

# **‘Chichester City of Arts’ Meeting**

November 4

**2008**

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**Held at Pallant House Gallery**

**Report**

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## **Executive Summary**

This report details the findings of the meeting held on 4 November 2008 to investigate the proposal of promoting Chichester as 'City of Arts' (*working title*). For the purposes of this report 'arts' embraces arts, heritage and arts education.

The idea of promoting Chichester and the surrounding district as 'City of the Arts' was first investigated during the early 1990s, but was not fully realised at that time.

Since then many more arts organisations have been successfully developed adding to the cultural diversity and economic wealth and potential of the area. Many of the leading players working in the arts sector have recently expressed an interest in re-visiting the idea and subsequently a meeting was held at Pallant House Gallery to explore the feasibility of the idea.

Following presentations and debate by leading players a unanimous vote for pursuing the idea further was taken.

It is proposed that following further consultations a working party will be set up to prepare a Business Proposal to be presented to the major arts, heritage and arts education organisations; Visit Chichester, Chichester Chamber of Commerce and the three local authorities at a meeting scheduled to take place in February 2009.

## **Chairman's statement following the SWAG meeting at Pallant House Gallery on 4 November to discuss the value, or otherwise, of promoting Chichester as a 'City of the Arts'**

As a result of the meeting on 4 November some background information could be of interest and is important for clarification. For the purposes of this statement 'arts' embraces arts, heritage and education in the arts.

At the end of the meeting on 4 November it was agreed, with no dissensions, that the concept of Chichester, and its near environs, being promoted as a 'City of the Arts' should be further investigated, that detailed consultations should be undertaken and that a working party should be formed to deliver an operational/business plan for further discussion.

The proposal of 'City of the Arts' was last visited in the early to mid 1990s. At that time it was decided not to proceed. However, since then, much has happened. A few of the many examples are the building of the award winning Pallant House Gallery extension (with the associated housing of the St John Wilson Collection and the increase of important special exhibitions – creating a gallery of national importance); the building of the award-winning and nationally recognised Gridshell at the Weald and Downland Museum; the extension of the season at the Festival Theatre (with the increase of out of festival season events) and the building of the new rehearsal space; the building of the Show Room at the University and the massive increase in arts courses, arts students and relating arts exhibitions/performances; the similar arts development at Chichester College, the extensive restoration at Chichester Cathedral and the £3.5 million development of Fishbourne Roman Palace.

In the pipeline, and under discussion, we have the new Chichester Museum and the development of the Graylingwell site that will include a significant arts element including 'Studios4Artists' (an innovative project to provide a range of studios for the visual arts of all genres), either the renovation of the existing hall/theatre or the provision of a new community hall/performance space, and the proposed Chichester Community Radio which is now the subject of a licensing application.

Since the mid 1990s the many new organisations include Roots around the World (bringing music and musicians from all over the world to Chichester and surrounding villages), Chichester Chamber Concerts, Goodwood Revival (an important heritage aspect) and many others.

In addition the County and District Councils, apart from their increase in arts/heritage funding, have created two new arts posts: Rural Arts Officer (WSCC) and Arts Development Officer (CDC).

Across the country the importance of the arts, and the resultant economic benefit to the community, is now universally accepted and proved, time and again, by the results of studies commissioned by many arts organisations with specific relation to their local economic value (in Chichester, for example, the studies done for the Festival Theatre and Pallant House Gallery reflect the value to all in the community of these two arts centres). Many cities and towns are making the 'arts factor' a key element of plans for economic development or regeneration and are investing appropriately.

How are we different in Chichester? Because we already have so much in place, thanks to the recent extraordinary investment from private donors, and further funding from national charitable trusts, the Arts Council, and the county and district councils. The 'City of the Arts' project does not involve large investment, it simply involves cohesive and effective marketing (to both those who live here and those who visit from around the country) of the phenomenal strength of the arts that we already possess.

Within the immediate Chichester area this wealth and diversity of art, heritage and arts education (some of national and international importance) includes, amongst many others, Chichester Cathedral, Fishbourne Roman Palace, Chichester Festivities, Chichester Festival Theatre, Pallant House Gallery, The Cass Foundation, West Dean College and Gardens, Goodwood, University of Chichester, Weald and Downland Museum, Chichester National Open Art Competition, New Park Cinema and Film Festival and Chichester College.

