

THE
FUTURE
OF
**CULTURAL
VALUE**



**COMMISSIONER DAY 2:
HOW DO WE VALUE (AND UNDERTHINK)
CULTURE?**

02 APRIL 2014 - REGENT'S UNIVERSITY, LONDON

Agenda

8.45 – 9.00: Welcome

9.00 – 10.00: Evidence 1 (Dave O'Brien: Econometric Measurement & Government)

10.00 – 11.00: Evidence 2 (Mandy Barnett: Well-being and its Measurement)

11.00 – 11.30: Coffee Break

11.30 – 12.30: Evidence 3 (Steve Ball: Practical Value for Arts Organisations)

12.30 – 13.00: Lunch

13.00 – 14.00: Evidence 4 (Diane Coyle: Expressing Value)

14.00 – 15.00: Discussion time

15.00 – 15.30: Coffee Break

15.30 – 16.30: Reflection (Mark Taylor: Measuring Participation in Culture)

16.30 – 17.30: Discussion time

Participants:

Evidence Givers:

Steve Ball

Steve Ball is Associate Director of the Birmingham Repertory Theatre. Steve has trained as a teacher and as an actor. In 1986 he founded Language Alive! and Catalyst, two of the leading educational theatre companies in the Midlands. He has also worked as a writer and producer for BBC Education, lectured at universities in the US and Australia and was Head of Arts for Birmingham City Council from 2001 to 2003. Steve has an MA in Arts Management and a doctorate in Arts Education. He is a board member of Punch Records, St Paul's Community Development Trust and Birmingham LGBT Community Trust and is Chair of TYA England and Bright Space Ltd.



His presentation will address the practicalities of the value debate: How do you evaluate factors such as affordability, necessity, and quality of potential new theatre work, or measure the success and impact of past ones? What data do you produce and for whom? We have also asked Ball to talk about any alternative 'scales', such as community cohesion, well-being or existence value and how these can be gauged.

Mandy Barnett (Happy Museum)

Mandy Barnett is a consultant who helps cultural and social organisations to improve their partnerships and social value. Recently her work has focused on wellbeing, a new policy objective and huge opportunity for creative and cultural organisations. She is initiating a national network to make a better case for creative and cultural value to Government and funders called Making Culture Work.



Mandy is an accredited SROI practitioner and on the UK SROI Council, and has been on working groups for evaluation in the DCMS and DfE. Clients range from the Southbank Centre to Suffolk Artlink. She started her career as a designer and was Director of Bankside Arts Training Trust and Development Director for Older People at Surrey County Council before re-training as a consultant with an MBA from London Business School.

Tony Butler's presentation will focus on the Happy Museum project, and in particular the 'holistic approach to sustainability and well-being' in relation to culture, including how this approach can be made robust enough to support policy commitments. He will explain how well-being is measured in relation to museums and will speak about the successes and limitations of the model, based on his findings, and the potential for alternative modes of measurement (to econometric scales) to be rolled out on a larger scale.

Diane Coyle OBE

Diane Coyle runs the consultancy Enlightenment Economics. She is Vice-Chair of the BBC Trust and was a member of the Migration Advisory Committee from 2007-2012, and a member of the Competition Commission from 2001-2009. She is also a visiting research associate at the University of Oxford's Smith School of Enterprise and the Environment, and, from September 2014, Professor of Economics at Manchester University. She specialises in competition analysis and the economics of new technologies and globalisation, including extensive work on the impacts of mobile telephony in developing countries. Diane is also a member of the stakeholder advisory panel of EDF Energy. She is the author of several books, including *The Economics of Enough* (Princeton University Press 2011) and *The Soulful Science* (2007), *Sex, Drugs and Economics* (2002), *Paradoxes of Prosperity* (2001), *Governing the World Economy* (2000) and *The Weightless World* (1997). She has also published numerous book chapters, reports and articles, and was formerly a regular presenter on BBC Radio 4's Analysis. She was previously Economics Editor of The Independent and before that worked at the Treasury and in the private sector as an economist. She has a PhD from Harvard. Diane was awarded the OBE in January 2009.



