



Introductions

Surriya Falconer

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- Vice Chair of Sheffield Culture Collective
 - Director of Falconer Associates – PR agency specialising in regeneration, redevelopment & culture

Jo Towler

- Chief Executive of Music in the Round
- Chair of the Sheffield Culture Consortium
- Board member of Sheffield Culture Collective


Sheffield Culture Collective

- is Sheffield's Cultural Compact
 - partnerships supported by Arts Council England & DCMS
 - designed to support local cultural sector & enhance its contribution to development
 - special emphasis on cross-sector engagement beyond cultural sector itself & the LA
- was one of first Compacts to be established – 33 nationally
- invested in by public sector and private sector (crucially) – with ACE seed funding
- has support of SYMCA and working closely with it
- its Cultural Strategy reflects significant depth of knowledge and experience that exists in South Yorkshire's cultural community

adopting Sheffield Cultural Collective Strategy

- will send strong message to Arts Council England (as it considers NPO applications) and other cultural funding bodies
- working together we have chance to address current massive imbalance of funding between Sheffield and other core cities (*2019 data*)
 - o Sheffield £9.50 per head
 - o Manchester £48.62
 - o Leeds £34.21
 - o Liverpool £22.53

nb Opera North £31 million (more than all in S.Yorks, Bradford, Hull & York combined)

-  Sheffield currently has 11 NPOs - Manchester has 33 NPOs

The cultural economy of South Yorkshire

- is worth £200m per annum
- provides 6,400 jobs
- already includes some great cultural assets

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Working together will:

- make it stronger - a lot of the groundwork is already done
- allow us to bid for external monies more successfully
- create more effective networks to make things happen
- ensuring we reach more communities that are currently under-served
- build more effective measures for Net Zero

Work already underway to deliver the Cultural Strategy

- Levelling Up Fund Bid – Harmony Works & S1 Artspace
- Initiative to create more NPOs – support from private sector
- Message House
- 3 Expressions Of Interest

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Culture is vital to place making and city vibrancy

Creative people bring skills that spread into other industries



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