

**Westminster Media Forum Keynote Seminar:  
Supporting the UK performing arts sector - talent, funding, partnerships and marketing**

Timing: Afternoon, Thursday, 5<sup>th</sup> June 2014

Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change



**WESTMINSTER  
MEDIA FORUM**

- 13.00 - 13.30 Registration and coffee
- 13.30 - 13.35 **Chairman's opening remarks**  
**Rt Hon Sir Gerald Kaufman MP**, Chair, All-Party Parliamentary Dance Group and All-Party Parliamentary Opera Group
- 13.35 - 13.50 **Opportunities and challenges for the performing arts sector**  
**Simon Mellor**, Executive Director, Arts and Culture, Arts Council England
- 13.50 - 14.40 **Public funding - adapting to the new funding climate, and priorities for policy**  
*What would be the most effective arguments against further cuts in public funding for subsidised performing arts organisations, as public funding remains set for constraint across almost all areas of government activity? For the performing arts, what will be the real impact on talent, research and development, new writing and risk-taking? How have organisations across the sector prepared for these cuts and what are the most promising approaches being developed to mitigate the impact going forward? Following the Rebalancing our Cultural Capital report, what changes might be made to proportionality in arts funding so as to support the performing arts outside London? Where will the benefit from the theatre tax relief being introduced later this year be most realised and how can it be ensured that this encourages new investment in the sector rather than displacing current investment? What more can Government, funding bodies, educational institutions and the creative sector do to encourage a new writing culture in an age of austerity?*  
**Christopher Gordon**, Independent Consultant, Visiting Professor in Cultural Policy and Co-Author, *Rebalancing Our Cultural Capital*  
**Adrian Vinken**, Chief Executive, Theatre Royal Plymouth  
**Fin Kennedy**, Playwright, Co-Artistic Director, Tamasha and Co-Author, *In Battalions Delphi Study*  
**Paul Milton**, Creative Director, Gloucestershire Everyman Theatre Company  
**Anthony Pins**, Partner, Nyman Libson Paul  
Questions and comments from the floor with **Simon Mellor**, Executive Director, Arts and Culture, Arts Council England
- 14.40 - 15.30 **Private funding - sustainability, cross-sector relationships and next steps**  
*What can the subsidised performing arts learn from the commercial sector on strategies to counter-balance cuts to public funding? What steps might encourage increased cross-promotion between the commercial and subsidised sector to increase regional audience numbers? What are the best examples of small-scale cross-sector arts funding for emerging talent? How can more organisations be encouraged to commission new work with secondary and higher educational institutions? How can arts organisations better demonstrate their value to communities and the local economy to increase private donations? What more can be done to promote regional networks through which under-utilised spaces are advertised and made available for development and rehearsal? Where will the sustainable models for non-public funding come from in the future: a continuing reliance on Trusts and Foundations or moves to new strategies such as sponsorship?*  
**Roberta Doyle**, Director of External Affairs, National Theatre of Scotland  
**Philip Spedding**, Director of Development, The London Library  
**Jim Beirne**, Chief Executive, Live Theatre and Fellow, Royal Society of Arts  
**Sarah Gee**, Managing Partner, Indigo  
**Kate White**, Joint Chief Executive, National Centre for Circus Arts  
Questions and comments from the floor
- 15.30 - 15.35 **Chairman's closing remarks**  
**Rt Hon Sir Gerald Kaufman MP**, Chair, All-Party Parliamentary Dance Group and All-Party Parliamentary Opera Group
- 15.35 - 16.00 Coffee
- 16.00 - 16.05 **Chairman's opening remarks**  
**The Lord Crathorne KCVO**, Chairman, All-Party Parliamentary Arts and Heritage Group
- 16.05 - 16.15 **The performing arts and digital technology**  
**Hasan Bakhshi**, Director, Creative Industries, Nesta
- 16.15 - 16.55 **Digital strategy - commercial opportunities and diversifying audiences**  
*How valuable is digital activity set to be for the performing arts sector, and how can technology be used to develop more effective organisational business models and practice? What are the most promising audience development strategies using digital marketing and online communities? What effect has digital distribution of live performances had on organisations and audiences, and how is this set to develop in the future? How can it be ensured that the regional touring ecology is not damaged by an increase in live screening initiatives, and how can a reciprocal relationship be encouraged - such as a network of theatres who screen performances from smaller companies?*  
**Claire Round**, Director of Marketing and Brand, English National Opera  
**Robert Delamere**, Co-Founder and Chief Executive Officer, Digital Theatre  
**Ed Corn**, Manager, MTM London  
**Elizabeth Freestone**, Artistic Director, Pentabus Theatre  
Questions and comments from the floor with **Hasan Bakhshi**, Director, Creative Industries, Nesta
- 16.55 - 17.00 **Chairman's and Westminster Media Forum closing remarks**  
**The Lord Crathorne KCVO**, Chairman, All-Party Parliamentary Arts and Heritage Group  
**Peter van Gelder**, Director, Westminster Media Forum