA. [REDACTED] held a surgery on Ignite. We need to standardize our bids, so we are not duplicating. ACE do not want lots of little bids, so we are going to put in a Place Partnership bid to pull all the strands together. There might be an opportunity for a fund-raising expert to prepare text we can drop into the bids.

The large Ignite Bids – we will hear by the end of August.

ACTION: [REDACTED] – will arrange a meet the funders event so you can hear from the funders directly. You provide the venue – this will be taken offline with [REDACTED]

The ability to fundraising might be a legacy for Croydon and we can support each other.

ACTION: Re-send Google Drive Doc to Steering Group - [REDACTED]

11. Contracts & Central Recruitment

An update from [REDACTED] [REDACTED] on contracting & council recruitment and other progress in the central planning team.

Three Community Producer contracts are out. The Flagships are coming through. 2 are outstanding as there are conversations around the terms and conditions. They are with our legal team and will be ready today hopefully. [REDACTED] is working on Pride and Mela and is making progress. [REDACTED] is waiting for a contract.

Recruitment – some good candidates for Creative Lead. Interviews will be 23 and 24th August with another date added. [REDACTED] [REDACTED] the Mayor and [REDACTED] are on the panel. We are advertising for the Programme Manager post. The panel is diverse.

The LBoC Project Officer/Admin starts the beginning of September.

[REDACTED] said the Music Heritage Trail is up and running. Most of the work is to be done this year. It has a different timeline from LBoC.

12. Finance

An update from [REDACTED] on how the budget is shaping up.

LBC need sufficient contingency,

Budget is for £3.942 million. The funding has changed. Priority Place funding has been moved to Levelling up. We don't want to rely too heavily on the fundraising ask.

Ignite
Flagships
Sector development
Culture Hubs

We need to resource comms and it is in the budget. Decent central comms is crucial.
A more detailed budget will be ready soon.

13. Branding & Marketing

a. Branding Process Update

- i. Will be ready in two weeks. The bids are out, and 4 high quality ones were submitted, all on much the same price. 5 were on the panel and decided yesterday. The offer has gone out this afternoon. Next week there will be a brainstorming group. What is LBoC? What should the brand say? If you want to be part of it then let [REDACTED] know. We have 10 days to pull this together and have a first draft ready for 8th August to be delivered on 11th August. GLA will have sight of it.

b. Ticketing Update

- i. Choices between Tessitura and Loquiva. Neither perfect. Can we use Allders or Cube and FFH for selling tickets? [REDACTED] is happy for FFH to sell on as a third party. If we are not paying for a ticketing solution but using what we have, we can put that money into marketing. NB: FFH do take cash.

c. URL/ Web

New landing page: <https://www.croydon.gov.uk/boroughofculture2023>

[REDACTED] has grabbed some useful URLs – ready for the proper website. Cost £30 so will send the invoice to LBC. Nothing we have decided excludes the Loquiva app happening or pre-empts the decision. The Loquiva Presentation was circulated and LBC to think about. We could have an app.

14. Equality, Diversity and Inclusion (EDI) Representation in LBoC

- a. The Liberty Festival is scope to do incredible work. “A free festival celebrating D/deaf, disabled and neurodivergent artists” We see the value of embedding this in Croydon as an opportunity to engage the local community. [REDACTED] is doing his best to pull the strands together.

15. AOB - none

16. Meeting Review

17. Meeting Schedule

NOTES : Culture & Creative Steering Group (Croydon Borough of Culture)

