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**ARTS COUNCIL  
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**Making Great Things Happen When  
Culture and the Arts Meets Heritage**

**THE SOUTH & EAST LINCOLNSHIRE**

# **CULTURAL CONFERENCE**

**2024**



## **THE VENUE:**

**BLACKFRIARS THEATRE**

Spain Lane  
Boston  
PE21 6HP

**WED, 22 MAY 2024**

**09.30 – 16.00**

A Partnership Event Led by the

**SOUTH & EAST LINCOLNSHIRE COUNCILS  
PARTNERSHIP**



*Welcome to The South & East Lincolnshire Cultural Conference 2024, the first event organised by the South & East Lincolnshire Councils Partnership as a new National Portfolio Organisation with Arts Council England.*

*We are looking forward to welcoming arts, heritage and place practitioners and organisations from the region to provide an opportunity to collaborate, share ideas and engage in the launch of our exciting creative programme for Lincolnshire.*

*Our artistic and cultural programme will capture and bring to life stories and events that have shaped the Lincolnshire Fens, Coast and Maritime heritage. We are connecting with our communities and attracting new visitors, focusing on creating cultural hubs in The Guildhall in Boston, Ayscoughfee Hall and Gardens in South Holland and the Colonnade in Sutton on Sea.*

*Our mission is to create a lasting impact by working collaboratively with the range of creative talent our county boasts, whilst supporting the development of creative businesses, sharing our rich heritage to attract visitors and ensuring we are connected to our local communities.*

Lydia Rusling and Phil Perry



*served by One Team*

South & East Lincolnshire Councils Partnership

## South and East Lincolnshire Cultural Conference Agenda

Date: Wednesday 22nd May

Time: 10am – 3pm

Venue: Blackfriars Theatre, Boston

9:00	Doors open for exhibition & networking
9:20	Announce delegates to take seats
9:30	Event welcome
9:40	Update on Lincolnshire NPOs The South & East Lincolnshire Partnership Transported Magne Vitae Blackfriars Theatre
10:20	Breakout session 1
11:20	Refreshment break. Exhibition & networking
11:50	Keynote speaker
12:30	Breakout session 2
13:30	Lunch. Exhibition & networking
14:30	Destination Lincolnshire – How to increase footfall
15:00	Panel session Q&A
15:30	Thank you & event close
15:40	Exhibition & networking
16:00	Doors close

Breakout Sessions

**Session 1: Demystifying Creative Digital Interpretation**

This session will help explain and understand the potential for new technology in creative interpretation.

With Paul Long of MBD Ltd  
www.mbd.limited



**Demystifying Creative Digital Interpretation**

This session will help explain and understand the potential for new technology in creative interpretation.

If you have ever tried navigating the world of immersive technology you will know how fast the terminology and the technology change. However, we don't all need to know the inner workings of games software to know that there is untapped potential for curators, creatives and audiences alike.

This session is designed to demystify the world of immersive technology. We will cover projection, Virtual Reality, Virtual Production, and Augmented / Mixed Reality. The session will explore what role these technologies can play inside venues, and as part of wider digital reach. We will also make space to address some of the practical considerations facing commissioners and curators, like how much it costs, how to create a brief, or how to find partners that can help navigate this new frontier for the arts.

MBD creates beautiful and emotive storytelling experiences using immersive technology.

Our expertise lies in the art of bringing stories to life through the seamless integration of VR, AR, and 360° videos, creating captivating and emotive storytelling experiences that resonate with audiences.

We also provide participation, training and consultancy. Whether you need to deliver a complex project, or you're taking your first steps in using immersive technology, MBD can help.

We are part of Arts Council England's National Portfolio, a former UK Createch 100 Ones To Watch company and Digital Catapult Platinum Award nominees. In other words, we are really good at what we do.

## Session 2: Cultural Mapping: The hot and cold spots in Boston, East Lindsey and South Holland

What are the arts and cultural highlights – the places, people, networks and projects – and what are the gaps in the cultural ecology and how could these be filled?

With TF Consultancy  
[www.tfconsultancy.co.uk](http://www.tfconsultancy.co.uk)



<b>Cultural Mapping: The hot and cold spots in Boston, East Lindsey and South Holland</b>	What are the arts and cultural highlights – the places, people, networks and projects – and what are the gaps in the cultural ecology and how could these be filled?
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	Session to be led by Tom Fleming Creative Consultancy currently undertaking a Cultural Audit of Boston, East Lindsey and South Holland.
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Tom Fleming Creative Consultancy is a leading international consultancy for culture and the creative economy.	
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We work with all levels of government, institutions, people and communities to build evidence, drive partnerships and position culture as a foundation for equitable and sustainable economies and society.	
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We are passionate about culture, people and place.	
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### Session 3: Arts Council England funding

Information about ACE National Lottery Project Grants and how to apply.

With Arts Council England  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk)



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#### Arts Council England funding

Short presentation on ACE Project Grant.

Funding including examples of recent investment in Lincolnshire's built and natural heritage.

Also includes opportunities for Q&A.

We are the national development agency for creativity and culture.

