

# **Cultural Programme Management Group (CPMG)**

South Tipperary CDB

**DRAFT Meeting Notes of Cultural Programme Management Group (CPMG)  
held on Thursday 18 February 2010 at the Museum, Clonmel**

**Present:** Cllr Jimmy O'Brien (Chair), John Devane, Eileen Horgan, Marie McMahon, Mary Alice O'Connor

**Apologies:** Valerie Connolly, Labhaoise McKenna, Sally O'Leary, Helen Shanahan, Mary Sarsfield

## **1. Welcome, Meeting Notes and Matters Arising**

Cllr Jimmy O'Brien welcomed everyone to the meeting. John Devane has been nominated by South Tipperary Development Company in place of Isabel Cambie. Welcome to John and thanks to Isabel for her contributions over the years. The meeting notes of the 1 October, 2009 were agreed by all, and there were no matters arising.

## **2. Short overview of the CDB**

Eileen gave a short power point presentation on the CDB. If anyone wants a copy of it, it can be emailed out. It is a bit large, over 10MB, so might upset some IT systems.

## **3. Discussion on potential joint cultural initiative**

A number of ideas were generated. They are listed below with the outcome from discussion.

- Cultural Programme; County –wide roll-out
  - Consider a joint inter-agency programme of various heritage/ cultural/ sport/other activities that can be rolled out on a county-wide basis - a Cultural Taster Programme
  - Could look at approaching specific groups and tempting them to work with us – eg Community Groups; or Youth; or Schools; or ICA; or IFA; or community halls etc
  - At end of LEADER programme could say that a comprehensive programme had been carried out.
  - Develop list of topics, get feedback and then identify company/group to carry out the programme/s around the county
  - Must ask youth (and indeed any other group) – but need to have something to hang it on – bald question 'what do you want' wouldn't get great results
  - Need to find a way to go about finding what cultural tasters people would want to participate in
  - Develop an interesting 'package of activities' that groups can buy into

- Equine Museum
  - Some element of the equine trade would have to be the driver for this
  - Link with tourism would be vital
  - Equine study TI/FAS was prepared in 2007.  
[http://www.southtippcdb.ie/cdb/90recent\\_reports/98review\\_of\\_the\\_equine\\_industry\\_tipperary\\_2007.pdf](http://www.southtippcdb.ie/cdb/90recent_reports/98review_of_the_equine_industry_tipperary_2007.pdf)
  - A static display would not be feasible – a Technical advisor and Fáilte Ireland input would need to be incorporated
  - Tourism company will meet with some equine interests during 2010 – but to look at joint marketing. Can enquire if some kind of equine attraction would be something they would follow up. However – an equine museum is not a priority action for the tourism company at this stage.
  - Any connections/links with potential project leader would be welcomed

The following ideas would need a lead partner and be further developed – any takers?

- Sports festival/family event/games/sport
- Transport Festival/ Bianconi trail
- Hand tools

The following items had already been identified and have a lead person/agency

- Butler Trail – this is being developed by South Tipperary Tourism. If you have any ideas or interesting themes on the Butler Trail could you contact Eileen please.
- Arts Centre – this is on the LA21 agenda already. Lead person is Sally
- Music – being followed up by CDB inter-agency working group
- Irish music tourism theme – being followed up with Brú Ború by Tourism Company

The following items were identified. It was agreed that they needed direct follow-up with South Tipperary Development Company, rather than be addressed through the CPMG

- WhatSon guide
- Museum signage

**Action:**

Eileen will email CPMG members to try to see what interest or opportunities exist. CPMG members are asked to consider the ideas and determine if any of them can be developed further.

**4. Discussion on ‘public consultation’**

It was agreed that the CPMG would prepare a short document/protocol identifying the steps we would wish to see in any public consultation in the wide area of ‘Culture’.

In discussion the main points arising included:

- identifying key stakeholders and preparing a specific message for them, inviting them to have input into specific elements (as well as the overall) of the strategy

- each specific message would focus on identifying the potential relevance of the proposed strategy/plan to the stakeholder or representatives of the stakeholders
- personal spoken (phone/meeting) invitation to key stakeholders inviting input
- use of personal networks of all CPMG members to invite input
- close and timely cooperation with the Community & Voluntary Forum and the use of their networks /newsletters
- a range of meetings in the areas/communities inviting input and asking people to identify what they would like to see developed
- the use of radio, mass email and newspaper advertising, to support the networking approach, not to be used instead of networking

**Action:**

Any further ideas can be added. Feedback comments on the points arising to Eileen please and it will be discussed at the next meeting.

## **5. Teenspace**

Marie outlined the steps that the Local Authority had taken in the implementation of the Teenspace strategy during 2009.

**Action:**

Marie to circulate the 2009 document to CPMG members once it is fully compiled. Marie and Eileen will meet with Sinéad Carr to discuss opportunities to expand the strategy to other agencies and groups.

## **6. 7. 8. Templates**

The three templates were agreed and will be presented to the CDB at the March 2<sup>nd</sup> meeting

## **9. Presentation to the CDB**

In addition to the overview of 2009; the 2010 priorities and the 2009 indicators, the two key points identified for the Chair to bring to the CDB were:

1. Vital role of the Heritage officer – and the need for that position to be maintained
2. To ask the CDB at national level to address with urgency the restrictions of the LEADER programme on co-funding with agencies. This flies in the face of the inter-agency working promoted by the CDB

## **10. AOB**

There was none

## **11. Next meeting dates**

Thursday 24 June, Thursday 23 September, Thursday 25 November 2010