Date : 29th June 2022

Time : 2pm - 4pm

Place : Stanley Arts, 12 South Norwood Hill, SE25 6AB

1. Existing Voting Members

[REDACTED] (Chair) - Stanley Arts; [REDACTED] (Vice - Chair) - Talawa;
[REDACTED] (Access Group Lead) - Zoo Co; [REDACTED] - Apsara Arts; [REDACTED] - CEZ;
[REDACTED] - C3 / Youth Arts Producer; [REDACTED] / [REDACTED] - Fairfield Halls / BH Live;
[REDACTED] - FMM; [REDACTED] - John Whitgift Foundation; [REDACTED] - LMP;
[REDACTED] - One Croydon; [REDACTED] - SAVVY; [REDACTED] - The BRIT School;
[REDACTED] - Think Events; [REDACTED] / [REDACTED] - Turf Projects; [REDACTED] - Play for Progress;
[REDACTED] - Mr Fox / Croydon BID; [REDACTED] - The Croydonist / Cro Cro Land;
[REDACTED] / [REDACTED] - Beeja Dance; [REDACTED] - Club Soda / Gig Buddies;
[REDACTED] - Agudo Dance Company; [REDACTED] - Upper Norwood Library Hub;
[REDACTED] - The Oval Tavern / Pubwatch; [REDACTED] - Beats & Eats; [REDACTED] - Croydonites /
Legacy Youth Zone; [REDACTED] - Birdgang; [REDACTED] - Subrang Arts; [REDACTED] - Matthew's
Yard; [REDACTED] - Great North Wood Collective / Crystal Palace Festival; [REDACTED] - Croydon
Pride;

2. Existing Non-Voting Observers

[REDACTED] - Croydon Council ([REDACTED] ty)
[REDACTED] - Croydon Council ([REDACTED], Leisure & Libraries)
[REDACTED] - Croydon Council ([REDACTED])
[REDACTED] - Croydon Council, Croydon Music & Arts
[REDACTED] - Croydon Council, [REDACTED], Skills & Economic Development
[REDACTED] - Croydon Council, [REDACTED]
[REDACTED] - GLA ([REDACTED], London Borough of Culture)
[REDACTED] - Arts Council England ([REDACTED], Strategic Partnerships)
[REDACTED] - Arts Council England ([REDACTED], Theatre/London)

3. Apologies

██████████ ██████████ ██████████ ██████████ ██████████
██████████ attending on behalf of Croydonites as ██████████ is not available.
██████████ is attending on behalf of LMP in place of ██████████

4. Previous Minutes

In the Marketing Advisory Group notes distributed on 10th June there was a reference to Andrew supporting the programming of the new Matthews Yard. Matthews Yard is a registered trademark and the new Matthews Yard is at 166 North End, Croydon, CR0 1UF. The notes should have referred to the new venue at Beamhouse Yard, 5-9 Surrey Street.

Noted for future reference and the notes will be amended.

5. a: New Invitees

██████████ (voting)	Croydon BME Forum	CEO	██████████@bmeforum.org
██████████ (voting)	London Road, Croydon, Carnival	Chair	██████████@aol.com
██████████ (voting)	Croydon BID	██████████	██████████croydonbid.com
██████████ (non voting)	Croydon Council	██████████	██████████croydon.gov.uk
██████████ (non voting)	Croydon Council	Digital Services	██████████croydon.gov.uk
██████████ (non voting)	Croydon Council	██████████	██████████croydon.gov.uk
██████████ (non voting)	GLA	London Borough of Culture and Creative Industries Unit	██████████ london.gov.uk

New Invitees – Introduced themselves:

██████████ ██████████ is the Director of Operations, Croydon Bid. The BID represents 550 businesses in the town centre and spends £8 million a year on projects.

██████████ organises the London Road Croydon Carnival. This was born in 2011 following the riots, to showcase and bring footfall to London Road. He hopes he can showcase talent over the period of the carnival. There was talk a while ago of the BoC finale being a carnival parade through the town centre. ██████████ mentioned that we still have time to work out the finishing event and all the various stakeholders who want to be involved. It is at the forefront of his mind.

██████████ is the Chief Executive of Croydon BME forum. The forum work with the BME community around improving access to education, Mental Health, improving opportunities for the over 65s and capacity building.

██████████ welcomed all three and said their contributions will be valuable in terms of broadening our engagement with the community.

B: Resignations.

██████████ (but she will remain active as part of the Youth Arts Advisory Group)

6. Notes on the Meeting Process

The meeting will also be broadcast via Zoom to members who cannot attend in person. We will record the meeting via the zoom link as well and use a transcription service. We will be using a laptop for this time so the connection will be basic at best. If you can make it in person, please do.

If anyone has specific access needs to ensure they can attend this meeting please email

██████████ stanleyarts.org and we will do our best to accommodate them.