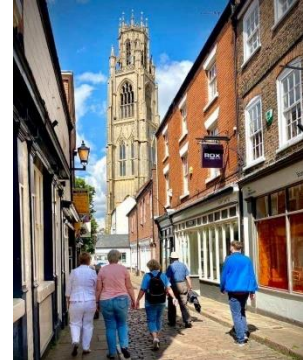
We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences.

We invest public money from Government and The National Lottery to help support the sector and to deliver this vision.

## Session 4: Walking tour of the Boston Cultural Quarter

View the cultural quarter of Boston including Fydell House and Boston Guildhall.

With Local Tour guide Jane Keightley  
[www.mrsktours.co.uk](http://www.mrsktours.co.uk)



### Walking tour of the Boston Cultural Quarter

Discover the cultural quarter of Boston on a taster walking tour including visits to:

Fydell House, a Queen Anne House

The Boston Guildhall Museum built in the 1390s

Boston's historic Market Place

St Botolph's Church, also referred to as The Stump

Mrs K's Tours is a local tour guide, Jane Keightley, passionate about the historic town of Boston in Lincolnshire who wants to share the story of its glorious past including its significant growth in the medieval period and its important role in the story of North America.

**Session 5: Working in partnership to bring international content to an arts event/festival; An Open Conversation**

With Magna Vitae  
www.magnavitae.org



**Working in partnership to build relationships and curate international content for an arts event: An Open Conversation**

Collaboration is at the heart of our approach and we are on a journey to ‘democratise’ how SO Festival is programmed.

Developing International relationships in the post Brexit landscape, when global connections matter more than ever means we are committed to developing a collaborative approach to international programming with other Lincolnshire based partners.

We aim to enrich the region with international art - maximising our cultural impact and reducing the impact we have on the environment. Crucially, we are striving to empower partners to develop relationships that will leave a legacy of creativity, collaboration and cultural exchange which will inspire, entertain and challenge our audiences and the communities we serve.

Magne Vitae is a Charitable Trust that’s mission is to provide an extraordinary range of cultural, leisure and health related facilities, and gyms in Lincolnshire that allow local people to live a great life.

They will develop and sustain a thriving and successful culture and leisure business that encourages innovation and expansion to maximise opportunities for our local community. They are regulated by the Charities Commission and Companies House. Any profits they make are re-invested to continually develop and improve services for the people of East Lindsey.

Magna Vitae is a Partner to East Lindsey District Council which provides significant support for the work we do.



## Session 6: How to create Activities that make a Heritage Project Sing

With Heritage Lincolnshire's Head of Heritage, Alice Ullathorne  
[www.heritagelincs.org](http://www.heritagelincs.org)



### How to create Activities that make a Heritage Project Sing

Activities enable people to engage with a heritage project. This in turn creates pride, ownership and well-being. These are the reasons that the National Lottery Heritage Fund have always required activities to be delivered as part of a capital project that they fund.

Creating something that is engaging and exciting is key to spark people's imagination to participate.

This session will introduce why we deliver activities, how we bring an activity action plan together and how we engage the community to co-design events.

Heritage Lincolnshire are a local charity working to conserve the rich history of the county for the benefit of people who live and work in the area.

Their charitable aims are lifelong education, building conservation and archaeological fieldwork and research. They also have a national reputation for the conservation and re-use of historic buildings and for delivering innovative activities that engage and enthuse local people.

## Session 7: Cosmopolitan Boston; Engaging local community to research & discover their history and how to represent it artistically

With University of Wolverhampton and Historic England

[www.wlv.ac.uk](http://www.wlv.ac.uk)

[www.historicengland.org.uk](http://www.historicengland.org.uk)



Historic England



**Cosmopolitan Boston; Engaging local community to research & discover their history and how to represent it artistically**

Cosmopolitan Boston is led by Dr Joshua Blamire (University of Wolverhampton) working with Historic England.

The project engaged local residents to explore the hidden histories and diverse heritage of Boston.

The group have carried out historical research and gathered local stories and are currently busy developing the findings into a creative exhibition to be showcased to the local community.

This workshop will discuss the project and reflect on the learning from this innovative project.

## Conference Speakers

Event Welcome

**Name:** Lydia Rusling

**Job Title:** Assistant Director Economic Growth

**Organisation:** South and East Lincolnshire Councils Partnership

**Summary of role:** Responsibility for investment and growth, capital project development, place, and funding. The Growth team has instilled a place-based methodology to economic growth with an ambitious approach to creating vibrant places to support social and economic wellbeing and a sustainable visitor economy.

**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** A difficult question to answer when there are so many exceptional places to explore and experience. I love taking my dog for a walk on a quiet beach, tasting our wonderful Lincolnshire food, and exploring the many heritage sites across Lincolnshire, but if I had to pick one for the Cultural Conference... it would be the SO Festival because it brings an inspiring, innovative, inclusive and international event to the Lincolnshire coast each year.