Within half an hour's drive we have many important attractions and collections. A few examples are Petworth House (with the finest collection of paintings and sculpture in the care of the National Trust), Uppark (the subject of one of the most complex reconstructions in the country), Parham House, Bignor Roman Villa, Boxgrove Priory, the recently renovated Cowdray Ruins, Petworth Festival and Music at Boxgrove.

Most importantly, we should not forget the richness and beauty of our countryside and coast line (much of it in the effective stewardship of the National Trust) and the National Park potential.

In addition there is a staggering number of other arts/heritage attractions and organisations in Chichester and the surrounding area – far too many to mention here.

Of course, the promotion of a concept is very different from the delivery of a feasible, effective and practical plan for the realisation of that concept – this we intend to provide, after extensive consultation, by mid February 2009.

Whilst this is a SWAG initiative, the end result must be a Chichester initiative. As a result of the positive vote on 4 November we will engage, in detail, with the County, District and City Councils, Visit Chichester and the Chichester Chamber of Commerce.

It is important that this project is seen not solely as an arts celebration but, rather, a project that will embrace all sections of the community, will not compromise other initiatives that promote other aspects of Chichester's strengths, and will receive across the board support from all those who appreciate all that Chichester has to offer.

For such a small cathedral city, the diversity, quality and volume of the wonderful arts provision that we have would make other cities and towns, who wish to develop and promote their own arts, green with envy. Certainly on the continent any similar sized community with such strength in the arts would be shouting about it all from the rooftops.

For Chichester to now find a cohesive and effective way to collectively market and promote itself as a 'City of the Arts' would bring economic benefits and a feeling of pride and well being. Not to do so would reflect a very sad and, perhaps, irresponsible loss of opportunity.

Michael Follis

Chairman – SWAG Ltd

## **Introduction**

The Arts sectors make a significant contribution to the economy of Chichester and the surrounding district and include the diverse assets such as Goodwood; Pallant House Gallery; Chichester Festival Theatre; West Dean College and Gardens; The Cass Sculpture Foundation, Fishbourne Roman Palace; Chichester Cathedral; Chichester Festivities; New Park Film Festival; Chichester College, The Weald and Downland Open Air Museum and the University of Chichester with its specialist 'Creative Industries' courses. There are also many other individuals and small 'arts' organisations which significantly add to the economy but often are too small or are unable to market themselves effectively and so their contribution goes unnoticed.

The main tourist attractions, hotel accommodation, and restaurants of Chichester and the surrounding district are well served by the Official Tourism website 'Visit Chichester' run by Chichester District Council, which was set up in 2006.

## **Background**

The Duke of Richmond first established a campaign to market Chichester as the 'City of the Arts' in 1993 with key bodies, especially the District Council and some tourism organisations with the aim to raise public awareness of Chichester as a cultural city. A PR agency was engaged to secure regional and national coverage. Events including 'American Day' in Priory Park; the Open Art exhibition; which started as a one-off event as part of this campaign and a Short-break offer – based on Overnighter model but packaging admission to heritage sites with hotel offer were set up. It is understood that the campaign had no research behind it and got very few bookings despite extensive promotion, and it can be viewed that the product was not well enough known and that market wasn't looking for this type of package at that time. With hindsight it can be considered that it was an expensive exercise with some pr benefits – which were cheaper than buying that many column inches – but with no way of measuring the impact on the market (information provided by District Council).

## **Current Proposal**

Since the 1990s the provision of arts attractions in Chichester and its environs has expanded enormously in volume, quality, diversity and national (and in some cases) international reputation.

After much research and consultation with some key personnel and organisations the response (much of it extremely enthusiastic) has been such that it is proposed that the idea of Chichester, and its environs, being marketed as 'A City of Arts' should be revisited.

## **Aims**

In tandem with key arts organisations, the three local authorities (WSCC, CDC, CCC), Visit Chichester and Chichester Chamber of Commerce:

- To specifically promote the arts strand of the attraction of Chichester to both Chichester residents and visitors to the Chichester area.
- To encourage visitors to attend more than one attraction and thus stay in the area for a few days and to sample some of the many and diverse arts/heritage events on offer throughout the year.
- To develop the visible promotion of the 'City of Arts' and involved events, by better signage, website and hard copy material.

