

THE UNIVERSITY OF
WARWICK

THE WARWICK COMMISSION

THE
FUTURE
OF
**CULTURAL
VALUE**



COMMISSIONER DAY 1:

HOW DO WE INVEST IN OUR CULTURAL LIFE?

23 JANUARY 2014 – DESIGN COUNCIL, LONDON

HOW DO WE INVEST IN OUR CULTURAL LIFE?

Agenda:

9.00 – 9.30: Coffee & Welcome, Introduction and Preliminary Questions

9.30 – 10.15: Evidence 1 (Richard Russell: State Investment & ACE)

His presentation will consider the processes of financial investment as well as the ways in which ACE functions as a development agency more broadly, as well as the policy decisions which guide the body.

10.15-11.00: Evidence 2 (Julian Bird: Consumer Investment)

Bird's presentation will examine patterns of consumer investment through sales of theatre tickets currently and in the future, and consider how entertainment contributes to cultural and national economies.

11.00 -11.30: Coffee Break

11.30-12.15: Evidence 3 (William Perrin: Giving and Digital Consumption)

This presentation will focus on the patterns of philanthropic giving to the arts, and the decisions behind them. It will also focus on the potential of digital technologies to expand access, and challenge the current investment necessities.

12.15 – 13.00: Commissioner Discussion

13.00 – 14.30: Lunch

14.30 – 15.15: Challenge 1 (Sara Selwood: The Evidence Problem)

Drawing from extensive experience working across the field, Prof. Selwood will outline the dangers of inaccurate evidence and over-emphatic advocacy and refer to possible solutions, in relation to the case study of museums.

15.15 – 16.00: Commissioner Discussion & Break

16.00 – 16.45: Challenge 2 (Tessa Jowell: Policy)

This presentation will give an introduction to the aspects that inform governmental policy on investment in culture and the arts, pointing to some of the areas that need attention and referring to the early days of the Cultural Value debate that Jowell penned.

16.45 – 17.30: Evidence 4 (Flick Rea: Local Government Investment)

The final evidence session will examine the problems faced by local governments and their investment in culture and the arts, focusing on the disconnections between national/local government. It will also detail the possible benefits and successes of local investment.

17.30 – 18.30: Commissioner Discussion

18.30 – 20.00: Working Supper (Almeida Restaurant, Islington)

HOW DO WE INVEST IN OUR CULTURAL LIFE?

Participants:

Evidence Givers:

Julian Bird

Julian Bird has been Chief Executive of the Society of London Theatre and UK Theatre (previously known as the Theatrical Management Association) since November 2010. He is also the Executive Producer of the Olivier Awards, and the UK Theatre Awards. Prior to that, he was the Chief Operating Officer for Tate leading the day-to-day operations of the Tate group. This included all the front-of-house visitor services, estates, collection care, and resources; and he also oversaw Tate's large commercial operations within Tate Enterprises Ltd, which include substantial publishing, retail and catering operations. Before joining Tate, Julian spent 9 years at the Financial Services Authority, joining upon its inception, and prior to the FSA Julian worked at the Bank of England, and also worked in various arts and entertainment companies.



Julian is involved in several other arts-related charities. He is the chair of both the Yvonne Arnaud Theatre in Guildford and the national charity concerned with professional drama training, Drama UK. He is a trustee of the De La Warr Pavilion in Bexhill-on-Sea, and the Southwold & Aldeburgh Theatre Trust.

Contact details: julian@soltukt.co.uk

Rt Hon Dame Tessa Jowell MP DBE

Tessa Jowell was first elected as a Member of Parliament in 1992 and since then has represented Dulwich (later Dulwich and West Norwood) in parliament. She served as a Minister throughout the last Labour Government with 8 of 13 years in the Cabinet. In her capacity as Minister for Public Health she initiated and developed Sure Start. As Secretary of State at the Department for Culture, Media and Sport, Tessa has been credited with bringing the Government behind London's successful bid for the Olympic and Paralympic Games. She became Olympics Minister when the bid was secured in 2005 and also served as the Shadow Olympics Minister and on the Olympic Board. She stepped down from the Shadow Cabinet following last summer's successful Olympic and Paralympic Games. In 2012 Tessa was made a Dame for her political and charitable services.



