



Culture & Tourism Group, XXXVI Meeting, Bergen 27-28 March 2008 MINUTES

The first part of the meeting (27 March) was held at the Coastal Museum in Øygarden, the second part (28 March) at Pütterstuen at Bryggen in Bergen.

Delegates:

Cllr Harry van Waveren	Chair	Province of Zeeland (Netherlands) *
Cllr Wendy Mawer	Vice-Chair	East of England Regional Assembly
Mr Geir Sør-Reime	Advisor	Rogaland County Council (Norway)
Mr Tomas Olsson		Västra Götaland Region (Sweden)
Ms Berit Vetlejord		Hordaland County Council (Norway)
Mr Terje Inderhaug		Hordaland County Council (Norway) **
Mr Svein Schröder Amundsen		Hordaland County Council (Norway) *
Ms Karen Louise Nybø		Hordaland County Council (Norway)
Mr Tor Titlestad		Hordaland County Council (Norway) *
Mr Geir Berge Nordtveit		Telemark County Council (Norway)
Mr Keith Newton		Aberdeenshire Council (Scotland)
Mr Craig Lafferty		Angus Council (Scotland)
Mr Ciaran Monaghan		Aberdeen City Council (Scotland) *
Mr Karsten Bækgaard		Central Denmark Region
Mr Henrik Brandstrup		Central Denmark Region

* only 27th March ** only 28th March

Apologies had been received from Cllr Lars Nordström (Vice-Chair, Västra Götaland Region), Ms Conny Boersma (Province of Zeeland) and Mr Michael Knights (East of England Regional Assembly).

During the meeting, Hordaland County Council organised study visits to the area around the Coastal Museum (guided by Ms Kjersti Rykkel Blom) and to the Fjell Fort, **guided by Ole Jacob Abraham.**

There were also presentation of the SOS Svartskjær film project by Mr Bernt Hjørnevik, **the project 'Pearls in the North Sea Trail' by Ms Laila Klemetsaune and the project 'Taste of the North Sea Trail' by Anne Siri Brandrud.**

On 28th March, there was a guided tour of the World Heritage site at Bryggen, led by Mr Lasse Bjørkhaug, director.

The official dinner, hosted by Hordaland County Council, was held in the restaurant 'Cornelius på Holmen', an excellent fish restaurant located on a very small island.

On the 28th, there was a lunch at Tractøren at Bryggen, and the owner, Eric Saudan, gave an introduction to the concepts adopted by the Historic Hotels and Restaurants in Norway.

1. Welcome to Hordaland



On behalf of Hordaland County Council, Berit Vetlejord welcomed all delegates to Hordaland. Ms Bjørg Christophersen, the Director of Museum Vest welcomed us to the Coastal Museum.

2. Presentation of delegates

All delegates presented themselves.

3. Approval of Agenda

The suggested agenda was approved.

4. Minutes of XXXIII Meeting, Norwich 25 October 2007

The minutes were approved as true records of the proceedings of the XXXIII Meeting.

5. Information of Chairs' Meeting in Brussels, 1 February 2008; and on joint meeting between Chairs of the Culture & Tourism Group and the Innovation & Education Group, Brussels 2 February 2008

Harry informed about the first Chairs' meeting, held in the House of the Dutch Provinces in Brussels on 1 February. The meeting concentrated on three issues:

1. Division of responsibilities between the members of the chairs' group
2. The future of the Culture & Tourism group, where it was concluded that the group needs
 - a. more political involvement
 - b. more regions participating, and here it is essential to focus on projects and to get the results of the work out to all NSC member regions
 - c. focus on input for the EU agenda after 2013, especially the role of cultural tourism, and it was decided to arrange a seminar on cultural tourism and the role of culture after 2013 during the autumn of 2008, in Zeeland
 - d. more projects and strong involvement of all regions in the 2007-13 period
 - e. and a letter was sent to all member regions asking them to come forward with their project ideas.

During the discussion following Harry's presentation, it was stressed that we need to make our existence felt at home, and therefore, we have to deliver tangible results. It was also reported from several regions that there have been made attempts to involve more politicians in the work of the NSC thematic groups, and that more will participate in the future. Again, concrete results are needed to convince regions of the importance of participating. This is very evident for those participating at the meetings, but apparently less so for those not participating.

Then Geir reported from the joint meeting. This had more the character of exchanging information and views on future strategies. We need to have more joint meetings to coordinate between the two groups. Among the issues identified for future cooperation were the links culture and life-long learning; and innovation (broadening the concept).



6. Action plan 2008-09

A draft had been circulated before the meeting.

It was decided to divide the discussion into two parts: first the strategic priorities 2008-13 and then the concrete actions 2008-09.

Strategic plan 2008-13

The strategic plan draft 2008-13 reflected the strategic discussions at the Chairs' meeting in Brussels, and the draft was unanimously supported.

Action plan 2008-09

The discussion showed that members will put our own priorities on top of the action plan and concentrate on deliver concrete results to our member regions, so that the focus should be culture and tourism issues, not the priorities of the ExCom. The group will of course respond to, and follow up all priorities of the ExCom also, but it is very important to maintain interest in our group by focusing on issues that are relevant for the membership.