## **Benefits**

- Increase in tourism to the area by a concerted promotion of the arts attractions.
- Increase in value to the local economy – the more people stay in the area the more they spend.
- The economic value of arts development, and promotion, has been proven across the country time and time again. Indeed, the regeneration of some of our larger cities has largely been the result of arts promotion (Liverpool, Birmingham, Newcastle, Glasgow etc).
- Whilst essentially of benefit to Chichester, the surrounding arts/heritage attractions within half an hour's journey of Chichester would also benefit and be a significant aspect of this promotion.

## **Outcome of Meeting**

A meeting was held at Pallant House Gallery, Chaired by Michael Follis, Chairman of SWAG Ltd (South West, West Sussex Arts Group) on 4<sup>th</sup> November.

Meeting format:

### **Part 1**

Presentations by representatives of key organisations were given on past and current developments within each organisation (see appendices).

### **Part 2**

A general discussion followed with the main points as follows:

- Commercial sector and arts sectors have a symbiotic relationship and need to work together to promote idea further.
- Need to revisit SWAG Strategy Paper for Arts 'Excellence for Everyone'
- European City of Culture already exists and is beyond the scope of a small Cathedral City such as Chichester. However, many towns and cities are now considering promoting the arts/heritage thread of their attractions – if we do not do it soon some other city will.
- Branding exercise - need to revisit the 'Chichester Brand'
- Need to establish clear business case outlining aims and objectives, benefits, measurements of impact of strategy.

### **Part 3**

1. Participants were asked to vote on whether they thought a concentrated and visible promotion of the arts/heritage provision in the area, if it proved possible, would benefit Chichester

Result of anonymous vote: 31 out 31 voted yes

2. Participants were asked to then vote on whether they agreed to a working party to be set up to investigate and produce a strategy to develop the idea.

Result of anonymous vote: 31 out of 31 voted yes

## **Next Steps**

### **November/December:**

'One to one' consultations with arts/heritage/learning organisations and personnel. The aim of these is to gain more detailed comments and suggestions re the practical implementation of the project and to produce a discussion document.

### **January:**

Assessment of consultation results/comments by a sub group of key people reflecting all aspects of arts, heritage and learning with the aim of producing a definitive proposal for the delivery of the 'City of the Arts' project.

### **February:**

A general meeting of invitees to debate the sub group proposals, followed by an open meeting for all who wish to attend.

### **March:**

A formal launch (for key people and organisations) if it is agreed to proceed with the project, the following to be discussed: the start of the planning of all related visible promotional material (e.g. website, brochures, signage etc).

