

## The future of the live entertainment sector: innovation, competing for customers and supporting grassroots 10<sup>th</sup> July 2018

## CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, <u>apart from where it is indicated that the text was supplied by the speaker</u>, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents	
About this Publication	3
Agenda	4
Session Chair's opening remarks Councillor Jon Tolley, Member, Licensing Committee, Kingston Council (transcript)	6
Progress on implementing the Agent of Change principle	Ū
Sarah Fox, Head, Planning Policy and Reform, Ministry of Housing, Communities and Local Government (transcript) Questions and comments from the floor (transcript)	7 11
Priorities for supporting the grassroots scene: venues, the talent pipeline and the impact of Brexit Professor Marion Roberts, Emeritus Professor of Urban Design, Faculty of Architecture and the Built	45
Environment, University of Westminster ( <i>transcript</i> ) <b>Tom Stickland</b> , Theatres Adviser, Theatres Trust ( <i>transcript</i> )	15 17
Dr Matt Brennan, AHRC Leadership Fellow, The University of Edinburgh (transcript)	20
Questions and comments from the floor with <b>Sarah Fox</b> , Head, Planning Policy and Reform, Ministry of Housing, Communities and Local Government ( <i>transcript</i> )	23
Session Chair's closing remarks Councillor Jon Tolley, Member, Licensing Committee, Kingston Council (transcript)	29
Session Chair's opening remarks Lord Clement-Jones (transcript)	30
Spreading the socio-economic impact of live for communities and individuals: engagement, inclusion and economic realities	
Councillor Huw Thomas, Leader, Cardiff Council and Board Member, Cultural Cities Enquiry (transcript)	31
Lyndsey Jackson, Director of Operations, Edinburgh Festival Fringe Society (transcript) Helen Marriage, Chief Executive Officer and Artistic Director, Artichoke (transcript)	34 38
Questions and comments from the floor (transcript)	41
Case study: new ways of experiencing live Max Alexander, Chief Executive Officer, Secret Cinema (transcript)	44
Competing for audiences and driving sector innovation: technology, partnerships and ticketing	
Tom Fiddian, Innovation Lead, Creative Economy, Innovate UK (transcript) Paul Reed, Chief Executive Officer, Association of Independent Festivals (transcript)	47 49
Elaine Bedell, Chief Executive, Southbank Centre (transcript)	49 52
Stuart Galbraith, Chief Executive Officer, Kilimanjaro Live (transcript)	55
<b>Dr Timothy Jung</b> , Director, Creative AR & VR Hub, Manchester Metropolitan University ( <i>transcript</i> ) Questions and comments from the floor with <b>Max Alexander</b> , Chief Executive Officer, Secret Cinema ( <i>transcript</i> )	58 61
Session Chair's and Westminster Media Forum closing remarks	
Lord Clement-Jones (transcript) Emily Darling, Forum Lead, Westminster Media Forum (transcript)	67 68
<u>Comments</u>	
Tiger Lily Raphael, Producer, Tiger Lily Productions UK	69
List of Delegates Registered for Seminar	70
Contributor Biographies	73
About the Core Sponsors of the Westminster Media Forum	77

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

## About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: The future of the live entertainment sector: innovation, competing for customers and supporting grassroots held on 10<sup>th</sup> July 2018. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

## Westminster Media Forum

UK Headquarters 4 Bracknell Beeches Old Bracknell Lane West Bracknell Berkshire RG12 7BW

T: 01344 864796 F: 01344 420121 publications@westminsterforumprojects.co.uk

**Directors** Peter van Gelder Chris Whitehouse