



ZEPA meeting – 30th March - 1st April 2010

Le Fourneau, Brest

Participants		
Jean-Pierre Marcos	Pôle Cirque-Arts de la rue Amiens	JPM
Philippe Macret	Pôle Cirque-Arts de la rue Amiens	PM
Mathilde Vautier	ZEPA (Coordinatrice)	MV
Chantal Lamarre	Culture Commune – Loos en Gohelle	CL
Dave Reeves	ZAP ART – Brighton	DR
Patrick Sandford	Nuffield Theatre – Southampton	PS
Darren Cross	SeaChange Arts – Great Yarmouth	DC
Joe Mackintosh	SeaChange Arts - Great Yarmouth	JM
Sara James	SeaChange Arts - Great Yarmouth	SJ
Michèle Bosseur	Le Fourneau – Brest	MB
Claude Morizur	Le Fourneau - Brest	CM
Aurélien Marteaux	Le Fourneau – Brest	AM
Armelle Yvinec	Le Fourneau – Brest	AY
Caroline Raffin	Le Fourneau – Brest	CR
Jean-Marie Gall	Le Fourneau – Brest	JMG
Yannick Besnier	Le Fourneau – Brest	YB
Sian Thomas	Hat Fair – Winchester	ST
Mike Martins	Hat Fair – Winchester	MM
Daniel Andrieu	Atelier 231 – Sotteville-lès-Rouen (chair)	DA
Anne Le Goff	Atelier 231 – Sotteville-lès-Rouen	ALG
Ann Reze	Traductrice	AR

1. INTRODUCTION

Greeting by CM. Introduction of Yannick Besnier, Le Fourneau Deputy Chair.

Apologies : Brighton festival, and Dorothee Stancic, whom ALG thanks for her good work and recommends to all partners.

2. SHARED COMPANIES PROJECTS

JPM – 2008-09 was achieved within the R&D objectives initially planned, i.e which companies could become ZEPA companies.

In 2010, and particularly in 2011 and 12, our artistic and cross-border relationship needs to be more explicit. Work developed with these shared companies must show this progress.

A basic mechanism must be implemented when choosing a company : from 2010, the **contracts between partners/companies must refer to the ZEPA programme**. Atelier 231 did it within the Fish & Chips contracts. **DA to email an example to all partners.**

It is also very highly recommended that, in 2011 and 2012, the projects developed with these companies are **embedded** in the various areas, and for the 2011- 2012 festivals, **these companies will have to work with/be programmed by at least one partner on each side of the Channel.**

MV to create a template document with the list of partners and the type of actions to develop ?

And for the shared companies working with 2nd tier partners/in each partner's area (ex. within the Réseau Z'Amis, Atelier 231's 2nd tier partners network), agreement documents/contracts will be an

important document for the report – hence the need to highlight the context (ZEPA) through which the company is employed.

DR suggests a «give-and-take» system whereby a partner could kindly «impose» to the other partners to work with a specific company. JPM indicated that the complicity developed between partners over the last 2 years should avoid such system.

MM: certain shows need translation/adaptation work, and this has to be taken into consideration when booking a company. JPM notes that the progress report should «capture» this work.

Comments, from the list of shared companies:

- There are few companies being shared at the moment
- SeaChange Arts has been able to include the whole Out There festival so far, but it will be more difficult in 2011-2012. The cross-border aspect must be developed.
- The flow of information amongst partners, and with MV who centralises this information, is important. MV to reinforce her actions re flow of information.
- Most information on shared companies is on the ZEPA website, in the private area.

Work on the «Shared companies» document

Note

Each partner will confirm the companies they pencilled in as «options» (in the «Option» column in the document) at the next meeting.

3. ASSOCIATE COMPANIES

Reading of Nofitstate's proposition

3.1 Exclusiveness

All partners agree to lift this clause. NFS had planned to perform in the UK in 2011, but the British partners agree on the fact that NFS could perform elsewhere than the UK Interreg area, as long as the UK partners have priority over dates.

