

# Lumiere 2011 - Key Stakeholders Meeting

Tuesday 18 October 2011

17 Claypath

## Attended:

- Helen Strangward (HS) - Commercial Director, Event Durham, Durham University
- Nigel Dodds (ND) - Strategic Manager Outdoor Sport & Leisure, Durham County Council
- Melanie Sensicle (MS) - Chief Executive, Visit County Durham
- Kate James (KJ) – Festival and Events Manager, Visit County Durham
- Ruth Robson (RR) - Head of Marketing and Events, Durham Cathedral
- Helen Marriage (HM) - Director, Artichoke
- Nicky Webb (NW) - Director, Artichoke

## 1. Introductions and apologies

- Nick Whitton – Head of Commissioning, Adults Health and Wellbeing, Durham County Council
- Stephen Wiper – Arts Council North East

## 2. Programme Update – HM

There are 35 installations included this year:

- Four large scale installations based around the Lindisfarne Gospels coming back to Durham.
- Piece in the Market Place by Jacques Rival 'I love Durham' Works won't start until 2pm on 12 November (Armistice Sunday). Working around the market, the farmers' market and Christmas lights. Discussions have taken place with Tesco's and Marks and Spencer to help them schedule their deliveries.
- One piece will be started before 12 November – a waterfall by Peter Lewis, at Kingsgate Footbridge. Rigging will be on Elvet side of the bridge. Letters have been sent to every river boat captain to let them know that the work is scheduled but that it shouldn't get in the way. Adam Grant to follow up and write to everybody.
- All schools have been informed except St Leonards who were not on the list. RR to provide details to KJ.

- Peter Lewis has liaised with Prince Bishop Cruises who are more than happy to be selling short cruises across to the waterfall.
- Not registered any responses from the University College boat captains. Adam will follow up.
- Installation testing will begin on 7 November and continue all the way through 12 – 15. And on 16 November everything will be ready for a dress rehearsal.
- Gala dinner being held in the evening, after which attendees will be offered the chance of a guided walk of all the installations and the neon lights will all be on.
- 4<sup>th</sup> installation is inside the cathedral, in the Nave, Cloisters and College Green. The audience walk through (one way) and exit on to South Bailey.
- Another installation on South Bailey simply lit figures floating. Rigging will be done from the street.
- Spoken to St Cuthbert's about access and rigging in the Cathedral and South Bailey. Managed to resolve a lot of the issues last week, so can let them have a schedule of works
- Council have created a disabled parking bay and have put up a large sign that spoils the view. Agreement has been reached with Dave Wafer that the sign will be removed for the duration of the festival.
- The running time for the installation in the Cathedral is three hours. Starting at 6.30pm the optimum time for viewing this installation will be about 8.30 or 9.00pm.
- An installation by Walter Holt UK will light the whole river side.
- One bridge installation which is part of Brilliant is on Prebends and is a rainbow which people will walk through. There will be installations on Framwellgate Bridge, the viaduct and the three bridges will be illuminated in different ways.
- The North Road area has been included to make more of a destination for people. The Gates shopping Centre has an installation and there will be a projection onto the Miners' Hall as well as a projection onto the Methodist church and in the 19<sup>th</sup> century bandstand in Wharton Park.
- One installation will be made up of 40 banners three metres high which respond to micro waves – for instance if a mobile phone is used whilst passing the waves will pass through each of the panels creating different patterns and colours.
- Claire Morgan's installation is a huge light bulb.
- One of the EU funded projects is a projection created on to the library by a Polish artist.
- Verity Quinn and Bethan Maddox have been working with mining communities associations around the county and their installation, part of Brilliant, consists of six mining banners – three in Silver Street and three in Saddler Street.
- David Batchelor's installation, Pimp Pallets, in Moatside Court and Yard is made up of junk.

- Martin Creed's installation on the front of Old Shire Hall has the message 'Everything's going to be Alright'.
- Another EU funded piece in Elvet by Time Etchells is language building 'The future will be confusing'.
- The third EU funded piece on the tower by Simeon Nelson has a theme of imagining the beginnings of the universe, projected onto St Oswald's church.

There will also be a programme of talks and events

- St Oswald's – Science Art and Belief
- Town Hall – Green issues, etc
- Gala Theatre – But is it Art?
- A children's programme at the WHS where families can drop in and play with glowing playdoh
- There will be a 'Meet the Artists' session.
- The TIC will be transformed into a Reading Room where artists will have supplied things to read and watch that have inspired them.

