HELP US MAKE YOUR NEIGHBOURHOOD GREAT

North West Ipswich

Culture Panel

Thank you for your interest in joining IP-Switched's Culture Panel for North West Ipswich.

We've created this document to share information about what to expect if you choose to join the Culture Panel for North West Ipswich.

If you have any questions, you can message or call Eleanor Root via:

hello@ip-switched.co.uk

07850 245276

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What is IP-Switched

IP-Switched CPP asks neighbourhoods to influence and drive the programme of hyper-local creative activities, events and projects.

IP-Switched is designed for your neighbourhood, by your neighbourhood.

Your community. Your culture. Your call.

What is a Creative, People and Places Programme (CPP)?

IP-Switched is a Creative People and Places programme (CPP). There are 45 CPP's nationally, funded by Arts Council England. For CPP programmes, there are three outcomes that matter most:

1. More local people feel welcome, inspired and involved in creative and cultural activities.
2. We learn ways of working with communities that lead to high-quality experiences for everyone.
3. Local people's ideas and experiences guide what works best and suggests how to improve.

Why now?

The IP-Switched programme comes at a pivotal moment as the town launches its first cultural strategy. The town has so much to offer on its doorstep and we want everyone to feel the benefits.

How the Culture Panel will work...

01



The Idea

The delivery team receives an idea from the community.

02



Culture Panel

The idea is presented to the steering group, who vote on next steps.

03



Open Call

Selected ideas are advertised, and people are invited to apply to deliver them.

04



Applications

The Culture Panel reviews the applications and selects the winning projects.

05



The Idea Happens!

The successful project is delivered in the community.

04

Why join?

If you join the Culture Panel, you'll be collaborating with us to shape how money is invested locally, what cultural and creative events happen, and who is invited.

We will be taking our Culture Panel members to cultural events, both locally and further afield, offering you a chance to see some of the best the cultural sector has to offer.

We need your input and insights to make this programme worthwhile. We will reimburse your travel expenses for attending meetings and make sure there's good snacks!

Why is this happening in North West Ipswich?

A lot of Ipswich's cultural and creative opportunities happen in the town centre, and that can make it tricky for people to get involved.

We want to connect the town more and we need your support to make brilliant things happen on your doorstep.

IP-Switched will be running projects across the town but we will focus on three key areas in the first three years. The areas are Westgate, Chantry, and North West Ipswich.

You will be invited to our annual volunteer celebration.

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Ways of Working

Meetings

How we work with the Culture Panel will change over time but we expect that we will -

- Meet in-person in Ipswich every other month, for a meeting that will last around two hours.
- Have a shared What's App Community Group to share ideas and hear updates in-between meetings.
- Have access to an online shared folder of information, including budgets, to help us fairly allocate money to events and activities.
- Be reimbursed for any reasonable travel expenses, e.g. bus or parking.

What to expect

Our Culture Panel members will:

- Shape how our money for cultural activity is invested in North West Ipswich.
- Share honest feedback about their experience of being on the North West Ipswich Culture Panel and the events we co-create.
- Help us get the word out to local residents to make sure everyone is in the know.
- Be curious about the wider cultural offer, both in Suffolk and beyond, and come along to events to learn about what we could do locally.
- Create a Culture Panel that is respectful of diverse viewpoints and is welcoming of people from a range of backgrounds.

06

Who will benefit?

IP-Switched will focus on reaching targeted audience groups, who may experience barriers to accessing cultural opportunities.

We are a community arts programme and this means that our money needs to be spent on cultural and creative activities. This includes everything from dance to music, and theatre to photography, and much more!

We aren’t able to use our funding to pay for activities that can’t be described as arts and culture. This might include repairs to buildings, sports programmes, or road repairs.

What activity and events can IP-Switched fund?

Projects will respond to community ideas and need - this drives the work we will do.

IP-Switched can only fund certain things and all of our work must be in response to:

- Identified community ambition or need
- Resident and/or community feedback
- Work created with community members

All projects must be creatively ambitious and very high quality.

We can’t fund anyone’s idea if it hasn’t been agreed by the Culture Panel or the IP-Switched Consortium.

The needs of the community must always come first.

07 FAQs

Where's the money from?

In 2025, IP-Switched received funding from Arts Council England's Creative People and Places programme. We've allocated a significant sum of money to deliver creative and cultural events in North West Ipswich by 2029.

As want our budget to match Ipswich's ambition, we will be applying for more funding to support individual projects.

Who's involved?

IP-Switched is led by a consortium who provides leadership for the programme. IP-Switched is responsible to the consortium, and they hold the project accountable to deliver activity. The consortium is a group of separate organisations joined together to realise a shared vision.

The consortium is made up of the following organisations:

- **The New Wolsey Theatre** – lead organisation and accountable body.
- **Jobcentre Plus Ipswich**
- **Ipswich Borough Council** - Vibrant Towns and Communities Support Department
- **Ipswich Central** (Business Improvement District)
- **Ipswich and East Suffolk Alliance** (Suffolk & North East Essex Integrated Care Board)
- **Volunteering Matters Ipswich**

As IP-Switched gets more established, we hope that more organisations and people will get involved and support events and activities across the town.

Meet the IP-Switched team



Melissa Matthews

Programme Director

Melissa is a born and bred Suffolk girl. She has forged her career in the county over the past 14 years. Working both locally and internationally, Melissa's career has been committed to using creativity as a catalyst for social change - and generally building community gardens at every opportunity.

Eleanor Root

Head of Community Partnerships

Eleanor grew up on a small island and moved to England to study history. Her background focuses on communicating with a range of audiences, nurturing community partnerships, and evaluation.
She's worked in Ipswich since 2015 and is a self-described super fan of Suffolk's county town.

Segan Lawal

Creative Producer

Segun Lawal won his first dance competition at the age of 10 in Devon! His love for all things creative has evolved over the years and his passion is understanding audiences, building strong artistic programming and creative producing. After years of international engagements, he now calls Ipswich his 'creative home'.

If you have any questions at all

Don't hesitate to ask.
hello@IP-Switched.co.uk

Tel: 07850 245276

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