MEETING - PART A

7. Existing Flagship Events

Flagship event delivery partners to speak for **MAXIMUM 2 minutes** on current plans & challenges:

- **Stepping Stones** - ██████████ (absent with a last-minute emergency)
- **Croydon Pride** – ██████████
 - Pride this year is 16th July 2022 with a full programme of local emerging talent. At the planning stage for next year, partners and sponsors have signed up for next year. It will be a series of community events not just a party in the park. Superdrug, Unilever and Allianz are locked in for 2023.
- **Croydon Mela** - ██████████
 - Last year there were 15,000 people in Wandle Park. The programme for 2023 has not been finalized yet.
 - Discussion around a big music event. If Live Nation shared the infrastructure they would not insist on ticketing for Pride and Mela. They would expect a contribution from whoever was using the infrastructure. ██████████
 - ██████████ ██████████ noted that the only parks with licenses for alcohol were Wandle and Lloyd. Therefore, applications will need to go in if we want to use other parks. It was noted that the Pride parade is a town centre event and would not be able to get to Lloyd Park. The big open air finale is an ongoing conversation – nothing has been decided yet.
 - A question was asked about BME representation. ██████████ confirmed that Talawa were working with two local black Croydonite artists and a

theatre piece about black women in classical music is starting in Croydon then touring the UK.

- We also have our community legends, 30 research stories focussed on the black afro Caribbean community which will be represented in different art forms. As soon as these projects move forward, we will engage with [REDACTED] and anyone else that wants to be involved.

- ACTION: [REDACTED] to contact [REDACTED] and [REDACTED] so her community engagement team can make contact.

- **Reuse Recycle Fashion Show - [REDACTED]**

- Planning a big fashion show in the town centre using recycled clothes.
- Also, three events which are workshops, inviting people to bring clothes along for upcycling. Spaces are needed for that and people to run the events.
- [REDACTED] is also thinking about reusing and recycling stage sets, costumes etc. She will contact Lizzie.

- **Wild in Art** – Croydon BID. This is a sculpture trail of 30 large scale sculptures of big animals in the town centre, with a school education programme in 30 schools. Children will make smaller animals to complement the professional artist's versions. It runs over 15 months to October 23. The BID is working with a charity and all products will be auctioned to raise funds for the charity partner.

- [REDACTED] met [REDACTED] from the Croydon Historical and Scientific Society. They are a wealth of information and could engage retired people who want to get involved. The Jamaican Society were also mentioned to be contacted and involved.

- [REDACTED] has talked to [REDACTED], Director of Education and she will give all schools an overview of the whole thing. [REDACTED] from CMA is gathering information about the different projects.

- There are four advisory groups and the Youth Engagement group meet today to discuss getting information into schools.

8. Contracts & Central Recruitment

An update from [REDACTED] / [REDACTED] on contracting & council recruitment and other progress in the central planning team.

[REDACTED] [REDACTED] has sent out most of the draft contracts and has received feedback. Some of this feedback had to go to our legal department and he will update the contracts accordingly. This week he will send out the Community Producer contracts – final version.

The Programme Manager and Fundraising Manager fixed term posts will be live with an agency shortly. We did not get much response to our post on the Croydon.gov.uk website. The Creative Lead JD is being drafted by [REDACTED] now and that too will go out via the agency and partners asap.

9. Finance

An update from [REDACTED] on how the budget is shaping up - particularly in reference to the delayed Ignition Grant Fund programme.

£4.4 million is the total budget, of which £2.6 million is confirmed. At the next meeting [REDACTED] will present the budget lines showing the breakdown for the Ignite Fund, Flagships, branding and marketing.

Branding – the Marketing advisory group meet tomorrow and [REDACTED] has sent over some rudimentary information which the group will turn into something professional to go out to potential bidders. It will have to be signed off by the Council Communications Team and GLA before it goes out to market. Looking at spend around the £5-8 thousand mark. Anyone can join this group if they are interested – email [REDACTED]

NB: Ticketing is a priority, and the Achates Report was good at identifying barriers to access. We need to consider access for people with Neurodiversity, the deaf community etc. It is not good if we are not accessible to all groups and young people.

NPO bids can go in pot but not both – that would be double funding for the same thing. ACE want to prioritize Borough of Culture things.

The community producer's role will be in place by August and there will be informal surgeries at Stanley Arts to help with fundraising.