South and East Lincolnshire Council's Partnership NPO update

**Full Name:** Samantha Phillips

**Job Title:** Arts and Culture Programme Manager

**Organisation:** South & East Lincolnshire Councils Partnership

**Summary of role:** Our Arts Council Funded NPO uses arts and culture to celebrate our area's rich heritage; with a focus on our three creative hub sites the Boston Guildhall, Ayscoughfee Hall and Gardens and the soon to be built Sutton on Sea Colonnade. We have a varied and detailed programme which re-ignites, re-imagines, re-connects culture while activating and nurturing local talent in the area.

**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** This is such a hard question. I absolutely love living in Lincolnshire and feel lucky to have access to bustling market towns, beautiful beaches and stunning countryside.



Transported NPO update

**Full Name:** Nick Jones

**Job Title:** Director

**Organisation:** Transported CPP, University of Lincoln

**Summary of role:** Working with the residents, team and partners to create dynamic arts projects that deliver real value to people and places in Boston and South Holland.

**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** RSPB Frampton



Magna Vitae SO Festival update

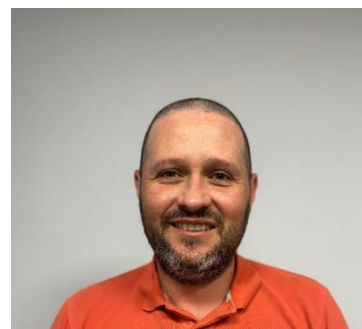
**Full Name:** Matthew Archer

**Job Title:** Development and Partnerships Manager

**Organisation:** Magna Vitae

**Summary of role:** Matthew plays a crucial role in the festival as he works closely with the Artistic Director to develop a strategic vision that meets the challenges of our communities and sets us apart from other festivals. He oversees the planning, programming, hiring, co-producing, and realisation of our artistic program for our festival, co-creation hubs, and other year-round work. Matthew is also driving forward the festival's relationships with other cultural organisations in Lincolnshire as we strive to create closer collaborations and partnerships in the county to share our skills and learning, tackle challenges together, and create a stronger and closer cultural community in Lincolnshire.

**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** Walking along any of East Lindsey's amazing beaches.



Blackfriars NPO update

**Full Name:** Jocelyn Lawman

**Job Title:** Trustee

**Organisation:** Blackfriars Arts Centre

**Summary of role:** Vice Chair. On our board I have two particular areas of interest : providing opportunities locally for young people to access quality theatre and the Arts, and in the Heritage of Boston, and the role Blackfriars can play in bringing the history, heritage and culture to life.

**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** Favourite place is Boston's historic centre, by the river.



Breakout Session

**Full Name:** Paul Long

**Job Title:** CEO

**Organisation:** MBD

**Summary of role:** Paul Long is founder member and CEO of MBD ([www.mbd.limited](http://www.mbd.limited)). Since 1997 Paul has led the company in creating arts experiences that share stories to inform, entertain and inspire people from all walks of life. MBD is a multi award winning Arts Council England National Portfolio Organisation. The company makes work exclusively using games engine technology and is forging a future vision for arts and culture in the UK. Acting as CEO and Creative Director, Paul has overseen complex design, build and delivery of more than one hundred projects including indoor and outdoor performance, exhibitions, large scale projection mapping and Virtual Reality experiences.



**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** Spalding.

Key Note Speakers – The Projection Studio

**Full Name:** Ross Ashton & Karen Monid

**Job Title:** Creative Directors and Artists.

**Organisation:** The Projection Studio

**Summary of role:** We have over 30 years' experience creating exciting and innovative installations and events across the globe using projection and sound. We are passionate about creating events, artworks and installations that are based in the history and architecture of places and cities. We have a strong track record for creating work that is visually and aurally exciting, as well as engaging residents and visitors in history, art, and culture. We are also artistic and technical commissioners for light festivals in the USA and Great Britain tasked with expanding the scale of the festival, commissioning new artists, and dealing with the technical aspects of the sites and installations.



**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** The café in St Botolph's church, drinking a cup of tea surrounded by history and looking up the interior of the magnificent tower.

Breakout Session

**Full Name:** Tracey Gregory

**Job Title:** Senior Consultant

**Organisation:** Tom Fleming Creative Consultancy (TFCC)

**Summary of role:** Research, evaluation and insights lead to inform strategy, policy and programme development across the cultural and creative economy.

**Favourite place to visit in the South and East Lincolnshire**

**Council's Partnership sub region:** Sutton on Sea and Anderby Creek - childhood summer holidays.



Destination Lincolnshire

**Full Name:** Sarah Barrowby

**Job Title:** Commercial Manager

**Organisation:** Destination Lincolnshire

**Summary of role:** Commercial Manager

**Favourite place to visit in the South and East Lincolnshire**

**Council's Partnership sub region:** The region has too much to offer for everyone it would be so hard to pick one place over another.



Breakout Session

**Full Name:** Joshua Blamire

**Job Title:** Research Fellow

**Organisation:** University of Wolverhampton

**Summary of role:** Lead social research projects funded by research councils, local authorities, and the third sector, working with communities.

**Favourite place to visit in the South and East Lincolnshire Council's Partnership sub region:** Boston!