3.2 Co-production

- MB: the scale suggested by NFS is not very big. Hence their need to look for additional production budget to make it bigger.
- The associate companies can seek additional production budget for the ZEPA creation if it provides an added value to the production. The proposal given to the ZEPA by the companies will need to highlight this added value that additional money would provide. The ZEPA is happy to allow the required time for the companies to identify sources for additional budget and make a proposal.
- MM : if NFS approaches London 2012 for co-production, we will have to make sure that the ZEPA identity is not overshadowed by London 2012.

3.3 Parklife 2

NFS is hoping that Southampton host them for a residency for Parklife 2, «their R&D project». But PS would rather work with other shared companies for Southampton.
The partners agree that Parklife is a separate project to the ZEPA project and is not part of the shared choices. **Therefore, the network is not willing to get involved in Parklife.**

3.4 Budget

The total budget of 549,500 € for each company is accepted by all partners.

JM noted that his challenge is to raise funds from the Arts Council for the work with associate companies. One of the conditions for the Arts Council to support SeaChange Arts is that Norwich and Great Yarmouth increase their relationship. And since Norwich festival appreciate NFS's work, he is confident that he will get funding.

JPM reminds all partners about the uneven balance between the French partners and the British partners within the total budget for the 2 associate companies.

3.5 Budget allocation – draft proposal for (production / programming / community engagement) (see enclosed document)

The draft proposal suggests that the **production costs (estimated at 126K €) could be equally shared** amongst the partners (14K € each) and **distribution/adaptation costs (programming and community engagement) would be pro-rata** of each partner's contribution of the total budget.

	Production + diffusion	% du budget global % of the total budget	Production = 126K€	Diffusion et adaptation sur territoire Distribution and adaptation	Nbr de représentations Nbr of performances	Coût diff Distribution cost	Action culturelle Outreach & community engagement
Le Hangar	80 000,00 €	14,56%	14 000,00 €	66 000,00 €	2	52 000,00 €	14 000,00 €
Atelier 231	80 000,00 €	14,56%	14 000,00 €	66 000,00 €	2	52 000,00 €	14 000,00 €
Le Fourneau	80 000,00 €	14,56%	14 000,00 €	66 000,00 €	2	52 000,00 €	14 000,00 €
Culture Commune	80 000,00 €	14,56%	14 000,00 €	66 000,00 €	1	26 000,00 €	40 000,00 €
Zap Art	40 000,00 €	7,28%	14 000,00 €	26 000,00 €	1	*18 000,00 €	**8 000,00 €
Brighton Festival	40 000,00 €	7,28%	14 000,00 €	26 000,00 €	1	26 000,00 €	0,00 €
Sea Change Arts	60 000,00 €	10,92%	14 000,00 €	46 000,00 €	1	26 000,00 €	20 000,00 €
Hat Fair	40 000,00 €	7,28%	14 000,00 €	26 000,00 €	1	26 000,00 €	0,00 €
Southampton City Council	49 500,00 €	14,01%	14 000,00 €	35 500,00 €	1	26 000,00 €	9 500,00 €
TOTAL	549 500,00 €	100,01%	126 000,00 €	423 500,00 €	12	304 000,00 €	119 500,00 €

Therefore the basic costs for 1 show (inc. Technical requirements, food and accommodation) would be 26K €.

* In Newhaven, since GV won't be ready to present the ZEPA creation for the proposed date (July 2011), it was decided that the production costs for Zap Art will be 18K € and there will be 8K€ for community engagement.

** This draft budget proposal is only for the budget Zap Art allocates to Générík Vapeur in Newhaven. This scenario is different Zap Art's work with NFS, as Medway Council is matching Zap Art's €26K budget for community engagement activities.

Comments:

- JPM : the budget as it is hardly allows the British partners to work on community engagement.
- The usual production costs for GV are around 200K €; hence the need to be looking for additional funding.

Figures are not set in stone (it is a draft) but the proposed approach is agreed by all partners.
JPM will write to Brighton to suggest it to them.

3.6 Community engagement

According to the proposal drafted at this meeting, and within the total budget agreed by all partners, all partners but Hat Fair and Brighton have a budget for community engagement.