[REDACTED] of Croydon Music and Arts are leading on the Youth Arts strand – and trying to be more strategic to fit in the other strands. The Council will decide the Place Partnership Focus for the £400k bid.

10. Arts Council Funding

A. Main Council GfA bid (£150k)

- a. £150k always gets given to the Boroughs of Culture by the Arts Council
- b. There is no special pot for Priority Places.
- c. We are looking at doing one bid led by [REDACTED] at around the £400k mark.
- d. ACE do not want 1000 little bids but a couple of chunky bids.
- e. If you already have Arts Council funding to match your flagship you can't have any other ACE funding.
- f. If you have GLA money, then you can also bid for ACE money.

B. Suggested Place Partnership Focus

1. London Borough of Culture
2. Sector Support and Capacity Building
3. Children & Young People
4. Cultural Infrastructure including Libraries

C. Direct GfA bids by organizations

Team A: By the end of this week the funding form will be out for the main grants. We have a 4-week period to get it in, so the evaluation period will be shortened. For the Flagship Events of £25-£50 K we have £250K guaranteed from the GLA and London Borough Croydon. That will fund about 5 flagships at £25 k each. When we have decided on those you can ask the Arts Council for money because the original money is not coming from them.

Team B: We may be able to confirm you are getting ACE money, but you can't then get any more.

11. Equality, Diversity and Inclusion (EDI) Representation in LBoC

Update from [REDACTED] on drawing together guidance with support from [REDACTED]

MEETING - PART B (This is Croydon)

12. Are we still in connection with the original shape of the bid?

(Please review the This is Croydon summary from the 2019 bid)

Breakout groups on the subjects of:

Progress: Projects that support and promote system change.

Nurture: Cultural activities in our parks and green spaces.

Inclusion: Celebrating diversity and difference.

Glow: Community-led events.

MEETING - PART C

13. AOB

There is an Open Mike Event in the Yard Bar on 2nd July 6pm to 8pm. Free. Part of the Stanley Stories community festival. Still slots for 2/3 artists. Zooco Dance Classes at CVA

14. Meeting Review – it was a good meeting.

15. <https://theatregreenbook.com/>

16. Next Meeting – Friday 29th July

NOTES: Culture & Creative Steering Group (Croydon Borough of Culture)

Date: 7 June 2022

Time: 2pm - 4pm

Place: Mr Fox, 34 Surrey Street, Croydon, London. CR0 1RJ + Zoom

Present

[redacted] (Chair) - Stanley Arts; [redacted] (Vice - Chair) - Talawa;
[redacted] ([redacted] d) - Zoo Co; [redacted] - Apsara Arts; [redacted] - CEZ;
[redacted] - C3 / Youth Arts Producer; [redacted] / [redacted] - Fairfield Halls / BH Live;
[redacted] - FMM; [redacted] - LMP; [redacted] - One Croydon; [redacted] - SAVVY; [redacted]
[redacted] - The BRIT School; [redacted] / [redacted] - Turf Projects; [redacted] - Play for
Progress; [redacted] - Mr Fox / Croydon BID; [redacted] - The Croydonist / Cro Cro Land;
[redacted] / [redacted] - Beeja Dance; [redacted] - Club Soda / Gig Buddies;
[redacted] - Agudo Dance Company; [redacted] - Upper Norwood Library Hub;
[redacted] - The Oval Tavern / Pubwatch; [redacted] - Beats & Eats; [redacted] -
Croydonites; [redacted] - Birdgang; [redacted] - Subrang Arts; [redacted] - Matthew's
Yard; [redacted] - Great North Wood Collective / Crystal Palace Festival; [redacted] [redacted] - Croydon
Council ([redacted]); [redacted] - Croydon Council, Lboc
([redacted]); [redacted] - Croydon Council (E [redacted]
[redacted]); [redacted] - Arts Council England ([redacted]
[redacted] Strategic Partnerships); [redacted] to be represented by [redacted] Marketing
Manager from John Whitgift Foundation; [redacted] - Croydon Council - He [redacted]
[redacted] [redacted] - Croydon Council, Croydon Music & Arts

Apologies

[redacted] - Croydon Council ([redacted])
[redacted] - GLA ([redacted], London Borough of Culture)
[redacted] [redacted] - Arts Council England ([redacted], Theatre/London)

Summary of Actions

Music Heritage Trail – [redacted]

Action – [redacted] to finalise the contract for the above by 10/06/22 [redacted]

Contracts & Central Recruitment

Action – [REDACTED] to send the recruitment link to [REDACTED] who will circulate - <https://www.croydon.gov.uk/>

Action – [REDACTED] to circulate an update on where we are at with marketing and branding. (Need a brief out quickly)

Finance & Fundraising

Action – [REDACTED] to prepare a breakdown of the budget and where the money is coming from - a summary of the funding available.