Contact details: jowellt@parliament.uk – [@jowellt](https://www.tessajowell.net/) – <http://www.tessajowell.net/>

William Perrin

William Perrin is a community activist and former civil servant, who has lived for a decade in London's troubled Kings Cross district. Local problems inspired him to enter into community action, and he established a website to keep track of what was going on: www.kingscrossenvironment.com. The site now has over 1100 articles, five volunteer writers and is an indispensable part of the local civic scene. It was used to help fight campaigns, improve the area and help people connect – 'bridging social capital'. William set up 'Talk About Local' with backing from Channel4 to help spread the benefits of a good, simple, cheap community site to as many areas as possible.



William's civil service career was varied – from the DTI to Downing Street. He produced the Communications White Paper in 2000 that created the modern regulatory regime. He was Private Secretary and Policy advisor to Prime Minister Tony Blair, covering the DCMS and digital portfolios. He

was also the executive responsible for the Downing Street e-petitions website that engaged 8 million people. Chair of the OECD Expert Group on e-government, William commissioned and delivered the 'Power of Information' work that inspired the government's interest in open data, and as one of the creators of OFCOM he remains interested in the media regulation scene.

His work in Kings Cross led to collaboration with David Cameron on the big society agenda in May 2010. He is also a trustee of the Indigo Trust, which makes grants to help people find or create the information they need to make their lives better – mainly in Africa. With his wife Fran he created the '360 Giving' agenda to deliver transparency in the opaque world of UK philanthropy.

William hold two current public appointments of a sort: he sits on the Local Public Data Panel for CLG and the Crime and Justice Sector Transparency Panel. For the previous government he was a member of the selection panel for the Independently Funded News Consortia.

Contact details: william@talkaboutlocal.org – [@willperrin](https://twitter.com/willperrin) – <http://wperrin.blogspot.co.uk/>

Cllr Flick Rea

Flick Rea has been a Councillor in Camden since 1986. She was Leader of Camden's Liberal Democrat Group until May 2005 and Cabinet Member for Culture and Sport from 2006-10. She is currently Chair of the LGA Culture, Tourism and Sport Board (since February 2012) and was formerly Vice Chair of London Councils Arts, Tourism and 2012 Forum.



Trained originally in the theatre, Flick for some years was a Council Observer to the Board of Hampstead Theatre and a Trustee of the Camden Arts Centre. She is a Board Director at the Charles Dickens Museum.

Contact details: cts@local.gov.uk – [@FlickRea](https://twitter.com/FlickRea) – <http://www.local.gov.uk/culture-tourism-and-sport>

Richard Russell

Richard is the Arts Council's Policy & Research Director responsible for building an evidence base to support the Arts Council's work. In 2013, he was responsible for producing the Arts Council's refreshed strategic framework 'Great art and culture for everyone'. He has developed a number of research projects including 'The contribution of the arts and culture to the national economy' (CEBR, 2013), 'Publicly funded arts as an R&D lab for the creative industries?' (Creative & Cultural Skills, 2013) and is currently working on an evidence review of literature discussing the impact, value and benefits of the arts and culture (Arts Council England, 2014) and an international literature review of the intrinsic value of the arts and culture (WolfBrown, 2014)



Prior to this, Richard was the national Director, Strategic Partnerships leading on research, place, communities, local government and the creative economy. Richard has also worked with Nesta on an investment programme in digital research and development for arts and cultural organisations, supporting projects which aim to harness digital technologies to connect with wider audiences and explore new ways of working.

Before taking on his role at the Arts Council's Head Office, Richard worked in the Arts Council's south east region, where as Director, External Relations & Development he led a number of key projects including coastal cultural regeneration programmes, arts broadcast projects with the BBC, Channel 4 and FIVE, and the region's strategy for children, young people and the arts. In 2008, Richard was seconded to the Commission for Architecture & the Built Environment to set up the DCMS funded Sea Change programme.

Richard has held senior posts in a range of arts organisations and funding agencies including Southern Arts, Cleveland Arts, Birmingham City Council, and a number of arts centres and festivals throughout

England. He managed the programme for Birmingham's Year as UK City of Music in 1992 and has helped create a number of new organisations and initiatives, including Sound It Out Community Music in Birmingham and various artists in schools programmes.