Each partner must decide what would «community engagement with NFS» entails in their own area. It is suggested that NFS proposes «a community engagement package», where the company would state what work can be done for a budget of 10k €, 15€, 20K €, 40K € for instance.

3.7 Approach - the «communicators»

Each company will liaise with «communicators» (ZEPA partners) and MV.

They are : Dave Reeves and Sian Thomas for NFS and Claude Morizur, Michèle Bosseur and Daniel Andrieu for GV. **Each communicator to provide up-dates at the next ZEPA meeting.**

CM highlights that the work developed with these associate companies within the ZEPA project is unique in partnerships' history. It is new, both for the companies and the partners.

JPM – also, the companies have never worked within a budget where 4 French partners contribute to 60% and 5 British partners to 40% to their total budget. And although the French and the British both chose a company, the accountability, as well as successes and challenges, are shared between all partners.

The partners confirm that they would like to work with GV and NFS.

4. COMMUNICATION

4.1 Internet website

- **Explanation on how to set up a video conference (in the private area).**

- **Private area**

People with access to this area:

- Administrators – publication and access to private documents – NB: Brighton still needs an administrator
- «Editors», consultation only – NB : Ann Rezé was added to this list
- «Authors», who can't access the private area (ex. Kate Merrill, Floriane Gaber)

Private diary – same dates as in the public diary + meeting dates

- **Public area**

- Diary: each organisation needs to add the dates of their festivals / ZEPA events.
- «Artistic» heading > «Partner companies»: each company will be a sub-section under this heading, with a web page for each describing the project between partners/company + photo.

- **Document «The network's internet and multimedia» and schedule for the multimedia team's presence at ZEPA events**

- Proposition of a presence of the team at each of the festivals over the next 3 years, so that each organisation will be «under the spotlight» once in the duration of the project in terms of multimedia coverage.

- Training: there will be a training session at the FAR festival in Morlaix (4-6th Aug, dates to be confirmed) then every 3 months.

Le Fourneau will suggest another schedule and **each partner must commit to send their ZEPA web link person to one of these training sessions.**

- Budget: same but 08-09 will be invoiced in 2010-11-12, i.e the multimedia budget for 5 years will be spread over 3 years.

A budget of 1000€ of this (shared) budget is allocated to each of the multimedia team's attendance (Yffic and/or Jean-Marie) at a ZEPA event.

All thank le Fourneau for their work on the website.

DA notes that, if it is important that each partner has a ZEPA website link person, creating content is just as important (e.g texts, photos, videos from professionals or students, staff etc.). At the Fish&Chips festival, Atelier 231 paid a photographer, a team of video-makers, journalists, etc. It is important to capture this memory, that will feed the «traces» work of the project in the near future. For instance, it would be interesting to have British writers going over to France and vice versa.

4.2 Brochure

Presentation of the brochure proposal created by Culture Commune

Decisions after discussion:

- **An 8 page brochure** would be designed, fold-out format, ZEPA's «identity card», that would capture ZEPA's essence, simple, clear, with pictures, targeted at anybody (any types of audience, institutional bodies, funders, etc.), both «glossy» and «accessible», with a visual that is immediately meaningful (same idea as the Fish & Chips brochure) and a more vibrant text than the existing one (would we ask a writer like Kate Merrill or Anne Gonnon?).

The British partners would write the leading text in the English version.

See if another brochure/promotional document specifically for funders is needed in the future.

- **9 post-cards (3 per year)** will be made, about 500 copies for each

Various propositions include:

- JM – a postcard only with the ZEPA logo and www.zepa9.eu at the back.
- Postcards with pictures from various artists and/or associate companies and a brief message about the ZEPA.
- One postcard per partner organisation per year, with the Interreg map at the front, and a photo of an artist/company who worked with a particular partner.

- **Stickers**
- **Corporate rolls**

Actions :

- MV and CL to draw up a proposal
- MV to liaise with MM for the lead text English version and CL for the French text
- MV to contact the designer behind the Fish & Chips brochure
- Stickers and rolls could be ready for Z'arts Up
- Brochure could be ready for September, for Out There

Points raised:

- SJ – the target audience for these publicity materials is important, as it won't be the same whether it is addressed to funders or to a young person wanting to get involved in a community project.
- In the ZEPA communication strategy, the emphasis is on the website
- ALG reminds all partners that Interreg emphasised the importance of ZEPA being visible to the general public.