Action – [REDACTED] and [REDACTED] to start talking about mapping all the projects for visibility, resulting in greater coherence. (Need for ACE) (Quick Gantt chart)

Action – [REDACTED] to circulate the 3 Achates reports by 10/06/22

Ignite Fund Large Grant Programme

Action – Large grants form – [REDACTED] will check with [REDACTED] and hope to get out quickly

Action – [REDACTED] and [REDACTED] need to meet before the next meeting to bottom out PP money and LBOC money.

Action – All - let [REDACTED] know if you want to be on the panel that considers applications.

Action – [REDACTED] pick up Creative Lead with [REDACTED]

Action – [REDACTED] share notes from Young Advisory Group

AOB

Action: [REDACTED] to talk to Stuart re artists we can get from the BRIT school.

ITEM	ACTION
<p>1. Existing Flagship Events</p> <p>This is Our Croydon – [REDACTED]</p> <p>Meetings have been held with National Heritage re funding up to £125k through Stanley Arts. To start Jan 2023 and recruitment over this summer and autumn. They potentially have someone to help who is visual arts related. The project will be working with 30 participants – 30 stories of community legends culminating in 4 exhibitions. The output can be film, portraits, or the spoken word. The other part of the work is the National Portrait work with the Croydon Museum, (Citizens Project) for which the funding is confirmed.</p> <p>Music Heritage Trail – [REDACTED]</p>	

<p>This is funded by the lottery. We will be establishing key sites that are important to musical heritage, venues etc. We will create our own form of blue plaque, a long list with a final public vote. There might be a re-creation of a pop gig, cinema style. There is a wider flagship “Live Nation” event coming in to do a summer series over two weekends in Lloyd Park, ending at Pride and Mela. Discussions are still happening with Pride and Mela.</p> <p>Croydon calling will highlight musical spaces across the borough, showing promoters what is available. There will be industry events, so people understand more about the music industry. We have started the conversation with the BBC about bringing events to Croydon. [REDACTED] is recruiting 50 young people who can tell stories about the venues and the artists.</p> <p>[REDACTED] [REDACTED] to finalise the contract for the Music Heritage Trail before the end of this week</p> <p>Oratorio of Hope – [REDACTED]</p> <p>This is being presented as an event not classical music, we want to appeal to the whole of Croydon. It will involve a huge number of children and the opening video will focus on different parts of Croydon. Music is by a local composer, with 7 variations created by children from the borough. Also dance, spoken word and ending with a big song. Every school child will have learnt this song and we are working with a company who will teach teachers how to teach the song. We need help with the opening video which will lay the foundations for the whole event.</p> <p>Croydon Expo – [REDACTED]</p> <p>The arts festival will look at how art and the public can have an involvement with urban spaces, the city planning processes and decisions. [REDACTED] is speaking to partner organisations who have core projects and wider projects happening in other spaces around Croydon. E.g., disused spaces. There will be a weekend or week of activity plus a longer period.</p> <p>Croydon Pride – [REDACTED] Not present so item deferred</p> <p>Croydon Mela - [REDACTED] Not present so item deferred</p>	<p>[REDACTED]</p>
<p>-</p> <p>2. Contracts & Central Recruitment – [REDACTED] [REDACTED]</p>	

