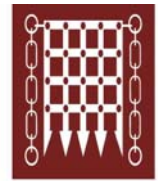


Westminster Media Forum Keynote Seminar: Arts and culture - funding, participation and value

Timing: Morning, Tuesday, 3rd December 2013

Venue: Council Room, ICO Conference Centre, 22 Berners Street, London W1T 3DD



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Baroness Young of Hornsey, Member, All-Party Parliamentary Group on Art, Craft and Design in Education
- 9.05 - 9.20 **Arts funding policy in the UK - emerging issues**
Dominic Lake, Deputy Director of Arts, Libraries & Cultural Property, Department for Culture, Media and Sport
- 9.20 - 9.45 **Next steps for funding the arts**
Moira Sinclair, Executive Director for London and South East, Arts Council England
Questions and comments from the floor with **Dominic Lake**, Deputy Director of Arts, Libraries & Cultural Property, Department for Culture, Media and Sport
- 9.45 - 10.30 **Cultural engagement and participation**
What is the current state of cultural engagement in Britain and how does this vary geographically? With the Government - following the Henley Review - seeking ways to engage young people in the arts, what are the options to reach their parents and others in society? What level of cultural engagement would be considered as optimal and achievable? What more can be done to ensure equality in arts participation - such as local workshops and festivals - in order to promote wider engagement? With significant cuts in arts budgets by local councils, how can smaller towns compete with cultural cities - such as London or Liverpool - to increase local participation in culture?
Chrissie Tiller, Director, MA Participatory and Community Arts, Goldsmiths, University of London
David Lan, Artistic Director, Young Vic Theatre and Chair, What Next?
Andrew Barnett, Director, Calouste Gulbenkian Foundation
Jacqui O'Hanlon, Director of Education, Royal Shakespeare Company
Questions and comments from the floor
- 10.30 - 10.40 **Case study: the legacy of the cultural Olympiad**
Dr Beatriz Garcia, Head of Research, Institute of Cultural Capital, University of Liverpool and Editor, Culture @ the Olympics
- 10.40 - 10.45 **Chairman's closing remarks**
Baroness Young of Hornsey, Member, All-Party Parliamentary Group on Art, Craft and Design in Education
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chairman's opening remarks**
Viscount Eccles, Member, All-Party Parliamentary Arts and Heritage Group
- 11.15 - 11.25 **Increasing philanthropic support within the cultural sector**
How can museums, art galleries and other cultural institutions generate philanthropic support from visitors, raising awareness of the charitable need of the cultural sector?
Emma Black, Head of Individual Giving, Science Museum Group
- 11.25 - 12.15 **Lottery funds, philanthropic and legacy giving, and corporate sponsorship**
In the context of Government policies to encourage greater philanthropic giving and legacy giving, what are the most promising and sustainable options - including corporate sponsorship - for funding the arts? How do approaches compare across the UK? What lessons can be taken from international approaches - in particular the US's mixed economy model of national, local and benefactor giving? What would be the consequences of removing the 'additionality' principle - whereby currently the lottery can only support projects already funded by government?
Philip Spedding, Director, Arts & Business
Dr Richard Mantle, Chairman, Arts Fundraising and Philanthropy Consortium and General Director, Opera North
David Alston, Arts Director, Arts Council of Wales
Tim Eyles, UK Managing Partner, Taylor Wessing
Questions and comments from the floor with **Emma Black**, Head of Individual Giving, Science Museum Group
- 12.15 - 12.55 **Tourism - domestic and global opportunities**
In light of the GREAT Britain campaign, how can the UK further utilise its culture, arts and heritage in order to compete - particularly against other cultural centres such as France, Spain and Italy - for cultural tourists? With many of the globally recognised galleries and museums in London, what are the options to increase visitors to regional galleries such as Tate Liverpool, The Baltic in Gateshead or Manchester's Lowry? What are the emerging options for cultural institutions to work collaboratively with other stakeholders within the tourism industry - such as National Rail offering their customers 2-for-1 tickets for tourist attractions?
David Bishop, Head of Strategy, VisitBritain
Claire McColgan, Director of Culture, Liverpool City Council
Victoria Pomery, Director, Turner Contemporary
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Viscount Eccles, Member, All-Party Parliamentary Arts and Heritage Group
Thomas Raynsford, Senior Producer, Westminster Media Forum