



# **HEREFORDSHIRE**

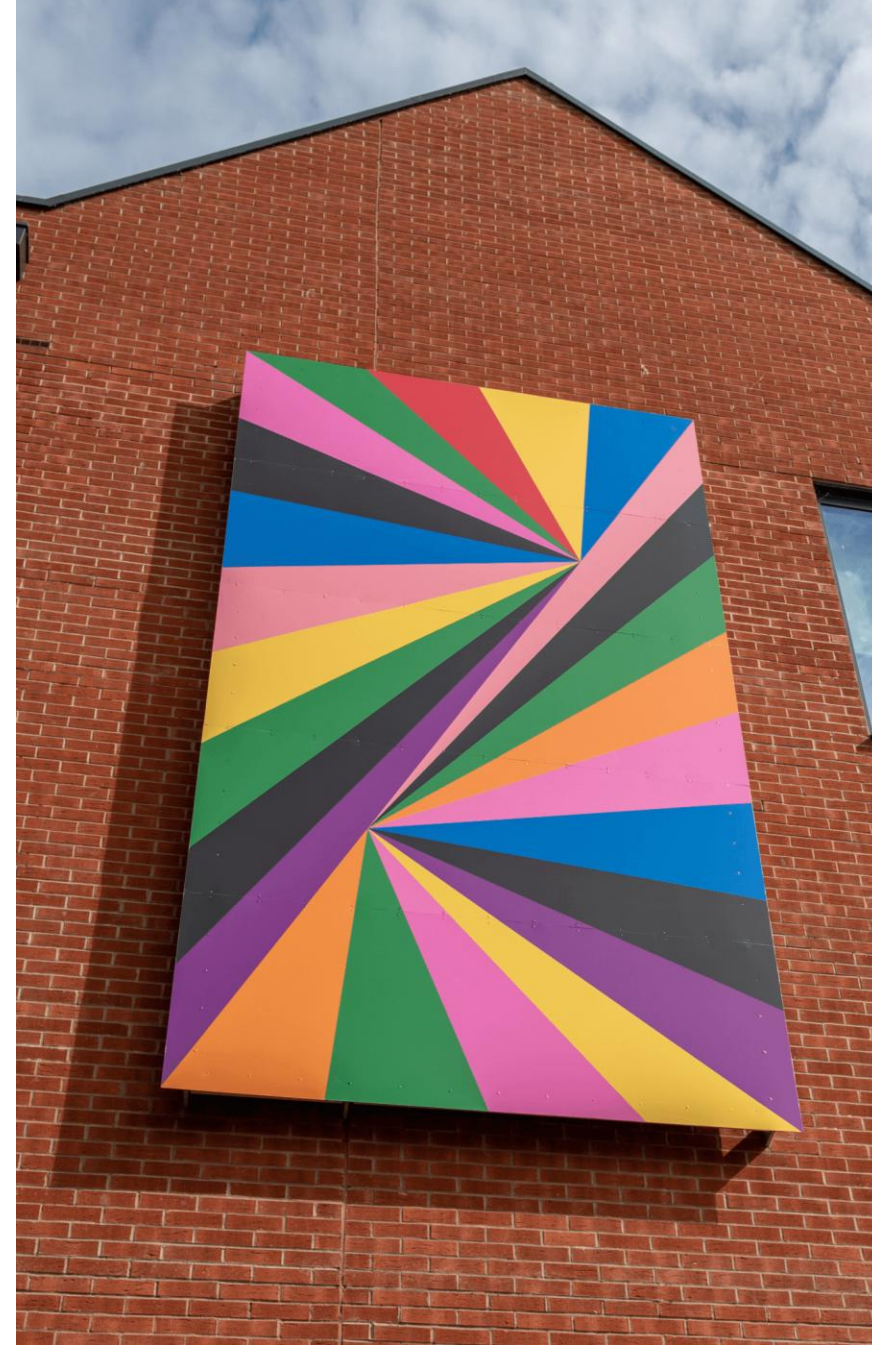
## **CULTURAL PARTNERSHIP**

# INTRODUCTION

Herefordshire Cultural Partnership is an independent consortium of arts, culture and heritage organisations, local government and businesses with a shared vision: **celebrating this county's creative and entrepreneurial spirit.**

We exist to drive forward Herefordshire's cultural strategy, create connections and spread the word that arts, culture and creative engagement plays an essential role for all people and places in Herefordshire.

Meadow Arts/HCA public art collaboration, Station Approach



# FORMATION

Herefordshire Cultural Partnership has taken a leading role in developing and overseeing cultural strategy for the county since 2015, when Herefordshire Council reduced its arts and cultural development team.

In 2016 Hereford launched a bid to become City of Culture 2021 with countywide public consultation about culture. Although the bid was unsuccessful, the project served to bring together like-minded cultural organisations and other stakeholders keen to champion and grow the cultural sector in Herefordshire.

**Herefordshire Cultural Partnership was registered as a Company Limited by Guarantee in 2018.**

2Faced Dance Company EVERYTHING [But the Girl] triple bill © Chris Nash



# OPERATION

- Herefordshire Cultural Partnership is an **independent constituted organisation** with a commitment to cross-sector membership.
- Board members **contribute on a voluntary basis**. Coordination has been paid for by ad hoc funding availability since 2018.
- The Board **meets quarterly** rotating around member bases.
- The Partnership focuses on **cultural organisations and creative industries** and does not include sports and leisure.
- All **6 National Portfolio Organisations** are represented on the Board.
- In 2025 the Partnership **reviewed its governance documentation** improving its membership Terms of Reference and Conflicts of Interest declaration, EDI policy and financial management processes.