Contact: Richard.Russell@artscouncil.org.uk – [@RichardRussell1](https://www.instagram.com/RichardRussell1)

Prof. Sara Selwood

Sara Selwood is an independent cultural analyst and consultant. She has worked in museums and galleries and cultural management for 30 years in various capacities – as a curator, director and academic. Her consultancy includes organisational change; policy reviews and programme evaluations; mentoring, training and facilitation; research and writing.



She is a partner in the consultancy, [Pomegranate](#), and works with a number of other consultants, including [TBR](#) and [Education for Change](#).

Sara is currently an Honorary Professor at the Institute of Archaeology, University College London. In an academic capacity, she has written extensively on the relationship between the expectations of UK cultural policy, its implementation, funding and the public's experience of cultural provision. Her books include *The Benefits of Public Art: the polemics of permanent art in public places*, the first critical analysis of public art in England, and *The UK Cultural Sector: profile and policy issues*, which remains the most comprehensive overview of the sector. She edits the international journal, *Cultural Trends*. She is one of the British Council's Creative Economy Pool of Experts.

Sara was formerly a Trustee of the National Portrait Gallery, and now chairs the Portrait Trust, which promotes the public's learning through the medium of portraits. She was also formerly a member of the Mayor of London's Cultural Strategy Group, Greater London Authority and Chair of its Cultural Policy Reference Group.

Contact: sara@saraselwood.co.uk – <http://saraselwood.co.uk/>

Commissioners:

Vikki Heywood CBE

Vikki Heywood was appointed as RSA Chair at the AGM in October 2012 having been an RSA Fellow for almost 10 years. Previously, she was the Executive Director of the Royal Shakespeare Company, a position from which she stepped down last year. Since leaving the RSC she has also taken on the chairmanship of Mountview Drama Academy and of the First World War Centenary Cultural Programme Board.



Tony Ageh

Tony Ageh heads up Archive Development for the BBC, having previously been Controller at BBC Internet, where he led the team that originally devised the iPlayer. As the Controller of Archive Development, Tony currently works with expanding the BBC programme archive and pushing forward the BBC's vision of the Digital Public Space.



Hasan Bakhshi

Hasan Bakhshi is Director, Creative Industries in NESTA's Policy & Research Unit and leads NESTA's creative industries and digital policy and research. Prior to NESTA, Hasan worked as Executive Director and Senior International Economist at Lehman Brothers, and as Deputy Chief Economist at the Foreign and Commonwealth Office. Hasan will be represented on the day by **Matt Mead** (Chief Investments Officer, NESTA).



Sir Peter Bazalgette

Sir Peter Bazalgette is Chair of Arts Council England. He the former Chair of English National Opera. He has raised funds for arts and media organisations, notably as Chair of The Crossness Engines Trust and as Deputy Chair of The National Film and Television School. In TV he is the president of The Royal Television Society, served as the Chief Creative Officer of Endemol, on the Board of Channel 4 and devised several internationally successful television formats.



Damon Buffini

Damon Buffini is a founding partner of Permira and was Chairman and Managing Partner from 1997-2010. Damon is a co-founder of Breakthrough and Social Business Trust, an initiative to grow social enterprises by utilising the knowledge, skills and capital of UK businesses thereby benefitting one million people in the UK.



Deborah Bull CBE

Deborah Bull has enjoyed a thirty year career in the arts as a dancer with The Royal Ballet, and as an author, Creative Director of the Royal Opera House and presenter. In 2012 she joined King's College London to provide leadership and direction to its wide range of collaborations with the cultural sector. As Director, Cultural Partnerships, she has established King's Cultural Institute and is leading on the development of the Science Gallery at King's.



Dinah Caine CBE

Dinah Caine is Chief Executive Officer of Creative Skillset. She is a member of the Creative Industries Council (CIC) and Chairs the CIC Creative Skillset Skills Group, whose 2012 report was fully endorsed by the Industry and Government, and is now in implementation. She serves on the Ministerial Advisory Group on Skills and is a member of the National Skills Forum & Associate Parliamentary Skills Group.