<p>Community producer 1st draft of the contracts have been sent out and comments received for incorporation. Then they need checking by LBC legal and finance teams before sending back out for signing.</p> <p>Before the end of May 7 contracts were sent out to 14 flagships, I need comments back as above. As soon as they have been signed, we will get the Purchase Orders set up and the money released.</p> <p>Recruitment – 2 posts are live, and one will be in the next few days. [REDACTED] has been appointed as Interim LBoC Programme Manager. We had hoped to have an Interim Fundraising Manager, but she withdrew. If you know anybody, please let us know.</p> <p>[REDACTED] to send round the link to the job adverts.</p> <p>Marketing – [REDACTED] to update on marketing, branding conversations.</p> <p>Decision Agreed that we need a marketing brief. Branding and marketing were slightly different with the branding needed first by August so producers can start using.</p> <p>[REDACTED] and [REDACTED] met with Loquiva – positives came out of the meeting, but they might have some gaps in terms of reach beyond the borough.</p> <p>The council to continue working on digital ticketing website provider and provide an update at the next meeting.</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
<p>3. Finance & Fundraising</p> <p>We need clarity around the budget: Size of the overall pie, where the different elements were coming from etc. The Arts Council wanted joined up thinking in the varies bids so similar projects were not competing.</p> <p>[REDACTED] JHL Confirm the overall size of the funding pot</p> <p>Start mapping all the projects planned</p>	<p>[REDACTED]</p>
<p>4. Ignite Fund Large Grant Programme</p> <p>[REDACTED] will circulate the Achates reports this week Large grants forms will be signed off in the next two days and [REDACTED] will look to get them out as quickly as he can.</p> <p>Food is a big part of culture. How do we communicate the Ignite Fund? The existing form envisaged the projects would be delivered</p>	<p>[REDACTED]</p>

<p>by 7 to 10 robust organisations who can cope with a longer form. The community producer ones will be shorter and easier.</p> <p>There was a discussion on funding, and it was agreed the meeting needed more clarity. 125k coming from the GLA but how do we access the other 125k? It is Priority Places which is a separate bid?</p> <p>██████ to pick up the funding budget issue with ██████</p> <p>There is no explicit demand to get match funding, but it is encouraged. It can come from ticket sales.</p> <p>Proposed grant evaluation process:</p> <p>Talawa might have someone who can hold the Creative Lead ring until someone is appointed.</p> <p>██████ to pick up Creative Lead with ██████</p> <p>- Call for volunteers for consideration panels. Let ██████ or ██████ know.</p>	<p>██████</p> <p>██████</p> <p>ALL</p>
<p>5. Access Advisory Group Report</p> <p>Advisory Group Lead ██████:</p> <p>This group will be making sure access makes sense across everything. We need more representation from the visually impaired and a budget for the meetings. Access is a creative challenge and not an after-thought. An access kit will be developed with resources to support producers. We will be creating a manifesto.</p> <p>To note: Croydon are providing free trauma informed training. Email ██████ and she will send you the information.</p> <p>6. Marketing Advisory Group Report</p> <p>The first meeting was held today. Branding and marketing should be separate. We could use a freelancer for branding, followed by ticketing and the app. We are going to set milestones that we need to have. The brand is needed by August. It would be good to have a brief people can pitch for.</p> <p>██████ to be asked to produce a marketing brief asap</p>	<p>██████</p>
<p>7. Youth Arts Advisory Group Report</p>	

<p> ■ – the purpose of the group is to ensure young people’s voices are part of the planning. How will young people be represented? ■ has a group that will connect with that to make sure young people’s voices are heard in the decision making. ■ is doing a lot of work in schools – try to engage as early as possible with schools. The group asked for a list of notable people in Croydon. ■ to share with the Steering Group the notes from the meeting. </p>	<p>■</p>
<p> 8. Equality, Diversity and Inclusion (EDI) Representation in LBoC </p> <p> ■ introduced this topic. We need a common language that the council is also happy with. Asked for others to join to define a common understand of equality and diversity. It was noted that with the Home Office, Croydon is seen as a hostile place for young people seeking refuge. </p>	
<p> 9. Are we still in connection with the original shape of the bid? </p> <p> <i>(Please review the This is Croydon summary from the 2019 bid)</i> Some things are not going to happen – e.g., the spider. It could be the basis of the branding brief. </p>	
<p> 10.AOB </p> <p> The new Mayor will come to the end of the next meeting. ■ to contact ■ at Brit School re getting performers </p> <p> 11.Meeting Review </p> <p> ■ to cancel all meetings in calendars ready for new ones </p> <p> 12.Next Meeting tbc </p>	<p>MG</p>