

YORKSHIRE AND HUMBER ASSOCIATION OF CIVIC SOCIETIES

YHACS MEETING HELD AT HULL HISTORY CENTRE JULY 26TH 2014

DELEGATES PRESENT AND APOLOGIES FOR ABSENCE

See Appendix 1

WELCOME FROM JOHN NETHERWOOD, HULL CIVIC SOCIETY

John warmly welcomed YHACS members to Hull, which is going to be UK City of Culture in 2017. The bid for this was led by Andrew Dixon, who was speaking later. He hoped that members enjoyed their visit to the city and its many museums and fine architecture and that the YHACS meeting would be enjoyable. Hull CS had won the National HODS award for its efforts – another opportunity to visit Hull.

MINUTES OF WAKEFIELD MEETING ON 5TH APRIL 2014

Adoption of the minutes of the meeting held at Wakefield on 5th April 2014 was proposed by Malcom Sharman, seconded by Lynda Kitching, and approved by the members.

There were no matters arising.

CHAIRMAN'S REPORT

Kevin began by showing some photographs from the previous evening's social event and explained to new members that YHACS tried to organise meetings around the region visiting societies far and wide to give people chance to attend meetings from across the region. Often, as had been the case in Hull, the meetings included a social event and guided walks. These were a good opportunity to network and make friends.

Kevin had recently visited the Architecture Biennale in Venice. The Biennale takes place every year but alternates between Art and Architecture. He had long wanted to visit the Biennale and was very pleased that a recent holiday to Venice coincided with the Architecture year. He had found the exhibition fascinating and urged anyone visiting Venice this year to try to include a visit to the Biennale. It runs until November – see *Society Insight* article for more information.

The YHACS exec was hoping to engage a speaker on housing at the next meeting as this was a topic of considerable interest to members – any recommendations would be welcome.

In Wakefield, the civic society had staged an exhibition on modern residential architecture from the UK and abroad which had proved successful and thought-provoking. Contrary to what developers might tell us, there was much interest in new styles of housing, including medium and even high-rise. The consensus had definitely

been that we need a new paradigm to meet the projected housing needs of the future. The current model (of building small one-bedroom flats or large sprawling, land-hungry estates), wasn't the answer.

YHACS had responded to the Civic Voice consultation on the Civic Manifesto as had many societies and was now waiting for its launch at the Civic Voice Convention and AGM in October.

Society Insight included an article on "prudence and probity" and drew attention to the responsibilities of committee members in the way they run their societies. While not all societies are charities, much of the guidance aimed at charities has relevance for any sort of voluntary body. Kevin recommended *The Charity Trustee's Handbook*, 2nd edition, by Mike Eastwood (£16.95) as a good summary although he pointed out that much of the information is available free of charge from the Charity Commission's website.

TREASURER'S REPORT

Richard Ward reported a bank balance of £4,740 and 44 member societies.

PRESENTATION ON HULL - CITY OF CULTURE BY ANDREW DIXON

Andrew explained that he had long connections with Hull.

The bid process saw 11 cities bidding to join the shortlist of four. The bid team's job was to convince the citizens of Hull to support the bid – which they did, enthusiastically.

The initial conceptual work was about defining what is unique about Hull. They used the bid to tackle issues and they put together an innovative environmentally friendly offer which was successful. Winning brought £10m of media coverage.

The bid has several themes – Roots and Routes, Made in Hull, Freedom, East West, Heritage, Migration and Quirky. Already there is a programme of 1500 events with partners and sponsors throughout the UK and internationally. This includes a Citizenship project with Freetown, Sierra Leone.

The heritage benefits to Hull are expected to be significant and long lasting.

Andrew concluded by showing the video which had convinced the judges to select Hull. You can see this again at <http://2017-hull.co.uk/>

Andrew was asked if he used the tourist board (Welcome to Yorkshire) and said that they were a partner organisation and would be doing publicity with them (WtY had been busy with the Tour de France). It was important to promote a positive image using all means available.

PRESENTATION – TWITTER DEMYSTIFIED BY WAYNE WILLIS AND JAMIE CARTLEDGE FROM yesyes BD

Wayne explained the process for setting up a Twitter account and some of the jargon in regular use.

Whereas e-mail is generally for use in sending personal messages, Twitter is a public messaging system. It is a quick way of sharing information with a lot of people. The system is free to users, making its profit from advertisers. It can provide instant feedback, for example on new products, and can deal straight away with customer service issues.

Users need to be careful about tweeting opinions particularly where they have an 'official position' and a 'personal' one. Having separate Twitter accounts for organisational and personal use is one way around this.

Concern was raised by the audience about 'Click Farms' which copy on tweets to large numbers of other people to drive up followers. It was acknowledged that fake a/cs could be a problem and the advice was not to use these devices.

Successful uses of Twitter include supporting the building of relationships, replying quickly to queries, asking questions, posting links, sharing useful information from web sources, and re-tweeting. Users are recommended not to use Twitter for sales and to guard against spam. A friendly tone is adopted by most users. The limit of 140 characters can result in 'relaxed grammar' and the use of acronyms.

For civic societies, Twitter's value can be measured through feedback and through attendance at events.

Kevin Trickett then brought his own accounts up on screen to demonstrate how they worked. He emphasised that it was easy and fun to use, had allowed him to make new contacts while promoting Wakefield Civic Society to a much wider audience. This had driven up the number of people, particularly younger people, attending civic society events which in turn had led to more people joining the Society. In 2013, the Society had recruited 40 new members and it looked as if 2014 could break that record. He also explained that at a recent open night for Wakefield Artwalk, well over 100 people had dropped in to see the exhibition and much of this had been down to active promotion of the event on Twitter.

