

Westminster Media Forum Keynote Seminar: Arts and culture - filling the funding gap

Timing: Morning, Wednesday, 2nd March 2011

Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change

- 8.45 - 9.00 Registration
- 9.00 - 9.05 **Chairman's opening remarks**
Alison McGovern MP
- 9.05 - 9.20 **The Government's Spending Review - what next for funding the arts?**
Colin Tweedy, Chief Executive, Arts & Business
- 9.20 - 10.15 **Funding the arts and culture and the role of government**
What effects will government spending cuts have on the provision of arts and culture in the UK? In a time of severe budgetary constraint, what is the case for protecting public investment in the arts? What is the most realistic approach to assessing the social value of arts and culture? How will changes in the structure of funding, such as the abolition of the UK Film Council, affect the long-term development of the arts? What affect will the replacement of public funds with private and corporate support have on the arts? How can small organisations and niche arts ensure they are not forgotten in favour of higher-profile established institutions? Is supporting the arts a good investment for private business?
Sandy Nairne, Director, National Portrait Gallery
Tim Jones, Executive Director, motiroti
Liz Thompson, Director of Communications, Royal Shakespeare Company (RSC)
Sheena Wrigley, General Director & Joint Chief Executive, West Yorkshire Playhouse
Questions and comments from the floor with **Colin Tweedy**, Chief Executive, Arts & Business
- 10.15 - 10.40 **Allocating arts funding**
How will the new system of allocating funds announced by the Arts Council work in practice? What will be the criteria for the renewal for funding applications? Who will gain from the new funding model? Who will lose out? How can greater collaboration between arts organisations be encouraged?
Moirá Sinclair, Executive Director, London, Arts Council England
Questions and comments from the floor
- 10.40 - 10.45 **Chairman's closing remarks**
Alison McGovern MP
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chairman's opening remarks**
Lord Shipley, Member, Economic Affairs Select Committee
- 11.15 - 11.30 **Creative arts in the UK – the commercial opportunities**
What are the obstacles for arts organisations in securing investment? What are businesses and investors looking for when investing in creative arts?
Nicki Hattingh, Managing Director, Creative Arts Investment Network (CAIN)
- 11.30 - 12.05 **Analysis of the audience - who currently participates in arts and culture in the UK and why?**
How are ticket sales faring in the economic downturn? What percentage of investment in arts and culture is funded by box office receipts? Who currently attends museums, theatres and galleries in the UK, and how frequently do they do so? Who does not and why?
Alison Edbury, Chief Executive, &Co
Questions and comments from floor with **Nicki Hattingh**, Managing Director, Creative Arts Investment Network (CAIN)
- 12.05 - 12.55 **Filling the gap - boosting ticket sales, encouraging philanthropy and emerging options**
What are the options available to galleries, museums, and other cultural institutions to increase their visitor numbers? How far is the public willing to pay for art or culture? Does more need to be done to encourage a wider appreciation of the importance of art so as to appeal to different groups and individuals? What can be done to increase philanthropic giving and greater sponsorship from the private sector? To what extent is art and culture being treated as a business? How can the UK market its art and culture internationally to increase the number of foreign visitors? What are the emerging options available to increase funding?
Mark Robinson, Director, Thinking Practice
Meg Abdy, Director, Legacy Foresight
Dr Stephen Deuchar, Director, The Art Fund
Caroline Black, Head of Marketing, Walker Morris
Chi-chi Ekweozor, Director, Real Fresh TV
Questions and comments from floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Lord Shipley, Member, Economic Affairs Select Committee
Thomas Raynsford, Senior Producer, Westminster Media Forum