

## Notes from Arts & Heritage Meeting at the National Trust Offices on 21/01/09

Present

Jayne Knight, Marc Ernesti, Ros Green, Jemma Finch, Alex Paul, Suzanne Richardson, Emma Brightmore, Sarah Foster, Alison Plumridge, Karina Coghlin

1. Apologies for absence  
Naomi Jaffa, Rebecca Weaver, Lyn Gash, Andrew Burton
2. Notes from the previous meeting  
iv. ME stated that the Forum was very warmly received. Two clear actions emerged: to create an Events Mapping going towards 2012, to develop collaborative distribution networks.  
JK stressed the value of getting different sectors together, i.e. hoteliers with arts organisations.

**Action Point: RG to discuss with Adam Baker at SCC possibility of funding similar event next October.**

v. AP stated that the Big Weekend has been officially evaluated, the general consensus from both partners and consumers being that it was a success. ME suggested that more arts organisations would get on board this year given longer lead in time. The next Big Weekend will take place 3<sup>rd</sup> wk of June.

**Action Point: AP to circulate executive summary of evaluation to the group and the date of the next Big Weekend.**

3. Brochure/leaflet distribution proposal – ME  
ME explained that there have been ongoing discussions with Arts Angle, the new arts magazine for Norfolk and Suffolk, re: a collaborative and sustainable distribution network. The basic idea being that partners can subscribe to a service that does a monthly drop via Arts Angle outlets. There was a general consensus that this is a good idea and one that should be pursued. AP suggested identification of a minimum list of 'drops' that can be circulated to the group for comment, and then sent to Arts Angle. JK suggested that the Group should work on a funding proposal for generic presence in Arts Angle, i.e. double issue for Suffolk's festivals with focus on audience development and participation. KC suggested that alternatively the group could look at having a pull-out in the days out brochure as this would reach a much wider audience, whereas an arts magazine will only have a much more limited target audience especially if the idea is to develop new audiences. There was general consensus that this was a good idea.

**Action Point: JK to identify relevant funding pots.**

4. Website Highlights 09

**Action Point: Everyone to send relevant details to RG for potential inclusion under Choose Suffolk highlights.**

5. Threads Project – RG

RG explained that she met with SR to discuss involvement of The Swan in Lavenham in potential Threads project. She has also had further discussion with Liz Cooper from Bury St Edmunds Art Gallery.

**Action Point: RG to reconvene the original steering group and move towards draft HLF proposal submission asap.**

6. Destination Suffolk Conference – AP

AP explained that this year's Tourism Festival is very high profile with guest speakers including Tim Smit from the Eden Project and Godfrey Spanner from Snoasis.

**Action Point: Everyone to spread the word about the Conference.**

7. Campaigns 09 – AP

AP outlined the upcoming Days Out and Short Breaks Campaigns.

**Action Point: Everyone to send images to AP supporting the campaigns asap, the emphasis being on action and people.**

8. AOB

- i. KC wondered how the generic postcard has been received. ME confirmed that it had been both well received and widely distributed around the county.
- ii. RG outlined the pitch for Festivals Suffolk: a branding/marketing concept to maximize the impact of the major Suffolk festivals in terms of the national media and consciousness. She is currently liaising with SCC re: funding opportunities and a potential time line.
- iii. AP explained that all the journalists have been cut at BFP. RG stated that potentially this is an opportunity for organisations to send in complete copy.
- iv. ME suggested that a guest is invited to attend each meeting.

**Action Point: RG to invite Ed Hill to the next meeting, and then Chris Elmy to the next one.**

The next meeting will take place 10am, 25<sup>th</sup> March at the White Lion Hotel in Aldeburgh.