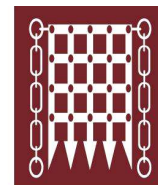


**Westminster Media Forum Keynote Seminar:
Cultural funding in England - partnerships, income streams and policy priorities**

Timing: Morning, Thursday, 27th April 2017

Venue: Sixty One Whitehall, London SW1A 2ET



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.10 **Chair's opening remarks**
Tom Copley AM, Member, London Assembly
- 9.10 - 9.25 **The Culture White Paper in context**
Dr Oonagh Murphy, Associate Professor of Visual Arts Management and Curating,
Richmond the American International University in London
- 9.25 - 9.40 **Case study: challenges and opportunities facing culture development in Tees Valley**
Linda Tuttiett, Head of Culture and Tourism, Tees Valley Combined Authority
- 9.40 - 9.55 **Key findings from the Birmingham Cultural Investment Inquiry**
Val Birchall, Assistant Director for Culture & Visitor Economy, Birmingham City Council
- 9.55 - 10.10 **'The National Lottery: maximising returns to Good Causes'**
Richard Hickson, Head of Policy and Public Affairs, Camelot UK Lotteries
- 10.10 - 10.35 Questions and comments from the floor
- 10.35 - 11.05 Coffee
- 11.05 - 11.15 **The business case for long-term corporate investment in arts and culture**
Des Violaris, Director, UK Arts and Culture, BP
- 11.15 - 11.25 **Arts programming spend: audience development and innovative content partnerships**
Phil Edgar-Jones, Head of Entertainment Commissioning and Director, Sky Arts
- 11.25 - 11.45 Questions and comments from the floor
- 11.45 - 11.55 **'The importance of financial management in sustaining the cultural sector'**
Caron Bradshaw, Chief Executive Officer, Charity Finance Group
- 11.55 - 12.05 **'Funding through social enterprise: best practice and future challenges'**
Jim Beirne, Chief Executive, Live Theatre
- 12.05 - 12.15 **Managing the diversification of revenue streams**
Mahmood Reza, Owner and Manager, Pro Active Resolutions
- 12.15 - 12.25 **Adapting to Brexit and building closer connections with European partners**
Charles Saumarez Smith, Secretary and Chief Executive, Royal Academy of Arts
- 12.25 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Tom Copley AM, Member, London Assembly
Amy Cutter, Producer, Westminster Media Forum