The Partnership receives no direct funding from Herefordshire Council.

Year	Funding for administration
2021-2022	Arts Council £20,000
2022-2023	Arts Council £14,800
2023-2024	UKSPF £9,000
2024-2025	UKSPF £9,000

# BOARD MEMBERS

**NIC MILLINGTON** Chair of Herefordshire Cultural Partnership and CEO of Rural Media

**CLARE PURCELL** HCP Secretary and Executive Director, Meadow Arts

**ABIGAIL APPLETON** Principal, Hereford College of Arts

**IAN ARCHER** CEO and Artistic Director, The Courtyard

**ANA VAUGHN** Regional Manager, National Trust

**AMY HOWARD** Director, Ledbury Poetry

**ROBERT ELLIOT** Herefordshire Chamber of Business and Commerce

**LIZ WOMACK** Leominster Cultural Consortium

**DIANE MANSELL** CEO, Herefordshire County BID

**SARAH LEE** Culture & Leisure Lead, Herefordshire Council

**DAMIAN ETHERAADS** Museum & Art Gallery Lead, Herefordshire Council

**BRUCE HERRIOT** Chair, Three Choirs Festival

**LISA SULLIVAN** Arts Alive and Flicks in the Sticks

**LISLE TURNER** Creative Director, Open Sky

**JAMES PACEY** Chancellor, Hereford Cathedral

**TOM TRUE** Executive Director, Hay Castle Trust

**CLIFF WOOLLARD** CEO, Encore

**SOPHIE HEATH** CEO, Sidney Nolan Trust



# STRATEGIC ROLE

- Herefordshire Cultural Partnership **leads cultural sector development in the county** and informs wider county-wide policy.
- The Partnership is **responsible for the Cultural Strategy 2019-29** and delivering across five strategic priorities: Great Place; Children & Young People; Creative Economy; Cultural Democracy; Cultural Tourism.
- The Partnership **supports other networks** including Arts Council England LCEP, Herefordshire's National Portfolio Group (NPOs) funded by Arts Council England and the Creative Pathways volunteering network.
- The Partnership runs **a dedicated website The Shire: [www.the-shire.co.uk](http://www.the-shire.co.uk)** providing information on the Cultural Partnership, sector news and creative opportunities.



# OVERVIEW

2016

City of  
Culture  
Bid



2017

**HCP registered  
as Company  
limited by  
Guarantee**

HCP awarded  
£748k by Arts  
Council/ Heritage  
Lottery Fund for  
'A Great Place  
Scheme in  
Herefordshire  
(2018-21)

2018

**Cultural  
Strategy  
2019-29  
launched**



2019

HCP  
commissions  
'Developing  
Cultural  
Spaces and  
Places' study  
with BOP  
Consulting

2020

**HCP  
expands  
Board  
membership**

HCP  
commissions  
'Get Creative:  
9 ways to  
Supercharge  
Herefordshire'  
study

2021

HCP supports  
Young  
Reviewers  
programme  
with Ledbury  
Poetry Festival

HCP develops  
Place  
Partnership  
project bid to  
Arts Council  
using UKSPF  
funding.

2022

HCP awarded  
£730k by Arts  
Council and  
Herefordshire  
Council for 'Our  
Place' creative  
health project

HCP collaborates  
on cultural sector  
studies with  
Herefordshire  
Council

2023

2024

# COMMISSIONS

The Herefordshire Cultural Partnership is recognised **as an expert body to consult with on cultural policy both locally and nationally**, lead on new sector reports and contribute to local growth initiatives.



A report **into Developing Cultural Spaces and Places in Hereford City** (2020) in partnership with BOP Consulting.

[Developing Cultural Spaces and Places in Hereford City | The Shire](#)



A **'Get Creative'** report (2022) designed to stimulate the county's cultural and creative industries.

[New report looks to boost Herefordshire's creative economy | The Shire](#)



In 2024 HCP collaborated with Herefordshire Council on **UKSPF-funded Cultural Sector and Events and Festivals studies** and helped inform the new Destination Management Plan for Herefordshire.



In 2024-25 the Chair of the Cultural Partnership was selected to undertake a **review of Arts Council England 'cultural compacts' nationally** and has been instrumental in the formation of other cultural compacts regionally.



In 2025 the Chair of the Cultural Partnership was selected to join the new **Herefordshire Economy and Place Board** playing a key role in co-ordinating activities across the county related to economy, growth and place-shaping.



# DELIVERY

As the county cultural compact, Herefordshire Cultural Partnership has acted as the appropriate body to **deliver largescale cultural projects on behalf of the county.**



The £746k Heritage Lottery Fund / Arts Council **A Great Place project** (2018-21) used culture and heritage to support rural communities and cultural professionals. The Partnership administered 'go-and-see' bursaries, 'my place' cultural grants, workshops and training for practitioners, discovery labs for communities to try out creative activities and cultural apprenticeships to drive awareness, connectivity and growth in the sector. [Herefordshire's a Great Place | Rural Media](#)



Herefordshire Cultural Partnership was awarded £730k for its **Our Place creative health project** (2024-27) exploring how embedding arts and cultural creativity in our most deprived communities can support ill-health prevention, improve health and wellbeing and boost pride in place and rural identity. The project also includes peer learning and creative health trials to inform national policy. [Our Place | The Shire](#)



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