5. « TRACES » OR THE PROJECT MEMORY

Proposition from DA, with a 45 000€ budget:

- 175p. book, including 60 pages for each associate companies, 45 pages for the partners (5 each, where each partner would describe how significant ZEPA was for them), 10 pages for the project, the background.
- It is a book to keep a memory, to be sold to a connoisseur audience.
- It won't be just reporting, but a reflexion on the artistic content of the project, with quotes from local people, from partners, showing how ZEPA has «built» Europe its own way.
- A publisher (possibly the publisher who worked on the Wildworks book), a coordinator, a translator a designer and a writer will be needed.
- All to be paid and debited before Dec. 2012, bearing in mind the last event is in Set. 2012.

Comments:

- ALG : 1 book, 2 artists books and 1 DVD had been initially planned but better have 1 nice book and more copies.
- The «traces» budget will be brought forward to 2012. All partners are warned that their «traces» budget will be required for 2012.
- 2 solutions: pre-print purchase or pay all invoices, divide the number of copies between partners and give them for free.
- MM notices that there is no page allocated to shared companies. DA replies that the number of pages is not set in stone.
- JM says Norwich is famous for its printing industry. ALG to liaise with JM for quotes.

6. BREST 2012

Presentation of Fêtes Maritimes Brest 2012, by **Marc Dufournaud**, Director of Brest Evènements Nautiques and **Jean-Claude Lardic**, Brest Councillor, lead member for Leisure and Community.

Dates for Brest 2012: 13th to 19th July 2012.

Brest Evènements Nautiques confirm their invitation for ZEPA's involvement in Brest 2012.

7. FINANCIAL UPDATE

JPM had met British partners at the end of Feb and sent a letter to all partners to inform them on the 1st and 2nd payment claims.

Answer on 1st claim at the beginning of May.

7.1 Second paiement claim

All invoices between 1st Jan 2009 and 20th April 2010 to be sent to Amiens by 20th April, certified by an accountant.

Laëtitia Gonzales in Amiens will be processing the partners' claims until Anna is back at the beginning of June.

Partners are required to:

- meet deadlines, as invoices can only be sent to the auditor when they have all been received.
- answer questions as soon as possible, to enable the process to move forward.
- fill in budget amendment tables sent by JPM. NB: NO BUDGET AMENDMENTS allowed for 2010.

7.2 Budget amendments

JPM needs to present the budget amendments for 2011-2012 along with the 2nd payment claim and the progress report, especially the request for an extension to the project to 31st Dec. 2012.

JPM warns all partners that the managing authority can still reject the request for budget amendment.

- Partners need to amend according to their 2008-2009-2010 spending and forecasts for 2011-12.
- Possibility to carry over the 2008-09-10 underspent in 2011-2012 to any budget lines. This would allow balancing out credited and debited budget lines. However, these amendments do not have to be accepted by the managing authority.

7.3 Shared costs

- JPM will send a document with all shared costs for 2008-2010.
- For 2011 et 2012, even though there will be no site visits to pay for anymore, there will be other costs with similar amounts.
- Lead partners for specific items (eg multimedia for Le Fourneau, communication for Culture Commune, etc.) will send all partners a payment schedule.
- It is down to the partner leading on a specific item to decide what to do with it, not the other partners.
- For the Coordination budget, the total budget is the same but has been calculated over 3 years rather than 3 ½.
- The auditor fees increase will be included in the shared costs to be sent to all partners.

In future meetings, only common financial matters will be dealt with.

Suggestion to invite financial staff to future ZEPA meeting.

8. MISCELLANEOUS

- **To add to the agenda for next meeting:** 2nd tie partners meeting (DA and MV will bring proposals) and training.
- **ST – would like to thank Philip Morgan for his commitment to ZEPA.** DR and ST are liaising with Brighton to ensure continuity of involvement.
- **Next meeting: Brighton meeting cancelled.** MV will send round dates for the next meeting.