**September** (potentially): A celebratory public launch of the end product.

**( The suggested March and September dates will, of course, be subject to the adoption of the final proposal)**

## Appendix 1

### NOVEMBER 4 2008 - CITY OF ARTS DELEGATES

Rosemary Baird	Curator, Goodwood
Colin Beacher	Chichester Jazz Club, Jazz in the City, Real Ale and Jazz
Anne Bone	Arts Manager, Chichester District Council
Lorna Brown	Head of Arts and Cultural Strategy, WSCC
Dr Roni Brown	Executive Dean, Faculty of Business, Arts and Humanities, University of Chichester
Judith Buckland	Past Chair and President of Arundel Festival
Christine Butler	SWAG Director, Lecturer University of Chichester
David Cheshire	Independent Theatre Historian, Theatres Trust
Richard Cole	Tourism & Development Manager CDC; Visit Chichester, Director and Company Secretary
Mike Coleman	WSCC, SWAG Director
Sylvie Collier	Film Maker, Pond Pictures
Gill Collins	Member of Board of Management, Oxmarket Centre of Arts
Theo Cronin	Broadcast Journalist, Spirit FM
Mark Dunn	Chairman, WSCC
Anna Evans	Press Officer, Chichester Festival Theatre
Andrew Finnemore	Director, Amberley House
Michael Follis	Chairman SWAG, Vice Chair Sport and Culture Alliance; Advisory Council Cathedral Development Trust
Tony French	Chichester District Council; Chichester City Council
John Gibbs	Visitor Economy Manager (Arts and Culture) WSCC
Alison Godfrey	Director, Chichester Cathedral Restoration & Development Trust
Millie Gorton	Member of Board of Management, Oxmarket Centre of Arts
Duncan Hanner	Arts Development Officer, Chichester District Council
Pauline Heatherington	Chair, Board of Management, Oxmarket Centre of Arts
Pamela Howard	Director, Scenographer Opera and Music Theatre Trustee, Chichester Cathedral Restoration & Development Trust, Pallant House Gallery, Chichester Harbour Trust, Chichester Art Trust
Trevor James	Administrator, SWAG
Penny King	Chairman, The National Open Art Competition, Chichester
Neil Lawson Baker	Director, Roots around the World/ Dialog
Sue Ringwood	Director, Linden Homes, (Graylingwell Development)
Kevin McKenzie	Director, Fishbourne Roman Palace
Christine Medlock	Communications Officer, West Dean College
Jane Meecham	Communications Officer, West Dean College
Amy Meredith	Events and Development Manager, Chichester Cathedral Restoration and Development Trust
Sam Moore	Novelist and Broadcaster
Kate Mosse	Chair of Planning and Conservation, Chichester City Council
Richard Plowman	Director, Pallant House Gallery
Stefan van Raay	Director, Roots around the World; Director SWAG
Mark Ringwood	Head of Library Services, University of Chichester
Scott Robertson	Artistic Adviser, Chichester Festivities
Paul Rogerson	Learning and Participation Director, Chichester Festival Theatre
Rupert Rowbotham	Futurecity
Lucy Tyler	Pallant House
Harriet Wailing	Vice Chairman, Visit Chichester
Anthony Wallace	Events Co-Coordinator, Pallant House Gallery
Helen Ward	

Henry Warner

Head of Operations, Weald and Downland Museum; Visit Chichester

**Apologies**

Duke of Richmond  
Mark Hammond  
Alan Finch  
Richard Shrubbs  
David Siggs  
Michael Foyle  
Robin Bryant  
Michael Nott  
Very Rev Nicholas  
Frayling

**The following were unable to attend but gave their views.**

President of SWAG  
Chief Executive, West Sussex County Council  
Director: Chichester Festival Theatre, SWAG  
Chairman, Visit Chichester  
  
Chairman, Chichester Festivities, Director SWAG  
Chairman, Petworth Festival  
Chichester Chamber Concerts and Music at Boxgrove  
  
Dean of Chichester Cathedral

**Other Apologies**

Dr Andrew Clegg  
Robert Pulley  
Tim Sandys-Renton  
Phil Hewitt  
Hugh Aston  
Rox Hildreth  
Michael Walsh  
Gerry Griffith  
Emily Robson  
Vicky Edwards  
Kevin White  
Alicia Denny  
Julian Moores  
Joe Worthington  
Annie Prior  
Colin Ledwith  
Deborah Urquhart

Subject Leader for Tourism Management, University of Chichester  
Director, West Dean College and Gardens  
Studios4Artists  
Arts and Entertainment Editor, Observer Series  
Chichester Jazz Club, Jazz in the City, Real Ale and Jazz  
ROX  
Chichester Symphony Orchestra  
Chichester College  
Otter Gallery, University of Chichester  
Writer and Broadcaster  
Chichester Jazz Club, Jazz in the City, Real Ale and Jazz  
Arts and Lifestyle Magazine  
Blues on the Farm  
I am Joy Festival  
  