There was an article in the Northern Echo and local radio this morning (18 October)

If businesses are offering a deal they will be promoted through the website, the mobile site and in the guide. Journalists are already beginning to take notice of the website and one emailed to say how wonderful they thought it was.

Programme on the website launches today, after the press launch and there will be interviews with the artists, video clips and as the weeks go on will get richer.

HM asked what normally happened if a potential visitor phoned a hotel and it was full?

- MS advised that they would normally be directed to the TIC. The TIC is closing at the end of October and the new Visitor Contact Centre starting on 1 November. Staff are currently training and very stretched and wouldn't, at the moment, have the capacity to manage the process of taking hotel bookings.
- HS suggested the use of Event Durham to manage the booking process for the duration of Lumiere.
- MS agreed that as she is writing to all accommodation providers this week about the new contact centre and forthcoming booking procedures the message could be included that they

could join the scheme and fax availability to Event Durham every morning and bookings could be made on their behalf – with a commission of 10% for whole stay. Also, that any special offers for Lumiere would be promoted on the website.

### 3. Marcoms Update – NW

- Start time is 6.00pm and not 5.00pm because of the road closures. Finish time will be 11.00pm
- Full website launch today.
- Please forward any interesting tips that could be used on the website which might be useful to someone – even if they're not coming to Durham.
- Guide will be printed by 1 November – will be more of a map to signify where the installations are.
- There will also be a mobile site which VCD is sponsoring, with QR codes downloadable from the website. Code will also be on all the volunteers' badges.
- On each of the pages for each of the installations there is the option for readers to leave feedback.
- Website already getting lots of hits.
- Press going well – difficult to get national journalists to leave London, but the Times are coming to do a spread and one of the others is going to do a preview. A number of specialist magazines are also picking up – Icon.
- A Q&A sheet is going to be produced by Anna with a list of questions which might be raised. This will be circulated in the near future.
- Businesses are much more engaged this time with a lot of cafes and restaurants staying open later.
- Letters are going to be sent to all businesses about road closures which will affect deliveries and there will inevitably be complaints.
- Letter of complaints to be sent to once central point of contact, Katie Crammen, who will log each letter and ensure that the correct agency/person responds to avoid multiple letters being sent to one person.
- HS requested a copy of the list of road closures – this has been provided already to Adam, the Single Point of Contact for the university.
- Commissioned photographs of the event and they will be available after the event to all stakeholders. Matthew, the photographer from Lumiere 2009, will be there, but probably another photographer as well. Will also be trying to film.

- Evaluation is being finalised and this will take the form of surveys of businesses, accommodation providers and public facing organisations. There will be a mixture of online and face to face and hopefully also the feedback from the website will provide lots of useful information

#### 4. Partner Update

- MS raised a query from the Economic Partnership who had noticed that they had not been credited anywhere. The EP is made up of 50 or so organisations and was responsible for securing the PRG funding. It was agreed that their logo should be included on all publicity material and on the website. MS to send logo to NW.
- HS said that this year's festival sounds amazing – makes the first one look amateurish by comparison.
- HM added that the Liverpool Lantern Company has been training artists around the county, who in turn have been working with children making lanterns. The festival will start with a parade from the Gala Theatre with 200 children walking with lanterns up to the cathedral. The artists have worked with community groups and schools throughout the county – Stanley, Chester le Street and East Durham. There will be coverage by the BBC Live and it is the night before Children in Need.
- Need to find somewhere to house the lanterns. HM had asked whether the lanterns could be stored in a 7½ tonne truck. HS advised that she wasn't sure whether there was access to the Castle Green car park. HM to check with the production team and feed back to HS.
- Would like to light the outside of the castle. HS to speak to Adam about the chances of turning off the normal outside lights so that the castle could be lit using up-lighters from Wednesday to Sunday.
- MS added that Barnard Castle know that they are not part of the event, but would like to celebrate in some way. Arrangements to be made for someone in BC to make contact with Nick Malyan to find out what they're doing.
- SAG – had a productive scenario planning meeting yesterday (17 October). There have been some major issues to contend with, probably stemming from the fact that in 2009 they hadn't realised quite how big Lumiere was. This year there had been a knee jerk reaction which seems to have been demanding more and more information. ND advised that his role was to provide event safety advice to SAG and it is their job to make sure it happens. There was the

need to get a clear message across to them to try and resolve some of the issues as soon as possible.

- WHS will be open until 9.00pm Alms Houses will also be open until 9.00pm – enquire whether they want to do a Lumeire Deal.
- Cathedral Café had been asked whether they want to do a Lumiere deal.