



1. Meeting Notes

Project: Warrington Stronger Town Deal Bid

Subject: Arts Culture & Digital discussion group

Date and time: 17 June 2020 at 11:30

Minutes by: Phoebe Annett

Present:

- Bill Carr, Carpe Diem (BC)
- Emma Hutchinson, Live Wire Warrington (EH)
- Caroline Keep, Penketh High School, Makefest (CK)
- Maria Sakar, DriveWorks (MS)
- Gary Jenkins, No Brainer (GJ)
- Leah Biddle, Culture Warrington (LB)
- James Bedford, OXO consultancy (JB)
- Cllr Maureen McLaughlin (MMcL)
- Cllr Tony Higgins (TH)
- Darren Jefferies, Ludovico (DJ)
- Stephen Fitzsimons, Warrington and Co (SF)
- Kathryn Green, Warrington and Co (KG)
- Steve Park, Warrington Borough Council (SP)
- Lynn Radcliffe, Warrington Borough Council (LR)
- Eleanor Blackburn, Warrington Borough Council (EB)
- Chris Carruthers, Warrington Borough Council (CC)
- Lisa Knowles, Atkins (LK)
- Phoebe Annett, Atkins (PA)

ITEM	DESCRIPTION AND ACTION
1.	<p><u>Introduction</u></p> <ul style="list-style-type: none"> - Aim of this meeting is to review schemes in light of changes resulting from COVID-19 - The submission date for the Investment Plan was originally the end of June, this has been delayed as resources have had to been focussed elsewhere to support with crisis management. The government have recently re-engaged to confirm that the Town Deal remains a priority and to confirm new submission timelines. There will be three submission cohorts: end of July 2020, end of October 2020 and March 2021. Warrington will aim to submit at the end of July 2020. - Impacts of COVID-19 to consider:

NOTE TO RECIPIENTS:

These meeting notes record Atkins understanding of the meeting and intended actions arising therefrom. Your agreement that the notes form a true record of the discussion will be assumed unless adverse comments are received in writing within five days of receipt.

Contains *sensitive* information



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	<ul style="list-style-type: none"> - Approximately 24,500 people in Warrington have been furloughed, will these jobs be secure in the future? <ul style="list-style-type: none"> o Geography: distribution centres to the north of the city have fared well and are recruiting but the town centre has been badly affected o Transport: less traffic on the road has led to improvements to air pollution - Our long-term objectives have not changed; however, the short-term objectives will need to be updated in light of recent events. - Projects emerging from other workstreams: <ul style="list-style-type: none"> o National Social Care academy o Improved access to digital infrastructure o Transport interchange/cycle hub o Bus Station Relocation o Active Mode Travel - This workstream has been impacted in a positive way by Covid-19 because digital has become more important.
2.	<p><u>Digital Skills</u></p> <ul style="list-style-type: none"> - Objectives <ul style="list-style-type: none"> o Ensure Warrington is attractive to young people, it will have to compete with Manchester and other nearby cities (MS) o Clubs, summer schools, catch up clubs etc have a big impact, we need to facilitate peer-to-peer contact as well as learning. Social isolation has a huge impact on education and employability (CK) o Reach the 24% who have no access to online education o It is common for artists to feel limited by lack of digital skills (SP) - Opportunities <ul style="list-style-type: none"> o Lots of unused space in city centre that could be used for socially distanced learning (CK) o We need a National Youth Database where we can gather information about young people and ask them what is affecting them. There was a project like this in Galloway that had good success rates (CK) o The number of apprenticeships has significantly dropped, this may be because they tend to be industries where it is difficult to work remotely (BC) o Digital enables creativity, particularly music, it can help to connect people who are working separately (MM). E.g. Athletics' Impossible Games, creative approach (BC) - References/evidence <ul style="list-style-type: none"> o Education Foundation Reports o Pledge o Planet Youth: large scale, international, long-term (20 year) study. This should be a source of project ideas that could be adopted. Lots of surveys/data collection and then implemented quickly, it is a difficult methodology to implement but highly impactful (CK) https://planetyouth.org/the-method/publications/ o Digital Skills Board: COVID-19 has led to greater demand for upskilling and skills transfer, we have analysis on this (MS) o Baltic project in Liverpool (CK)



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3.	<p><u>Interface between physical and digital</u></p> <ul style="list-style-type: none"> - Encourage mixed-use buildings, e.g. football stadiums also have office, retail spaces. The physical structure of buildings can sometimes be limiting (BC) - Do we need more outdoor activity space that makes social distancing achievable? (MS/LB) - Must consider what 'Arts' as a term encompasses – includes media, production etc. - Considerations, examples <ul style="list-style-type: none"> o The landing at Media City Manchester supported smaller companies. They had mixed success and spent a lot of money on facilities that weren't used. Sometimes people just want the ability to get together, events are more important than facilities. (JB) o SHARP project o OPUS demonstrated demand for coworking space in Manchester o We Work are reducing their footprint in Manchester o Pyramid have done a lot of work on effective spaces; however, this needs to be revisited post-COVID (EH) - Moving physical arts events online <ul style="list-style-type: none"> o WhyWorks project began as COVID-19 started, it was achievable to move the content online quickly and effectively, but it was difficult to get engagement from schools and students (D). It has been difficult to keep in contact with schools during COVID-19 as they have had lots of other things to prioritise. We need to work on our communication channels (LB). o It is difficult to find examples of where Arts festivals or similar have been carried out online in an engaging and effective way. Suggest it is better to maintain physical exhibitions but enhance them using digital opportunities. (LB) o It is important when reaching out, to focus on diverse groups (GJ) - Culture and heritage trails <ul style="list-style-type: none"> o We should be wary of digital fatigue, especially during and just after lockdown. This is one reason why the walking trails are a great idea (CK) o Culture and heritage trails are an opportunity for a quick win as they could be set up in a short space of time
4.	<p><u>Summary</u></p> <ul style="list-style-type: none"> - Integration of physical and digital, hybrid solutions - Creativity should feed digitisation and vice versa - Collecting data will be key to reaching young people - Connecting with schools will be a challenge, particularly at this time - Maintain a broad approach to the arts that includes all creative industries - Businesses want straight forward space and engagement, not necessarily high-tech kit - Focus on reskilling for all age groups, including 50+ - Maintain a long-term vision, not just lockdown solutions <p>It is important to be vocal in our support for projects, we are not strong at doing this compellingly in a collective way. This will benefit from a broader strategy that is exciting from a comms perspective and gives people something to get behind. (GJ)</p>