Director, Futurecity  
Cabinet Member for Environment and Economy, WSCC

## Appendix 2

### **Notes of presentation by Cllr Richard Plowman, Chairman of Planning and Conservation, Chichester City Council.**

- The Town Plan completed four years ago and due for revision next year, had a questionnaire going to 1 in 5 of the people living and working in Chichester. One vision that was strongly supported was of Chichester as a city of arts and culture.
- The City Council does award grants and many of these are in support of the arts particularly locally based clubs and societies such as the City Band and the Consort of 12 as well as supporting the Festivities and more recently the son et lumiere at the Cathedral.
- The City Council also initiates and supports projects such as Jazz in the City Festival and bringing back the Gala
- Partnerships are also key such as the Twinning with Ravenna and Chartres and there have been many cultural exchanges of music and dance as well as two successful art competitions, one in Ravenna and one in Chichester, both to a very high standard. Partnerships with the District Council have been important in the City Centre Partnership encouraging the farmers and Christmas markets, Christmas lights and other activities into the heart of the City. There has also been the very successful Chichester in Bloom campaign, winners of Silver gilt in many categories of South and South East in Bloom including Priory Park, and community awards for Whyke Road and St James.
- The Council House has both the Assembly room and the Old Court Room, ideal venues for small chamber concerts and recitals and exhibitions.
- The City Council is supporting SWAG in preparing a business plan for the Graylingwell Theatre as it is unique in the area for a large community theatre and hall and also looking to a spot listing with English Heritage
- My final point was that partnerships were going to be key in making Chichester City of Arts succeed and making sure that it was inclusive for all.

## Appendix 3

### Anne Bone, Chichester District Council

#### Arts activities from mid-1990's

1. Direct services –
  - a. Chichester District Museum, Little London – over 25,000 visitors a year, plus Outreach to the District, events, activities
  - b. Guildhall, Priory Park – as part of District Museum service. Recent investments in second door so performance license can be obtained – available for hire as a venue, testing different activities to see what is best
  - c. Community arts work – developing opportunities for local people to participate and attend arts events. Mainly as part of the West Sussex Arts Partnership – youth arts, learning disabled adults, rural arts, literature and landscape project.
  - d. Community heritage work – Heritage Open Days (23 events this year, over 5,000 people); Past Matters annual magazine; archaeology training programme and community digs (150 people in Sept.); support to local groups – e.g. Fernhurst Furnace;
  - e. Cultural economy – arts audit in 2003 (worth £7.4m) leading on to Culture Business report. Support to development of Studio4Artists.
  - f. Advice, support to develop the arts infrastructure of the District and on projects such as Strange Partners - Andy Goldsworthy work.
  - g. Comment on all bids to Arts Council lottery funds – make sure we and they know about your applications in advance!
  - h. Tower Street project – new museum plus a major architectural commission for the City.
  - i. Current priorities in arts – Public Art Strategy for the District, development of creative industries, Graylingwell site opportunities, Cultural Olympiad – making the most of the opportunities.
  - j. Key issue – restricted budgets, no new ongoing revenue commitments are possible and capital is mostly already allocated to projects. Sustainable Community Strategy is an opportunity – to show how arts make this a better place to live, work and learn.
  
2. Grant aid – revenue:
  - a. Chichester Festival Theatre – now £250,000 a year. Part of funding partnership with County and Arts Council. Economic Impact studies in 2000 and 2004 showed business value of this investment. Members review Group in 2004-05 increased Council understanding of the theatre's business including their community work.
  - b. Pallant House Gallery – annual grant since 1985 – now stands at over £140,000 a year plus concessionary rental on the historic house and land at rear. Council and friends paid for house conversion in early 1980's, at first run as part of museum service. Gallery curates the Hussey Collection, belongs to Council. Also reviewed in 2004-5 but as extension was not

open councillors decided to wait until “honeymoon” period was over – review has now recommenced. Gallery received £250k of capital grant for extension.

3. Grant aid and officer support:

- a. Fishbourne Roman Palace – project from 1996 feasibility study to re-opening in 2006. Refurbishment of cover building, new building for Collections Discovery Centre (jointly operated store with public access, for collections of Fishbourne and archaeology collections of District Museum). Significant time input plus Council grant of £250,000 – helped to attract £2.5m of HLF grant.
- b. Cowdray – project from 1997 to 2006 to conserve this important Tudor house and to introduce good interpretation. Key site for local community and also nationally important building. Officer time in supporting the community champions, bidding to HLF for £2.7m and also local fundraising. Council grant of £120,00.
- c. Harmonic Convergence project with Chichester Festivities – developing skills of local artists and adding a community event to the festivities. Supported for 4 years.
- d. Discretionary leisure grants – for running costs and for capital. Application process – see web-site – funds have gone to [Cinema@Chichester](#), Chichester Cathedral, Petworth Festival and many others.

