

**Westminster Media Forum policy conference**  
**Valuing culture and heritage capital - research, evidence and investment decisions, public engagement, and priorities for sector innovation and collaboration**

Timing: Morning, Monday, 23<sup>rd</sup> August 2021

\*\*\*Taking Place Online\*\*\*



Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Lord Inglewood**, Chairman, Cumbria LEP; Member, (formerly Chairman), Cumbria Local Nature Partnership and President, Ancient Monuments Society
- 9.05 **Priorities for developing a Culture and Heritage Capital approach to measuring value**  
**Lord Mendoza**, Commissioner for Cultural Recovery and Renewal and Provost of Oriel College, Oxford University (*pre-recorded presentation*)
- 9.15 **The Culture and Heritage Capital Programme and its future work**  
**Harman Sagger**, Head Economist for Arts, Heritage and Tourism and Lead, Culture and Heritage Capital Programme, DCMS  
**Jack Phillips**, Economic Advisor and Lead, Culture and Heritage Capital Programme, DCMS  
Questions and comments from the floor
- 9.40 Break
- 9.45 **What more can be done to effectively engage with the public and demonstrate public benefit and impact?**  
**Fiona Tuck**, Associate Director, Metro Dynamics
- 9.55 **Developing an evidence-based approach to measuring the value of culture and heritage to inform future investment decisions**  
**Kate Mavor**, Chief Executive, English Heritage  
**Professor David Throsby**, Professor of Economics, Macquarie University, Sydney  
**Stephen Stenning**, Head of Arts and Society, British Council  
**Professor Jonothan Neelands**, Director of Evaluation, Coventry City of Culture
- 10.25 Questions and comments from the floor
- 10.50 **Chair's closing remarks**  
**Lord Inglewood**, Chairman, Cumbria LEP; Member, (formerly Chairman), Cumbria Local Nature Partnership and President, Ancient Monuments Society
- 10.55 Break
- 11.05 **Chair's opening remarks**  
Senior Parliamentarian
- 11.10 **Learning from the natural capital approach to measuring value**  
**Alan Law**, Deputy Chief Executive, Natural England  
Questions and comments from the floor
- 11.35 Break
- 11.40 **Priorities for research on the economic valuation of culture and heritage**  
**Professor Christopher Smith**, Executive Chair, AHRC, and International Champion, UKRI  
Questions and comments from the floor
- 12.10 **Key findings from the NAO report on the Cultural Recovery Fund and taking forward new ways of working adopted from COVID-19**  
**Louise Bladen**, Director, BBC and DCMS Value for Money Audit, UK National Audit Office
- 12.20 **Driving innovation and improving collaboration in the sector - building R&D partnerships, supporting evidence-based policymaking and securing value for money in publicly funded arts and heritage organisations**  
**Professor Larra Anderson**, Pro Vice-Chancellor Academic, Norwich University of Arts  
**Solomon Rogers**, Chair, Immerse UK; Global Director of Innovation, Rewind/Magnopus
- 12.40 Questions and comments from the floor
- 12.50 **Concluding remarks**  
**Harman Sagger**, Head Economist for Arts, Heritage and Tourism and Lead, Culture and Heritage Capital Programme, DCMS
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
Senior Parliamentarian  
**Michael Ryan**, Deputy Editor, Westminster Media Forum