

Liverpool & Sefton Chambers of Commerce

Arts & Culture Committee

Venue: Liverpool Chamber of Commerce

Time: 10:00-11:30

Name	Organisation
Lucy Byrne	dot-art
Sean Durney	Liverpool City Council
Zoe Thirsk	Liverpool Biennial
Stacey Lavery	Royal Court Trust
Charlotte Corrie	Open Culture
Tristan Bryant	Tristan Bryant
Charlie Taylor	Liverpool Philharmonic Orchestra
Kathryn Ashman	Liverpool & Sefton Chambers of Commerce

Lucy Byrne (LB) introduced the committee to version one of the Cultural Directory, with the view to gather feedback on its overall design. Highlighting some initial areas of improvement, LB was keen to emphasise ways to reduce costs and improve efficiency. On design, it was agreed recycled but robust material would be better suited to a cultural directory and its budget.

Repetition was identified as a fundamental issue. This was largely due to lack of time; however, poor accumulation of data undoubtedly added to this problem. Examples for cultural organisations should therefore be available to avoid poor submissions and requests for mini (and relevant) case studies need to be specified clearly. Charlotte Corrie (CC) suggested a program “Wufoo”, software that designs online surveys and allows better data collection. This would both save time and costs when sent to the copy writer.

Action: Kathryn Ashman (KA) to look into using this program for future development.

LB to re-write survey and circulate for feedback

Turning discussion to the online version, Charlie Taylor (CT) suggested colour was definitely needed to engage its audience, as well as photos and videos alongside company descriptions. *Relevant* website links will ensure the document remains user friendly. It was agreed that although paper copies are important, putting resource behind the digital copy would reduce costs and as well as being easier to update. For example, reviews of cultural organisations could be gradually included as indicators of good practise to businesses. In a similar strand, CC proposed the idea of a disclaimer, even a guide to commissioning at the back of the document.

It was agreed that a good copy-writer would be required to develop the project and Fiona Shaw (FC) was suggested by CC. Note, funds either from the Chamber or Liverpool City

Council will need to be place to pay the copy writer, sort the amends from NonConform and pay for a possible new print run.

Action: CC to contact FC and investigate costs.

SD to find out whether NonConform will hand over design or how much they would charge to update it.

Furthermore, a launch of the cultural directory was discussed and Tristan Bryant (TB) suggested the Chamber Annual Dinner would be an excellent opportunity to showcase the new version. This was agreed by members, especially as it would illustrate the Chamber's commitment to the arts. CT continued to mention some additional funding which could be accessed through LARC and could help support the event.

Action: KA to ask the relevant Chamber rep whether this would be possible

KA to gather feedback from businesses on current document and ask, when possible, business perceptions of the cultural sector.

CT to contact Richard Nutter, LARC

KA to ensure the cultural directory is included in the next Members Council agenda.

A brief timeline was put together and it was agreed the re-evaluated survey would be sent mid September. Approximately, during the second week of October, Fiona would receive the information and by the end of November, we should have a finished product.

Date of next meeting: Thursday 21st August, 10-11:30 at the Chamber offices.