## **Appendix 4**

### **Notes of presentation by Christine Medlock, Director of Fishbourne Roman Palace;**

Fishbourne Roman Palace is owned by the Sussex Archaeological Society and we welcome over 70,000 visitors each year. Over the last few years we were successful in gaining funds from the HLF which, along with partnership money from the Chichester District Council and generous donations from benefactors enabled us to open the Collections and Discovery Centre. This state of the art building enables local residents free access to view temporary exhibitions, artefacts on display as well as use of the research facilities. The Centre is the main repository for all the bulk archaeological items not on display from both the Fishbourne Collection and the District Council Collection, in addition to the bulk store there is a Sensitive store for archaeological artefacts that require a controlled environment .

The future aims of Fishbourne Roman Palace remain essentially to both preserve and record the archaeological remains and the environmental material on the site. Their subsequent interpretation remains central to our ideology to entertain and inform our visitors who are from wide and varied backgrounds.

We are not simply about the past we work actively to stimulate fieldwork, study and research and then engage with practitioners to disseminate the results of our research. We are committed to further develop and promote our exemplary education service to our school visitors ensuring knowledge and understanding of the Roman culture and lifestyle is fundamental to all young people.

Our staff and volunteers work to promote and develop the site in a way that does not compromise our heritage whilst at the same time The Sussex Archaeological Society recognises their commitment and continually works toward the ideal of 'Investors in People'.

We will continually review our objectives and raise funds both through grants and private donations which will enable us to remain open and develop our site. We are committed in our support of our Friends and Volunteers who provide us with the opportunity to continually strive towards and attain our goals and enable us to achieve high standards in visitor care.

These aims are directly relevant to the future aims of SWAG. The heritage represented by our internationally renowned site enables us to engage with visitors from around the world. By creating strong partnerships with other members of the arts community of Chichester and working with the tourism sector we will be able to create a strong market position for a city representing the best of art culture . Accessibility and inclusivity is key to our success and we must reach out and engage with all for our mutual benefit.

## **Appendix 5**

### **Notes of Presentation by Richard Cole, Tourism & Development Manager CDC; Visit Chichester, Director and Company Secretary**

- Tourist spending in Chichester District in 2006 (the latest year we have figures for) was valued at £371m
- The District welcomes more than 5.5 m visitors each year - 4.5m were day visitors
- The tourism economy supports more than 1 in 6 of all jobs in the District - 8,200 actual jobs
- CDC's net cost for operating a tourism service is £539,000
- Visit Chichester - a public/private partnership between the Council and the tourism industry has added a further £140,000 to the promotional budget over the last 3 years - £63,000 in 2008
- The SWAG initiative could benefit from these budgets

## Appendix 6

### **Dr Roni Brown, Executive Dean, Faculty of Business, Arts and Humanities, University of Chichester.**

My role as Executive Dean of Faculty began in September - the new Faculty being formed as a consequence of the Strategic Review of the University led by the Vice-Chancellor, Dr Robin Baker. Although I do not have a detailed knowledge of all the arts organisations in Chichester, my understanding to date is that these are impressive and there is an ambition to create high quality work for many different audiences.

We are extremely proud of the University. We are now ranked second among modern universities in the UK, largely as a consequence of the great care we give to the quality of the student experience. Currently around a quarter of the students at the University are studying within the creative industries. As we develop our plans to grow over the next 6 years or so we will see this community grow to around a third. In addition to our courses that support the development of creative practitioners - dancers, musicians, fine artists, media producers, theatre practitioners and designers - we are ever mindful of the need to develop the underpinning knowledge and skills that support creative practice - for example, event management, technical skills, leadership and management skills, entrepreneurship and fund-raising skills etc.

In so many of the presentations this morning it seems that these skills are as important if the creative industries are to thrive in Chichester.

With my colleagues in the Faculty, we have an extraordinary opportunity to blend business, arts and humanities to significantly develop the creative ecology of Chichester. The challenges as I see them are how we support young people in developing their professional practice and sustainable business models for their work. This requires partnership working to ensure we bridge the gap between University education and a mature business/subsidised environment. This should involve us in offering all our creative graduates the opportunity to access enterprise education; to working with our partners to develop specialist incubation facilities. The professional sector has a role to play too: getting involved with teaching and mentoring young people; helping us to write the best and most relevant curriculum; providing placement opportunities and much more. In other words, taking young practitioners 'under their wing.'

