



Meeting report

Conference in Stoke-on-Trent

28-30 October 2009



Connecting cities
Building successes



THIS CONFERENCE WAS LINKED WITH THE ORGANISATION OF THE BRITISH CERAMICS BIENNIAL, THE UK'S LEADING SHOWCASE OF CONTEMPORARY CERAMICS, AND ACTED AS A WORKING VISIT TO THIS BENCHMARK EVENT. THE PLENARY MEETING WAS FOCUSED ON THE ELABORATION OF THE LOCAL ACTION PLANS.



Agenda

Wednesday 28th October 2009		Place
20:00 – 22:30	Welcome by Cllr Hazel Lyth, Cabinet Member – Economic Development and Culture Tour around the Wedgwood historical Exhibition and archive of the museum <i>Dinner</i>	Potteries Museum and Art Gallery
Thursday 29 th October 2009		
Morning : Plenary meeting		
9:00 – 10:30	Working Plenary Meeting Yann THOREAU-LA-SALLE and Adeline PORCHEZ, City of Limoges – update on the status of the project <ul style="list-style-type: none"> • Communication tools – which shared workspace for UNIC • Payments and financial reports • Organizational matters – meeting at the European Parliament (Brussels), future meetings, new projects 	Wedgwood Museum, Boardroom
11:00 – 13:00	Technical visit of Wedgwood Museum <ul style="list-style-type: none"> • Julie OBADA, Tourism Manager – Stoke-on-Trent City Council • Nigel SPICER, manager – Wedgwood Museum 	
13:00 – 14:15	<i>Lunch</i>	

Afternoon: technical visits		Place
14:30- 15:00	Emma Bridgewater <ul style="list-style-type: none"> Welcome from Matthew Rice, Chief executive 	Emma Bridgewater
15:15 – 16:30	Burslem <ul style="list-style-type: none"> Queen Street (Wedgwood Institute; Burslem School of Art) Town Hall / Ceramica Old Post Office (Glazed Art) 	BCB Exhibition
19:30	<i>Gala dinner : British Ceramic Biennial Gala Awards Evening</i>	<i>Civic Centre</i>
Friday 30th October 2009		
Morning : Plenary meeting		
09:00 – 10:00	Official Welcome in the Council Chamber <ul style="list-style-type: none"> Lord Mayor Jean Bowers Leader of the Council - Councillor Ross Irving 	
10:15 – 13:30	Working session on Local action Plans <ul style="list-style-type: none"> Eurico NEVES — Local Action Plans – presentation of the results of the meeting in Aveiro Partners LAP presentations Next steps 	Gladstone Pottery Museum, Longton
13:45 – 15:00	<i>Lunch</i>	<i>Potters Club</i>



British ceramics Biennial – Gala dinner

The British Ceramics Biennial of Stoke-on-Trent

The conference in Stoke-on-Trent acted as a working visit to the benchmark event of the British ceramics Biennial, which has influenced similar actions within the Local Action Plans of several other cities.



This objective has been fulfilled by an intense participation of all meeting participants in the BCB activities, in particular the exhibition program and British Ceramic Biennial Gala Awards Evening. The purpose was to give partner cities a **better knowledge of the organisation of the British Ceramic Biennial** and to provide them with a good grasp on the organisation of such a large scale event.



The BCB plays a major role in the **tourism strategy of the City**, which was presented by Julie OBADA, tourism manager.

As the centre of the UK pottery industry, the city **uses its ceramics identity**, which offers a wide range of activities, such as guided factory tours and factory shops, the new Wedgwood museum (winner of the Arts Fund Prize for Museum of the Year 2009), Gladstone Pottery Museum, the Potteries Museum & Art Gallery houses.

The city promotes its destination through different means:

- promotional Print and distribution;
- advertising;
- PR;
- Exhibitions;
- website www.visitstoke.co.uk;
- citybreaks www.citybreaks.org.uk;
- local residents;
- travel Trade;
- Business Tourism – Conference Bureau.



The conference of Stoke-on-Trent was the opportunity to provide a first general review of the work in progress in the different cities in terms of the Local Action Plans.

Each city presented a first draft of their Local Action Plans.

Limoges

The actions which are considered for inclusion in the LAP are the following:

- to closely follow the implementation and development of the European Ceramics Centre – a new ceramics cluster bringing together the university, laboratories, and companies, and located in the science and technology park in Limoges “ESTER Technopole”;
- to promote the adoption of legal measures at national and European level to protect the denomination of origin “Porcelaine de Limoges”;

- to create a “ceramics atmosphere” in the Limoges urban area that shall be achieved by the use of ceramic materials in constructions, public spaces, and site furnishings;
- to organise an International Ceramics Exhibition during the summer 2010 in cooperation with UNIC partners and several Asian cities;
- to work for the sustainability of the UNIC network.

