

BRADFORD CULTURAL VOICE FORUM

MEETING MINUTES

Cliffe Castle Museum
18 February 2022
2-3.30pm

WELCOME AND INTROS

Co-chairs Alex Croft and Kirran Shah introduced the session and attendees introduced themselves.

Sonia Kielty, Bradford Museums and Galleries, welcomed attendees to Cliffe Castle and introduced lots of what is happening across the service, currently.

Included in her welcome was an update from Bradford Museums and Galleries:

The Museums and Galleries Strategy has been completed and endorsed by Council Executive. We're currently working on a summary/advocacy version which we will be happy to share when completed.

- New collection displays in preparation at Bradford Industrial Museum:

'Following Threads'. Thirteen of Keighley Creative's resident artists have responded to the theme of industry and our environment using our museum collections and the district's environment. V Proud as Ken Woods worked with artist volunteer June Russel to print on letter press collection in print gallery.

- Features other related art work by Peat Blagg, Gabriela Boiangiu, Olivia Brearley, Naseem Darbey, Jane Fielder, Louise Garrett, Steve Manthorp, Letty McHugh, Bill Parker, Steve Robertson, Anna Scott, Jan Smithies and Ken Woods.

- The artists have produced a variety of works from prints to photography and recycled objects to paintings.

- An event to see this display will take place on Saturday the 26th February at Bradford Industrial Museum and will start at 11am.

- The Making of Bradford District is a new permanent family friendly space at Bradford Industrial Museum - shares stories of textiles and migration. Will open later in march – to be announced.

- We have 8 Kickstart Apprentices in BMG starting this month. Cohort 2. Cohort 1 have just finished and are now in good, various employment.
- Weaver, Printer, Gardener and Classic Car volunteer teams now at Bradford Industrial Museum.
- We are looking for a reenactment volunteer in Bradford Industrial Museum Saturday Mrs Moore
- We are looking for a rer in Bolling Hall Sunday Frances Tempest
- Bolling Hall Library now open – volunteers – Wed to Sat. Sun soon. There will be the Rhyme Time Challenge during April to May.
- Gardener volunteers at Bolling Hall and audience research volunteers and they would like to recruit more.
- View CCastle today, café in Pavilion, wellbeing trail around park by volunteers CCSG. Mens Sheds – volunteers, a must visit!

START WITH ART, SIMON SUGDEN

Simon Sugden (Suggy), photographer, introduced us to his practice. He began by showing us a film of his work, *Beauty and Decay* (<https://vimeo.com/420995448>)

He went on to discuss his work documenting buildings that have been left to derelict, including a great story around getting into Richard Dunns sports centre and other buildings.

You can find more of his work here: <http://suggysphotography.uk/>

You can buy his book *Beauty and Decay* through Simon by contacting him via his Facebook page: <http://www.facebook.com/suggyspics/>

Simon ended by saying that he is available for commissions, project work and event photography and that you can contact him with enquiries: 07725 076 669

AUDIENCE DEVELOPMENT, MARKETING AND COMMS.: ROB ABBEY, MIND THE GAP, AND CAT SCOTT, INDEPENDENT ARTIST

Rob Abbey, Mind The Gap, shared his thoughts and experience on/in audience development, marketing and comms.:

Accessibility should always be a priority when writing copy and creating marketing materials. As well as considering things like legible fonts, strong imagery and good colour contrast, it's important to write copy that is clear, uncomplicated and to the point. While there are always exceptions to this, I would advise saving your big words and complex sentences for funding bids and reporting. Don't alienate your audiences with copy that is difficult to understand. As a company who works with people with learning disabilities and autism, Mind the Gap always considers the language we use. We believe that, by considering access for people with learning disabilities in your writing, you make it more accessible for everyone.

Audience Development Plans are extremely useful for setting out your goals and targets and how you're going to achieve them. Don't overcomplicate things. We should all have a good idea of who we are creating a specific piece of work for and how we intend on reaching them, it's just a matter of getting this down on paper and making yourself accountable for what you have set out to do. Furthermore, Audience Development plans should be considered as more than just a funding requirement. Whilst it's always important to meet the needs of a specific funder, think about the needs of your business too! Who do YOU want to reach and why?

Communications: Consider content that helps build excitement around an event or artwork and shares the process. Audiences love Behind the Scenes content such as images, short videos or blogs, which can help to build anticipation. They don't need to be anything too fancy, often short videos and images taken on mobile phones can feel more friendly, relatable and honest. See Mind the Gap's ZARA Behind the Scenes videos here: https://youtube.com/playlist?list=PLn4Ng57jpglVwu_-aVkzq5VT0xUrt1x

Finally, communications shouldn't fall to just one person or team within an organisation. While it is my job to curate content, particularly to fit within Mind the Gap's brand and tone of voice, everyone in an organisation has a story to tell and should always be thinking about feeding content such as images, videos, short blogs etc. into the mix.

Cat Scott, independent artist, presented around marketing and audience development from an independent artist perspective. Her presentation is attached to the email these minutes were distributed with.

ELLA TIGHE - DEVELOPMENT FUND SHARING

Ella Tighe, dancer and yoga instructor, shared her learning from the CVF Development Fund.