Prof. Geoffrey Crossick

Professor Geoffrey Crossick is Distinguished Professor of the Humanities in the School of Advanced Study, University of London and Director of the AHRC Cultural Value Project. His previous roles include Vice-Chancellor of the University of London, Warden of Goldsmiths, Chief Executive of the former Arts & Humanities Research Board, and Pro-Vice-Chancellor (Academic Development) and Professor of History at the University of Essex. On the Commissioner day, Prof. Crossick will be represented by **Dr Patrycja Kaszynska** (Project Researcher, AHRC Cultural Value Project).



Darren Henley OBE

Darren Henley is the Managing Director of Global Radio's national classical music station, Classic FM. The author of two independent government reviews into music and cultural education and 23 books on classical music, he chairs the government's Cultural Education Board and the Mayor of London's Music Education Advisory Group. He is a member of the governing body of the Associated Board of the Royal Schools of Music and is Vice President of the Canterbury Festival.



Roly Keating

Roly Keating is Chief Executive of the British Library. He took up his post in September 2012. He was previously Director of Archive Content at the BBC, where he was overall editorial leader for the BBC's online services, including BBC iPlayer. From 2004 to 2008 he was Controller of BBC Two and before that, from 2001, he was controller of BBC Four. He has also worked as head of programming for UKTV.



Jenny Sealey MBE

Jenny Sealey has been Graeae's Artistic Director since 1997. In 2009, she was awarded an MBE in the Queen's Honours and became an Artistic Advisor for Unlimited 2012 Festival. In 2012 Jenny co-directed the London 2012 Paralympic Opening Ceremony alongside Bradley Hemmings (GDIF). She also won the Liberty Human Rights Arts Award and was named on the Time Out London/Hospital Club h.Club100 list of the most influential and creative people in the creative industries.



James Yarker

James Yarker is a theatre director who in 1991 co-founded Stan's Cafe. Since then he has conceived and directed all the company's major productions including the international hits *It's Your Film*, *The Black Maze*, *Cleansing of Constance Brown*, *Of All The People In All The World* and *The Steps Series*. He is regularly asked to speak at universities across the UK and has recently led weeklong workshops for theatre professionals in Calgary and Tokyo.



Directors of Study & Academics:

Prof Jonothan Neelands

Professor Jonothan Neelands is a National Teaching Fellow, Professor of Creative Education at the Warwick Business School (WBS) and Chair of Drama and Theatre Education in the Institute of Education at the University of Warwick. He has advised government on the identification and training of exceptionally able and motivated young performers and is an Executive Director of Drama UK. He is the Patron of the International Schools Theatre Association (ISTA).



Dr Ele Belfiore

Dr Eleonora Belfiore is Associate Professor of Cultural Policy, Director of Graduate Studies, and one of the main tutors for the MA in International Cultural Policy and Management at the University of Warwick. She is on the Project Advisory Group for the AHRC's Cultural Value Project. She is also currently leading an international effort in developing an interdisciplinary and collaborative research agenda around Cultural Value through the #culturalvalue Initiative.



Dr Chris Bilton

Dr Chris Bilton has been the director of the Centre for Cultural Policy Studies at the University of Warwick since 2008. He is also the founder of the MA in Creative and Media Enterprises. Chris worked in the cultural sector for ten years before coming to Warwick, touring Britain and Europe as a writer, performer and manager with Balloonatics Theatre Company and working as Arts Development Officer for City of Westminster Arts Council in London. He has been a lecturer at the Centre since 1997.



The Commissioner Day will also be attended by **Dr Catriona Firth**, project manager of the Warwick Commission, and **Dr Dom Holdaway**, Research fellow. For further information or contact details, please visit our website: www.warwick.ac.uk/culturalvalue, or email us at: warwickcommission@warwick.ac.uk.

Our Hosts:

We are grateful to the Design Council for generously hosting the first Commissioner Day of the Warwick Commission.

The Design Council champions great design, design which improves lives and makes things better. As an enterprising charity, its work places design at the heart of creating value by stimulating innovation in business and public services, improving our built environment and tackling complex social issues such as ageing and obesity.



The Commission is looking forward to working closely with the Design Council over the coming months to explore the relationship between creativity, business and brand.

For more information please visit: <http://www.designcouncil.org.uk/>