



cumbria  
cultural  
skills  
partnership

# **LSC Report for the financial year 04/05**

## **Contents**

- 1 Introduction**
- 2 Practitioners Supported**
- 3 Summary of Activity**
  - **Writers' CPD Day**
  - **Creative Advantage**
  - **Marketing and Promotion**
  - **Creative Industry Affinity Group**
  - **Lakeland Museums Education Network**
  - **Rosehill Theatre**
  - **Cumbria YMAZ**
  - **Advice Days**
  - **Cumbria Arts in Education**
- 4 Membership**
- 5 Bursaries**
- 6 Areas of Development**
- 7 Appendices**
  - **Action Plan**
  - **Artforms**
  - **Location**
  - **Age Groups**
  - **Gender**
  - **Employment Status**

## Introduction

CCSP was awarded £30,000 for 2004/2005 under the LID budget and what follows is a summary of the key outcomes that have been levered as a result of this funding up to April 5th. The last 12 months has been particularly busy as CCSP has moved from a research and formation stage to concentrate on delivery and engagement with practitioners. Particular success has been seen through the increase in membership and the range and breadth of bursary recipients. Another key area for the partnership's growth has been through the range of network activity particularly through affinity groups and museums, libraries and archives. This work has been important not only from the point of view of marketing but also as a way of delivering training and knowledge transfer. For example, to support the creative industry affinity group based in Kendal, CCSP has devised and is delivering a seminar series as a means of providing taster sessions, raising awareness of key issues facing creative businesses and as a way of adding value to the network and encouraging participation.

## Practitioners supported

• Writers' CPD Day	30
• Creative Advantage	6
• Marketing & Promotion	12
• Creative Industry Affinity Group	15
• YMAZ trainees	3
• 4 x advice days	8
• CAE mentees	16
• Training Bursaries	105
• TNA for CCSP members	147
• <b>Total</b>	<b>342</b>

## Summary of activity

### Writers CPD Day

This CPD day was held on 13<sup>th</sup> February 2005 as part of the Word Market festival. The day was facilitated by Kate Whiteside from the Westmorland Gazette with presentations by author George Green, 'All Write' editor Sue Allan and publisher Helen McGlasson. I made a brief presentation at the start of the day to highlight the support CCSP has to offer writers and those involved in literature. The day aimed to provide information on self-publishing, income generation, dealing with the press, marketing and writing for the web. The event highlighted the extent to which writing is developed within the county and this was evident by the turnout – over 30 delegates, all of whom had paid £12 for the day. It was also evident that such CPD opportunities benefit from being promoted as part of a wider event / festival thereby maximising the marketing potential.

### Creative Advantage

On 24<sup>th</sup> February 2005 CCSP in partnership with Cumbria Chamber of Commerce delivered a 1 day intensive workshop for creative businesses. Six delegates attended the day at the Brewery Arts Centre in Kendal which cost £30 per person including lunch / refreshments. The day was led by David Parrish who is an international business consultant with a specialism in creative industries. All the delegates found the day enormously rewarding and the evaluations reflected the quality of their experience. Marketing the event proved difficult although there was plenty of information circulated around the county. There was some anecdotal evidence that the £30 fee might have proved a dis-incentive and additionally this was the first event of this kind that CCSP has organised, as a result we did not fill all 14 places though in the end this contributed to the quality of the experience for the 6 enrolled delegates. Given the positive response and the marketing potential of the first cohort of delegates we made the decision to offer this workshop again in Carlisle.

### **Marketing and Promotion Training**

This training package targeted at artists and craft makers and devised by Chrysalis / Art Connections comprised full group and 1:1 advice sessions. Participants were encouraged to produce a pack of promotional material appropriate to their practice. The training included input on preparation of artwork for print and participants had the opportunity to produce 500 postcards. Feedback has been very positive with artists expressing their satisfaction with the quality of the feedback and advice. Enrolment for this programme was slow but all 14 places were filled, the majority of participants responded to a call out on the Cumbria Network. Again, given the relevance and quality of this support it would be worthwhile offering later in the year in the south of the county.

Our LSC funds were used in partnership with funding from Business Link and Cumbria Institute of the Arts.

### **Creative Industry Affinity Group – learning network activity**

CCSP has devised a series of monthly seminars to support the work of this network of creative businesses. This includes input on the Design Advantage initiative based in the West Midlands, intellectual property and exporting work. I am working on this project with Katie Wise who has been seconded from CBV to develop this network. Part of this initiative will be to encourage group ownership of the seminars and to make informed proposals about content.