She used the fund to access mentoring from Charlie Morrissey. This mentoring was integral to her practice and revealed elements of her practice that she would like to explore further, particularly around freestyle disco dance styles.

She shared three points of learning:

1. Don't be afraid to share your work with other professionals - you'll get information about how it feels to put the work in front of live audience & you'll get feedback which will allow you to take the work forwards!
2. Be strategic about how you use the fund - it's only a small pot of money, so think about how you can get the most from it!
3. Go into the development with clear goals - what do you hope to get out of it, achieve - and then plan your time in relation to that!

CVF DEVELOPMENT FUND ANNOUNCEMENT

We announced the successful applicants to the Cultural Voice Forum's development fund. These are Tricia Arthur-Stubbs and Chemaine Cooke.

Tricia's fund will support her access to Momentum 22, a Channel 4 produced programme to support 60 Black film makers across the country.

Chemaine will use the funds to cover costs relating to a movement, environment and connectivity workshop, feeding into her practice as a dancer interested in collaboration, moving together, and environmentalism.

BRADFORD 2025 UPDATE

May McQuade, BD2025, updated the forum on Bradford 2025s City of Culture bid.

May thanked all members for their support of the process, emphasising that the input of forum members has been invaluable.

The bid went in earlier this month and we will find out if Bradford has been shortlisted in April 2022.

May highlighted the upcoming The Mills Are Alive event and it's timing relating to the bid judges looking at the applications.

She encouraged all forum members to be active on social media, highlighting that judges will be paying attention to what's happening across the district. Whilst not everything can be included in the judges visit, sharing on social media is a way that they can see the work we are doing across Bradford.

There is also a fund relating to access via the Morrisons charity. This is focussing on events marketed as free but which may not be free for all. This can cover physical access costs (i.e. minibus or travel), translation for events, live streaming events, and pre-event workshops to make events more accessible.

JOBS AND OPPORTUNITIES SHOUT OUTS

Writer in Residence at Bronte Parsonage Museum

The Brontë Parsonage Museum is excited to announce our open call for a Writer in Residence, working with us from April 2022-March 2023. For a commission of £4000, our we are on the hunt for a writer who will create new work that defies expectations, whilst working with our community.

E-mail: sassy.holmes@bronte.org.uk

<https://www.bronte.org.uk/vacancies>

Bradford Producing Hub

Spare Bob and Expanding Horizons Fund are now open. There will also be some jobs & opportunities coming up soon. These will be in marketing and production.

<https://bdproducinghub.co.uk/jobs-opportunities/>

Cecil Green Arts

Puppet Jam

Sun 20th March

Puppet Jam on Sunday 20th March 2022 from 9.30am for a 10am start until 6.30pm at Rawson Place, (underneath Wilko's) BD1 3QQ.

A creative day for performers and musicians devising stories, making puppets and performing together. Ending with a scratch performance and pot luck meal. Places are limited, to book please email harry@cecilgreenarts.co.uk. This is a PAYF event.

AOB

Marketing Meet-Ups

If you would like to be part of an informal arts marketing group focussing on supporting marketing and audience development professionals in the sector, meeting periodically for a coffee, please email molly@grocommunications.co.uk.

509 Art's Meal One at The Alhambra Bradford on 26th February

Meal One, a new family show based on the children's book

by Ivor Cutler and Helen Oxenbury

Helbert and his mother like doing a lot of things together but their experiment with a plum stone gets out of hand!

Helbert and his Mum prepare for the day by planting a plum stone in the bedroom floor unleashing a series of extraordinary adventures. Adapted from a children's book by Ivor Cutler, Meal One is a magical family show filled with music, songs, dance, breathtaking projections and augmented reality surprises.

<https://www.bradford-theatres.co.uk/whats-on/meal-one>

The Brick Box

The Mills Are Alive: Heritage Memories

As part of The Mills Are Alive in Manningham, The Brick Box are collecting reflections on Mills and textile heritage from people across the district. We'd love to hear your memories of Lister Mill and your thoughts on how to better connect people and heritage buildings.

<https://forms.gle/HM9xstxPQR3Lw1X3A>

In the last newsletter an incorrect e-mail was attached to the following opportunity:

The correct e-mail is saira.riaz@wbcentre.org.uk

Workshop Opportunity:

West Bowling Centre has secured funding to support workshop delivery at Dixons Trinity School, for local secondary school students who have very little access to art and creativity. West Bowling would like to book a variety of artists with different disciplines so that the students have the opportunity to try new activities from dance, drama, poetry, to visual arts, and more. 12 workshops will be split across artists who get in touch and would like to lead sessions.

Workshops will be booked with Saira Riaz at West Bowling - please email Saira directly if you would like to book one of the Thursday workshop sessions.

Workshops will take place on Thursday 3.30-4.30PM at secondary school, Dixons Trinity in BD5.

There will be 12 workshops in total running from the 21st of April, after the Easter break.

Workshop fees will be £150 per session inclusive of prep and travel.

There will be further workshop opportunities in a local primary school, this will be confirmed and details will be sent out shortly by Saira.