IAN HARVEY OF CIVIC VOICE – LOCAL LISTING OF BUILDINGS AND ENVIRONMENT

Ian brought this scheme to the attention of societies. Many local authorities were becoming more positive towards local listing. It was an opportunity to identify those buildings not listed by English Heritage but which could contribute to local identity, which encourage civic pride and about which local people care.

The Civic Voice membership voted for this initiative at the 2012 AGM and societies from all over England are involved. Many different types of buildings – pubs, shops, cemeteries have been proposed.

Buildings proposed must have reasons for listing and some public consultation needs to be undertaken. Some 50% of LAs now have local lists although in Y&H the number detailing these on websites is low. Heritage Lottery funding might be available to support societies.

Societies could use a campaign on local listing to recruit new members raise their profiles and engage with a wider audience.

Ian closed by promoting the Civic Day events with a video clip.

CIVIC SOCIETY NEWS

Erica Amende from Spen Valley CS asked members whether other societies were having problems over derelict sites not being used by developers as a result of rejection, or delays in adoption of their Local Plan Core Strategy. Many other societies were experiencing potential problems.

AOB

Wakefield CS had secured architectural historian, writer and broadcaster, Dr Jonathan Foyle, Chair of the World Monuments Fund Britain and former curator of Hampton Court, as guest speaker at their September meeting. 2014 was the Society's 50th anniversary year and the Society was trying to run 50 events. Dr Foyle's subject would be the recent discovery of what could well have been the marriage bed of Henry VII.

Offers of venues for YHACS meetings in 2015 were invited.

Dates of Next Meetings

27th September in Richmond – YHACS Autumn 2014 meeting.
31st January 2015 - YHACS AGM at Harrogate

Helen Kidman
29th July 2014

Appendix 1 - Attendees & Apologies

Attendees

Allertonshire Civic Society	Edwards	John
Allertonshire Civic Society	Edwards	Mary
Barton on Humber Civic Society	French	John
Barton on Humber Civic Society	Dalessandro	Martin
Beverley Civic Society	Major	Rosemary
Beverley Civic Society	Moody	Berna
Bridlington Civic Society	Bell	Maureen
Bridlington Civic Society	Oliver	Cyril
Bridlington Civic Society	Payne	Jane
Castleford Civic Trust	Wright	Sandra
Civic Voice	Harvey	Ian
Civic Voice	Meredith	Martin
Civic Voice	Kershaw	John
Doncaster Civic Trust	Kimber	Steve
Goole Civic Society	Clarke	John
Goole Civic Society	Clarke	Margaret
Goole Civic Society	Walker	Stephen
Grimsby, Cleethorpes & District Civic Society	Bassett	Graeme
Halifax Civic Trust	Hanson	David
Huddersfield Civic Society	Earnshaw	Lesley
Huddersfield, Scarborough & Scalby Civic Societies/YHACS Committee	Ward	Richard
Hull Civic Society - Plotting Parlour narrator	Asquith-Cowen	Peter
Hull Civic Society - Hon Sec	Fowler	Cynthia
Hull Civic Society	Scott	John
Hull Civic Society	Green	Simon
Hull Civic Society	Netherwood	John
Hull Civic Society - Tour Guide	Schofield	Paul
Hull Civic Society	Sharman	Dot
Hull Civic Society	Sharman	Malcolm
Ilkley Civic Society	Blackburn	David
Ilkley Civic Society	Blackburn	Jean
Ilkley Civic Society	Kidman	Helen
Leeds Civic Trust	Garnet	Roger
Leeds Civic Trust	Kitching	Lynda
Richmond Civic Society	Hillyard	Carol

Scarborough Civic Society	Bridgewood	Peter
Scarborough Civic Society	Bridgewood	Glen
Scarborough Civic Society/YHACS President	Cooper	Peter
Selby Civic Society	James	Barry
Selby Civic Society	Mallery	Anne
Selby Civic Society	Moss	David
Selby Civic Society	Wildash	Jim
Skipton Civic Society	Clarke	Sheila
Spenn Valley Civic Society	Amende	Erica
Spenn Valley Civic Society	Berry	Colin
Wakefield Civic Society/YHACS committee	Trickett	Kevin
Wakefield Civic Society	Ward	Brian
Speaker - Hull City of Culture	Dixon	Andrew
Speaker - Yes Yes Brand	Willis	Wayne
Speaker - Yes Yes Brand	Cartledge	Jamie
Apologies Received		
Addingham Civic Society	Robinson	Jim
Barnsley Civic Trust	Barnes	Geoff
Barnsley Civic Trust	Barnes	Phyllis
Beverley Civic Society?	Hopkins	Pamela
Bingley Civic Trust	Colton	Richard
Bradford Civic Society	Hall	Alan
Bradford Civic Society	Oates	Amanda
Brighouse Civic Trust	Culpan	John
Castleford Civic Trust	Wallis	Tony
Doncaster Civic Trust	Coote	Peter
Grimsby, Cleethorpes & District Civic Society	Bassett	Teresa
Halifax Civic Trust	Paxtow-White	June
Hornsea Civic Society	Miller	John
Huddersfield Civic Society	Kirby	William
Market Weighton	Leonard	Tony
Ossett Civic Trust	Amos	Ruth
Pickering Civic Society	Dixon	Judy
Pickering Civic Society	Potter	Mike
Pontefract Civic Society	Cartwright	Christine
Pontefract Civic Society	Cartwright	Paul
Pudsey & District Civic Society	Depelle	Jackie

Pudsey & District Civic Society	Richards	Dave
Ripon Civic Society	Winpenny	David
Scalby Village Trust	Dixey	Hazel
Scarborough Civic Society	Perry	Adrian
Scarborough Civic Society	Perry	Chris