I fully support the concept of Chichester as a City of the Arts on the proviso that we look hard at the things we do less well - the audiences we fail to engage and on the support we might give neighbouring communities that have little by way of arts infrastructure.

## **Appendix 7**

### **Notes of Presentation by Lorna Brown, Head of Arts and Cultural Strategy, County Arts Service, WSCC**

WSCC is responsible for numerous cultural services, including the Record Office, which is based in Chichester, Museum Development and Libraries throughout the county. It also has countryside management and historic environment responsibilities, as well as the work of the Arts and Culture Group which encompasses arts development, visitor economy and the 2012 Olympic and Paralympic Games.

WSCC's role is to lead the strategic development of arts and culture across West Sussex with various partners. The priorities for Culture, which are shared with partners are: -

**ACCESS:** To increase participation in and ensure access for all to the arts and cultural activities

**LEARNING & SKILLS:** To increase opportunities for and access to creative learning and continuing professional development

**BUILT & NATURAL ENVIRONMENT:** To contribute to a high quality environment by promoting social, economic and cultural regeneration

**CREATIVE and CULTURAL INDUSTRY DEVELOPMENT:** To contribute to the development of the infrastructure and capacity of the creative and cultural sector

**ADVOCACY:** To demonstrate the benefits of arts and cultural activities

The Arts Service includes an Arts and Learning Officer, Rural Arts Development Officer and a Dance Development Officer who also leads on Arts and Health. Arts for young people is a priority and, as is arts and disability. The County Council, again with many partners, sees 2012 as an important landmark from which the county can benefit in the visitor economy, skills development, sports, business opportunities and in arts and cultural provision.

## **Appendix 8**

### **Notes of Presentation by Neil Lawson-Baker, Chairman, The National Open Art Competition, Chichester**

The National Open Art Competition, Chichester originated as The Chichester Open Art Exhibition, this event was launched as one of the proposals of The Duke of Richmond in 1995.

It was thought fitting that, with Chichester gaining an enviable reputation both nationally and internationally as an important City of The Arts, it should house a major competition which would attract both visitors and business to the city, much as, on a larger scale, The Royal Academy Summer Show does for London and The John Moores for Liverpool.

Our city is already home to The Gulbenkian prize – winning Pallant House Gallery, which houses one of the finest collections of Modern British Art in the world. We also have The Cass Foundation where there is a unique expertise in the construction and display of heroic sculptures. Shown at Goodwood in 16 acres of parkland, it is undoubtedly one of the finest sculpture parks in Europe. All works are by British artists and are successfully marketed and sold across the globe.

These, together with the celebrated Festival Theatre, West Dean College with its host of post graduate courses, the annual 'Chichester Festivities', our celebrated Cathedral events, a fine university art department and many others, all go to present a formidable array of assets which make Chichester so very important in the art world.

The National Open Art Competition...Chichester sits well with these facilities. It allows artists from across the nation to present work both to the public and to businesses in Chichester. It presents affordable art works which can be purchased for both homes and offices. Indeed, just to have a work exhibited can considerably enhance an artist's career as some of the lucky ones discovered in 2007! As an event it is hugely respected and features very high quality works of art. Curated and hung in the Minerva Theatre's splendid gallery space, which is backed by The Arts Council, the winners receive valuable prize money sponsored both by local, national and London based companies as well as by some individual patrons. These funds are often given as part of an annual PR and advertising budget which can be very tax efficient.

As the years pass, this competition is becoming one of the most valuable in the country. With £26,000 of prize money available this year there are even greater plans for the future. The trustees certainly hope that this ambitious programme will begin to attract the interest of more West Sussex and Chichester Companies than in the past. There are so many opportunities for business to work more closely with the Arts.

Last year there were over 3500 visitors to this exhibition and the competition has now really spread its wings by attracting an even wider entry from across the United Kingdom. In 2008 there were twice as many visitors; over 6000 in two weeks; as well as 25% more entries and considerably more sales. The exhibition attracts significant pre-Christmas business to the city.

