

STRONGER HEREFORD

Notes from a meeting of the STRONGER HEREFORD – PROJECT DEVELOPMENT GROUP (PDG) MEETING held 28 June 2023, 8.30-9.00 am via MS Teams

Members:	Frank Myers (MBE) Julian Vaughan	FM JV	Chair Green Dragon Hotel
Attendees:	Ivan Annibal Joni Hughes Ruth Parry	IA JH RP	Rose Regeneration (RR) Portfolio Manager, Capital Development, HC Director Operations & Marketing, Simple Design Works Ltd
Guests:	Rose Farrington Clare Purcell	RF CP	Meadow Arts Project Meadow Arts Project
Apologies/ Absent	Abigail Appleton Christian Dangerfield James Newby Paul Stevens	AA CD JN PS	Principal, Hereford College of Arts (and Chair of Hereford Stronger Towns Board) Rose Regeneration (RR) President & CEO, NMITE Herefordshire BID
Notetaker:	Jan Bailey	JB	Herefordshire Business Board

ITEM	NOTES	ACTION
1.	<p>Welcome and Apologies</p> <p>The Chair welcomed everyone to the meeting. Apologies and absences are as noted above.</p>	
2.	<p>Notes of last PDG Meeting</p> <p>The notes from the PDG meetings held on 31 May and 21 June were agreed as an accurate record.</p>	
3.	<p>Project Updates</p> <p>Meadow Arts Project</p> <p>3.1 CP provided an update on the Meadow Arts Project:</p> <ul style="list-style-type: none"> • A Project Initiation Document (PID) has been completed and circulated to PDG members. • The project is already approximately half-way through, with installations in place at both ends of the Station Approach building. • Artists have been commissioned for year 1 (Lothar Gotz) and year 2 (Matthew Cornford). The project leaders were given permission not to go through the normal council tendering processes due to the special nature of arts commissions. • Year 1 is complete, including all budget having been expended. As well as the artwork installations, it resulted in outreach projects with Lady Hawkins School (Kington) and Fairfield High School (Peterchurch), and work with Rose Tinted Rags (a charity that works with people who have learning disabilities). • RF confirmed that written contracts/ agreements had been produced for all artists and partners. 	

<p>3.2</p> <p>3.3</p>	<ul style="list-style-type: none"> • Year 2 of the project coincides with Hereford College of Arts' 170th anniversary. Installations have been commissioned in recognition of this milestone. Further outreach work is planned with Wigmore and Fairfield High Schools, as well as close association with the College of Arts. • Year 3 commissions have yet to be awarded, but options are being explored. • No budget has yet been drawn down for Year 2, however this will be requested shortly. • The project is discussing a possible legacy project with the College of Arts. <p>IA asked whether the project was keeping track of progress against original objectives. CP replied that this was the case, however there would need to be mitigations made to the project's original digital objectives due to cost escalation, particularly with regard to installation costs.</p> <p>CP asked for PDG's advice on how to gain more accurate footfall calculations. She explained that numbers are required by the Arts Council and are being estimated, but she would welcome a more precise approach. The Chair will discuss with his associates to see if they can advise, noting that Hereford BID already carry out regular city centre footfall calculations.</p>	<p>FM</p>
<p>4.</p> <p>4.1</p>	<p>Any Other Business</p> <p>IA provided an update on discussions with Council officers about the Library and Resource Centre project. Following the election of a new Cabinet, an options appraisal is under way. IA advised that the Stronger Hereford Board should expect to receive a letter regarding future proposals for this project. This item will be further discussed at the next Board meeting.</p>	
<p>5.</p>	<p>Date of Next Meeting</p> <p>Next PDG Meeting: Wednesday 5 July, 8.30 – 9.30 am via Teams Next Stronger Hereford Board Meeting: Friday 7 July, 8.30 – 10.00 am at Hereford College of Arts, College Road, Hereford Campus (dial in option available).</p>	