It was stressed that there must be a will to participate and therefore, we need to keep our eyes on relevant and concrete issues. Our members need to see the benefit of participation, they need to see concrete results.

Therefore, it was concluded that the work plan should start with our own issues, but of course also include other issues, like cooperation with other groups and supporting the ExCom.

The discussion thereafter focused on what should be in the action plan 2008-09.

Harry suggested that we have three meetings during this period:

- a. The seminar on input to EU agenda on culture and cultural tourism, towards the end of 2008 in Zeeland, combined with a meeting of the group
- b. A meeting during spring 2009 in Aberdeenshire
- c. A meeting during the NSC AGM in June 2009

The action plan should reflect a good balance between influencing the European agenda and concrete projects.

The suggested layout for the seminar in the winter of 2008 was approved.

In relation to NSC priorities, it was suggested that there should be an open invitation to the BSC (Baltic Sea Commission of the CPMR) to attend our meetings.

7. ECTN (European Cultural Tourism Network)

In the absence of Lars, Tomas reported that the planned joint meeting between the ECTN and the Task Force on Cultural Tourism had been cancelled. A plan B now being discussed is therefore to link the ECTN meeting with our seminar in Zeeland. It was pointed out that there could be many benefits on having joint meetings, but it is also important for us to ensure that the conference keep focus on our issues.

8. CPMR Intercom Group on Cultural Tourism



Tomas reported that the group has had three meetings and will try and influence CPMR to take up such issues on their agenda.

9. Update Interreg IVB North Sea Programme

Kate Clarke, the Norwegian contact point and member of the Steering Committee gave an update on status and progress of the programme.

10. Taste of the North Sea Trail

Project manager Anne Siri Brandrud gave a presentation of this project, which is a result of and a follow-up project of the Nortrail project. Tastes of products developed in this project were served as lunch and included whale and wild sheep sausages.

11. Project bourse and workshop

During the first day, a number of project ideas were put on the table; most of these were further discussed and developed during the project workshop the following day. Here, the results of both days are combined in the minutes.

a. Food project

According to NSC ExCom action plan, the Innovation & Education Group has the main responsibility for developing a food project. Craig has already presented his initial draft to that group, and they gave him green light to continue working. During the 28th March meeting, Terje Inderhaug presented the COMPACT project. The discussions showed that it is possible to combine the ideas from this project and the project draft from Angus. Craig reported that Angus is willing to be lead-partner of the food project, and will invite to a trans-national meeting during April/early May.

b. Linking museums project

There was no one present to report on any progress on this project idea.

c. North Sea Experience Economy Project, now called Coast Alive

This project submitted an application for the 2nd round in the North Sea programme. Lead-partner is Hordaland County Council.

d. Wadden Sea Project

There was no one present to report on any progress on this project idea.

e. North Sea Screen Project

This project also submitted an application for the 2nd round. Lead-partner is TayScreen.

f. CODE:X, now called CODE:DYNAMO

Again, here an application was submitted for the 2nd round. Lead-partner is Ale Municipality in Västra Götaland region.

g. Economuseums

This project was approved in the 1st round in the NPP (Northern Periphery) program.



h. Culture and City Regeneration

An application is being prepared by Mölldal Municipality, Västra Götaland region, for the 3rd North Sea call.

The main idea is to look into how culture can contribute to city regeneration. The project is based on a previous project called WISP.

i. Ancestral tourism

Coming back to your roots is the focus of this project. Craig suggested that this could be a kind of icon project for the North Sea region, and he will prepare a paper for our next meeting. Delegates expressed strong interest in this project idea.

j. Small islands project

Geir S. informed that there has been ideas to do a small islands project in the NPP, but this probably also is a good idea for the North Sea region. Västra Götaland indicated they might be able to take the lead in such a project.

k. 'sagalands'

Again, there is a project under development in the NPP focusing on presenting the creatures of the underworld to children and young people. Again, there is also potential for a similar project in the North Sea.

l. Visual arts/music and ICT

Geir N. informed that Telemark is cooperating with a Chinese region in developing better cooperation between artists and ICT specialists, and suggested that a similar project could be developed for the North Sea region. This might be a Culture2007 project. It could be linked to themes like Art & Identity and Sense of Place.

m. Preserving heritage boats

There was no one present to report on any progress on this project idea.

n. Waterways project (Northern Approaches)

An application is being prepared for the 3rd call.

o. World War Two heritage

Harry asked whether there would be interest in developing a project on WWII heritage. It was also suggested that Cold War heritage could be a theme.

p. Sustainable tourism best practice exchange

This is a project idea focusing mainly on 'green' labelling and 'green-blue areas'.

q. National Parks and Tourism

This is an idea that needs further development.

r. Implementation of the European Landscape Convention

This is an idea that needs further development.



s. Oral history collection

This is an idea that needs further development.

t. Ice Export and Heritage fairs

Geir N. informed about a project idea based on the important export of ice during 1880-1930, and is now looking for partners and contacts to develop this idea further. One idea is to link presentation of this heritage to Heritage fairs in areas where ice was cut or imported to.

It was decided that all ideas should report back at our next meeting, and that the ideas need to be developed during the next 8 months.