

Liverpool & Sefton Chambers of Commerce

Arts & Culture Committee

Venue: Liverpool Chamber of Commerce

Time: 10:00-11:00

Attendees	
Name	Organisation
Lucy Byrne	dot-art
Cllr Anna Rothery	Liverpool City Council
Louise Garforth	Liverpool Biennial
John McDonald	Page to Stage
Charlotte Corrie	Open Culture
Iona Horsburgh	FACT
Maeve Morris	Liverpool Carnival Company
Kathryn Ashman	Liverpool & Sefton Chambers of Commerce
Apologies	Tristan Bryant, Zoe Thirsk, Stacey Lavery

Chairperson Lucy Byrne (LB) welcomed new attendees, John McDonald (JM) and Maeve Morris (MM).

Sean Durney (SD) was not present to update members on design and editing costs outlined by NonConform but had offered Kathryn Ashman (KA) an approximate amount of £3500 for re-design/editing depending on number of copies and distribution method. Costs relating to design rights have not been confirmed, however, he suspects they will quote £3000 considering their substantial involvement. It was agreed by committee that acquiring this information was crucial to the development of the directory.

Action: KA to confirm with SD NonConform costs

KA informed the committee that Paul Cherpeau is currently looking to invest in a more robust package hosted by Survey Monkey which could offer greater complexities when gathering content information. Nevertheless, as a result of Charlotte Corrie's (CC) positive experience of Wufoo, the committee were keen to investigate this programme further.

Action: KA to put together a draft survey based on current questionnaire circulated by LB using Wufoo.

Discussion led to funding opportunities and Charlie Taylor (CT) stated LARC no longer provides funding for this type of project. On the other hand, KA informed the group that the Chamber have the capacity to offer a trained in-house copy writer, however, it was agreed Fiona's expertise would better suit in view of her initial suggestions requested by CC. Fiona

has quoted £1500-1800 depending on the number of organisations involved. She will also negotiate with printers.

Action: CT also to investigate printing costs with current supplier of Philharmonic.

As a way to raise funds, Louise Garforth (LG) suggested each organisation could pay a fee depending on its annual turnover. This was agreed by committee; the directory will undoubtedly return investment over time and pricing will be managed fairly.

Action: KA to investigate whether the Chamber could facilitate payments and manage data collection.

Anna Rothery (AN) identified the Local Fund as an alternative funding strand. Each ward in Liverpool has a budget available for organisations undergoing a project which has positive social impacts. It was suggested the committee should write a letter outlining the benefit of the directory to each ward which may be then distributed by Mike Jones at Liverpool City Council.

Action: KA to write a letter on behalf of the committee

In the meantime, establishing a budget for the project is a crucial next step in order to effectively manage costs.

KA informed the committee she has enquired about launching the directory at the Chamber's Annual Dinner. She has been informed the theme will be business start-ups but is confident they can incorporate the arts in some way. LB suggested a meeting with Jenny may help to push this forward.

Action: KA to facilitate a meeting with Jenny's PA.

Iona Horsburgh (IH) to contact Philip Rooney, DLP Piper, as a potential speaker.

On a side note, IH suggested another project which the committee could undertake once version two of the directory is complete. In a similar vein, the project will look to break down the barriers between businesses and cultural organisations via an intelligence gathering exercise looking at the reasons for lack of engagement and knowledge of the sector. This idea was agreed by committee and will be assessed in the next meeting.