Delft

Delft strategy is based on the project of the Museum Factory “Royal Delft”. For advancing with this large scale project, different actions are needed:

- the implementation of Museum Factory “Royal Delft”;
- the implementation of a Ceramic Route (pedestrian + bicycles) connecting Museum Factory and Delft City Museum;
- a new annual festival on ceramics, supported by a database with all facts and figures about ceramics in Delft.

Aveiro

Following activities are planned:

- the promotion of ceramic materials in the new Park of Sustainability major public building;
- the development of industry oriented R&D activities, with the launch of an applied research and technology transfer structure aimed at the deployment of services for the local ceramic industry, and in particular SME;
- the promotion of local training schemes addressed to ceramic sector workers, to temporarily support ceramic companies with overcapacity problems;
- the promotion of a Museum of Ceramics and Glass.

Pécs

The main objective of Pécs's LAP is to build up on the project of "Pécs 2010 Cultural Capital of Europe" for the construction, launching and running of the Zsolnay Cultural Quarter.

Pécs also intends to continue the development of the South Danubian Porcelain and Ceramic cluster, initiated by the city with funding by national grants, and that currently included 10 members (with Zsolnay Heritage acting as cluster leader).

Stoke-on-Trent

Stoke-on-Trent's intentions are to focus on actions around the topics of Design and technology, together with the expansion of the British Ceramics Biennial.

This includes:

- the establishment of a centre of excellence for the ceramic cluster;
- the Ceramic Skills, in order to develop for the ceramic industry in North Staffordshire a collaboration involving local training providers and the local ceramic industry;
- the establishment of the Ceramic Development Council, a body led by industry and including other cluster stakeholders that has the capacity to provide strategic leadership and governance for the benefit of the ceramic cluster as a whole over the medium to long term.

Faenza

The city of Faenza has elected the landmark project of the Torricelli Science Park as main framework for the activities planned for the Local Action Plan.

The goals for the activities to be included in the LAP are the following:

- the production of a Book on the development of Torricelli Park and its dissemination as part of a marketing campaign for the park;
- the organisation of "ARGILLA", a festival on a biennial basis;
- the creation of an Open Air Ceramics Museum in Torricelli Park.

Sevilla

The main planned action for Sevilla Global within the UNIC framework consists in coordinating and proposing a new system to manage the different on-going activities linked with ceramics.

These objectives will be translated into the following actions:

- to develop a characterization of the sector, a "ceramic map", that can act as a living inventory of the ceramic cluster and ceramic activity (including innovative activities) in Sevilla;
- to develop measures to stimulate RTD projects targeting the sector, involving both local industry and local research players (as the University of Sevilla or technological centres as Innovarcilla).



Castellón

The LAP activities in Castellón will integrate following activities:

- "Castellón as a City lab", a concept of "CityLab" which tries to translate the outputs of the ceramics industry to new urban applications;
- The "innovation award", in order to incentive the R&D in ceramics;
- the "Ceramics Route": the City of Castellón and the surrounding towns area hold a large interesting ceramics heritage largely unknown to outsiders.

Cluj Napoca

The LAP of Cluj-Napoca aims to assist city policy-makers, active SMEs from the ceramic industry domain and entrepreneurs to develop projects ideas eligible for financing from the operational programmes.

The actions to be developed will be the following

- the organisation of a Special event linked to Pécs (sister city) 2010, a Traditional Ceramics Fair called “From Roman tradition to innovation”;
- The promotion of a cluster of SMEs part of the former IRIS ceramic factory.

Other cities already have some work on related issues (e.g. Limoges, with the publication “Limoges, Ville d’Art et d’Histoire”, Aveiro with publications for the Biennial) or will carry out related work in the frame or planned major events (e.g. Pécs with material for Capital of Culture 2010, Stoke for the Biennial, Cluj for the “Traditional Ceramics Fair”).

This raised the opportunity to launch a joint initiative, as a spin-off from UNIC, for a possible joint publication that records the ceramic heritage in the UNIC cities, while at the same time including factual data about the present ceramic sector.

General discussions and conclusions

These presentations were followed by a discussion with comments from peers and from the Lead Expert Eurico NEVES and the European Commission DG Regio representative Alexander FERSTL.

In view of the advanced state of the LAPs preparation, it has been agreed as feasible to have a formal presentation of LAPs with the European Commission in May 2010 in Brussels.



The first analysis of the main ideas for the Local Action Plans of the UNIC partners allowed to conclude that **several cities have plans to develop a publication** (on paper or digitally) on the topic of ceramics. These include Delft (“database with all facts and figures about ceramics in Delft”), Faenza (“Book on the development of Torricelli Park”), Sevilla (“Inventory of the ceramic cluster and ceramic activity, possibly under a map format”) and Castellón (“The development of a manual, inventory on ceramics clusters”).

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants

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