## Appendix 9

### Notes of Presentation by Mark Ringwood, Director Roots Around the World

Formed in 2001 as a result of a phone call from then Arts Council's Music Officer for our region who offered a small amount of funding to enable 'world music' to be presented in the Chichester region - an area deemed to be lacking in presenting any cultural diversity.

A 3-month pilot project aided by a small amount of additional funding from West Sussex County Council, and Chichester District Council, who were both enlisted to make more of the opportunity. Featured artists in the pilot included 3 concerts by: Adan Pedroso (Cuba) & Papa Noel (Congo), Los Bajeros de la Montana (Colombia), The Bissarov Sisters (Bulgaria), Peter Lockett & Joji Hirota (UK & Japan), and Boka Halat (UK/Chile/Trinidad/Ghana/India).

Based on the success of the 'pilot' three years of fun was secured from the Arts Council and a year-long programme of presenting concerts in the rural community began.

Relationships with the Petworth Festival, and Havant Arts Centre were also started in order to raise the profile of Roots' and provide a blues/roots music content to their respective programmes. Subsequent relationships have been formed with Chichester Festival Theatre, The Ropetackle in Shoreham, University of Chichester, and The Bognor Regis Centre & 'Sunfest'. There is scope to do more with Chichester Festivities which we would be happy to progress. Many of the artists we've presented have also benefitted by national tours which Roots' has organised.

However outside of the concerts we've established several educational projects which have led to the establishment of 'The Dialog (*sic*) Project which is a radical and innovative scheme involving 12 schools, 300 music and dance students aged 13-16, and two international bands. [www.rootsaroundtheworld.info](http://www.rootsaroundtheworld.info) for more details.

Since our inception we've presented more than 300 concerts featuring artists from more than 70 different countries. Not bad considering we've been funded for less than 50% of our existence - we rely on box-office and bar income for survival. Nevertheless we've also managed to train up sound engineers, and front-of-house staff, and have a continuing mentoring scheme. Our favourite venue - The Empire Hall in Graffham - has become internationally known through the artists we've presented in it.

What Roots' has also achieved is more than just concerts and workshops. It's become an important catalyst for introducing ideas and innovations which have enriched the live music provision in West Sussex and taken this an important step further forwards. A one-hour a month radio show on Spirit FM expanded to 3 hours every week, a

community radio station for Chichester has also been instigated and the outcome will be known in July 2009.

We promoted the most successful of the 'Olympic Picnics' last August at the Weald & Downland Museum in Singleton - which was also the scene for a hugely successful 'Olah Roma' Festival we instigated and programmed in 2006.

The concert we promoted by international accordion player Kimmo Pohjonen at Manor Farm in Cocking was not only a great success (with national media reviews) but also demonstrated that the 'arts' can positively help and encourage rural practitioners which in this instance included the farmer, local tea-room, professional photographer, and micro-brewery.

Plans are afoot to create a proper promotion of Poetry in co-operation with West Sussex County Council's Library Service, rejuvenate the existing Classical Guitar Festival at West Dean College, expand the existing Chichester Jazz Festival, develop a series of mini-festivals featuring Street-Theatre, Children's events, the visual arts, and vocal opportunities.

In short, the two of us (Mark & Sue Ringwood) are innovators and pioneers and pleased as punch to be part of the fabric which makes our region so culturally rich. We don't stop because we believe in the value of what we do.

## **Appendix 10**

### **Notes of Presentation by Alison Godfrey, Director of Chichester Cathedral Restoration Trust**

The Chichester Cathedral Restoration & Development Trust is a registered charity and was established in 1980. Since that time, the Trust has raised over £9.5m which has funded the restoration of the Cathedral, free from scaffolding for the first time since the Second World War.

The next Festival of Flowers will be in 2010 and this year the Cathedral saw 14,000 visitors during the three day Festival. We would welcome the opportunity to discuss the next Festival of Flowers being part of the City's plans in a more significant way. We are interested in being involved with the City of the Arts proposal.

The next project we are planning is for the restoration of the Cloisters, a main thoroughfare through the City and in desperate need of work. The first phase of the work will commence in early summer 2009. There are then plans to restore and conserve 15<sup>th</sup> Century paintings by Lambert Barnard in the transepts which will be of national importance.