### **Lakeland Museums Education Network – learning network activity**

This network is emerging as a result of the Cumbria Museum Forum's move away from training support. The appointment of a facilitator for this group has been made and it is expected that a skills audit will be undertaken as an initial piece of work to support members of this network. Initial discussions suggest there are training needs around fundraising, administration of networks, advocacy, learning provision and partnership working. CCSP will work in partnership with LMEN to develop and broker a series of relevant training inputs.

### **Rosehill Theatre – workforce development**

Through the LSC funded partnership bursary programme, CCSP is organising a series of training inputs around specific needs for a group of theatre volunteers. Training needs include customer service, fire safety, dealing with violence in the workplace, first aid, FOH management and working at height.

### **Cumbria Youth Music Action Zone**

CCSP in partnership with Cumbria YMAZ has supported the first cohort of community music trainees. Training involves mentorship, shadowing, group training days and involvement with the learning and participation programme at the Sage, Gateshead. The programme covers the following areas:

- Music making skills
- Music leadership skills
- Group leadership skills
- Management, organisation and administration skills
- Professional practice
- History and philosophy of community music

### **Advice Days**

CCSP scheduled 4 advice days around the county, using Tullie House, Welfare State, Bluebell Bookshop and The Beacon. This allowed us the opportunity to offer up to 23 half hour slots. We have been carrying out this work already only on an informal / needs driven basis but by timetabling a structured opportunity for this activity it helped to maintain an overall sense of our presence and service.

### **Cumbria Arts in Education Mentor / Mentee Training**

CAE has identified an increasing need in Cumbria to supply appropriately trained artists (preferably locally based) to sustain and deliver quality arts in education provision as part of a countywide cultural infrastructure.

As a result of these findings an action research programme has been established in which a core of ten Cumbrian based artists act as artist in education mentors as part of an on-going training scheme. Artist mentees have been matched with an experienced mentor in a school, museum or library, who will train them to a standard that will allow them to be placed on CAE's Artist Directory.

CCSP has provided support for this project from its LSC funding, is taking a full part in the steering group and is following up with additional support for registered mentees.

### Membership

This currently stands at 147. Outstanding registrations are expected from the marketing and promotion group and the CAE mentees. In order to enhance our service to members we are going to mail all our members to include a copy of their professional development proforma and to encourage them to review their position, consider using Learning Champion support, book an advice session or make a bursary application. All members currently receive regular e-updates with information about opportunities.

### Bursaries

Individual / Organisation	Recipients	Artform	Location
Green Door	9	Visual Arts Mentoring	South Lakes
Hannah Fox	1	Steiner / Creativity	South Lakes
Wild Women Press	5	Poetry Conference	South Lakes
Simon Haworth	1	Theatre Marketing	Copeland
Art Gene	3	Textiles	Barrow
Cumbria Archive Service	15	Exhibition / DDA	South Lakes
Shoreline Films	5	Film	Barrow
Kate Davis	1	Writing	Barrow
Paul McNab	1	Video / New Media	Copeland
Rosehill Theatre	50	Theatre Volunteers	Copeland
Erica Fearfield	1	Business Coaching	Allerdale
Elaine Wise	1	Screenwriting	Allerdale
Jeanette Davidson	1	Poetry	Carlisle
Slate	2	Poetry	Allerdale
Nell Dale	1	Photoshop	South Lakes
Angie Ball	1	Museum / NLP	Carlisle
Simon Danby	1	Digital Archiving	Eden
Eden Arts	2	Web Design	Eden
Theatre by the Lake	1	Nat Arts Fundraising	Allerdale
Terry Hubble	1	3D Imaging Software	South Lakes
Ben Gates	1	Singing	Carlisle
Tony Riley	1	Business Coaching	South Lakes
<b>Total</b>	<b>105</b>		

### Areas of Development

- Information source / web  
Need to further develop the range and depth of relevant information and the means to disseminate this, particularly through a dedicated online resource. More work is required on the newly established trainers database and follow up work with NWDA on support for our web presence.
- Strategic activity / Staffing capacity

There is an urgent need to separate the operational from the strategic, particularly as the former is now increasing and becoming more time consuming. In addition there is an increasing demand to be able to respond more strategically in line with new developments nationally (eg SSC) and locally (eg CIP). With the anticipated increase in funding there should be the possibility of redefining the co-ordinators role to allow more strategic development; and to develop the admin and operational role of an additional member of staff.

- Short term funding

A key aim of the partnership is to become a sustainable organisation which can affect real impact on the sector in terms of skills development thereby supporting its overall growth and performance. The lack of longer term funding for CCSP creates a barrier to the development of more sustainable solutions to the skills needs of the sector. It is anticipated that the Creative Industry Partnership will seek to make this need a key objective of its work.

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Peter Davies / CCSP Co-ordinator

07821 271 431

[peter.ccsp@virgin.net](mailto:peter.ccsp@virgin.net)