Diane Coyle's presentation will provide a second practical example of valuation in action, in this case at the BBC which is in the unusual position of having public purposes set out and being explicitly required by its Charter to consider public value. Her presentation will set out the approach adopted by the BBC, which allows a structured cost-benefit assessment that is not monetary and has multiple dimensions. She will also flag up the limitations of this approach.

Dave O'Brien

Dave O'Brien is a Lecturer in Cultural and Creative Industries at City University London, specialising in cultural value and urban cultural policy issues. His first book *Cultural Policy Management, Value & Modernity in the Creative Industries* was published by Routledge in October 2013 and he has written extensively on European Capital of Culture and Urban Cultural Policy. His work on cultural value includes a secondment and report to the UK's Department for Culture Media and Sport (DCMS) in 2010, along with several conference papers and forthcoming research articles. He is currently part of several ongoing research projects including 2 major studies, one on arts and dementia the other on the creative economy, both funded by AHRC's Connected Communities. Dr O'Brien is a member of the editorial board of the journal *Cultural Trends* and is part of the advisory board for the AHRC's cultural value project.



Dave O'Brien has been asked to present his ideas on the efficacy of various methods of measuring culture and cultural value, in particular the use of econometrics and instrumental value methods of culture and the purpose(s) they can serve. His presentation will draw on his experience of how the measurement of culture is adopted/adapted by government and will explore the policy-making context of cultural value measurements?

Mark Taylor

Mark Taylor is a Research Associate at the ESRC Centre for Research on Socio-Cultural Change (CRESC), University of Manchester, where he is working on the AHRC-funded project '[Understanding Everyday Participation - Articulating Cultural Value](#)'. His research interests include the relationship between culture (broadly- and narrowly-defined) and social stratification, and how this can be investigated using quantitative methods, and particularly longitudinal data. His DPhil, titled "Reading for pleasure in Britain: trends, patterns, and associations", aimed to disentangle the relationships between leisure activities, social change, cultural capital, and educational and occupational attainment. He is also a member of teams working on the analysis of the Great British Class Survey, and of the experience of early career researchers working on community research.



The 'Understanding Everyday Participation' project proposes a radical re-evaluation of the relationship between participation and cultural value. Orthodox models of culture and the creative economy are based on a narrow definition of participation: one that captures engagement with traditional institutions such as museums and galleries but overlooks more informal activities such as community festivals and hobbies. The project aims to paint a broader picture of how people make their lives through culture and in particular how communities are formed and connected through participation. The research brings together evidence from in-depth historical analyses, the re-use of existing quantitative data and new qualitative research to reveal the detail, dynamics and significance of 'everyday participation'.

Mark Taylor's presentation will set out the (unpublished) findings of the strand of work that focuses on the examination of data collected by DCMS via the *Taking Part* survey. The analysis of this large body of survey data allows to develop a taxonomy of different forms of participation that place arts and cultural engagement in the broader context of everyday participation, including engagement in sport, civic participation and socialising.

Commissioners:

Chair

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.



Leading the Discussion

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).



Nick Chater

Nick Chater joined Warwick Business School in 2010, after holding chairs in psychology at Warwick and UCL. He has over 200 publications, has won four national awards for psychological research, and has served as Associate Editor for the journals Cognitive Science, Psychological Review, and Psychological Science. He was elected a Fellow of the Cognitive Science Society in 2010 and a Fellow of the British Academy in 2012. Nick is co-founder of the research consultancy Decision Technology; and is on the advisory board of the Cabinet Office's Behavioural Insight Team (BIT), popularly known as the 'Nudge Unit'.



David Lan

David Lan is artistic director of the Young Vic theatre in London and Chair of What Next? He was writer in residence at the Royal Court Theatre from 1995 to 1997. At the Young Vic, he led the campaign to rebuild the theatre which reopened to much acclaim in October 2006. He also initiated the Genesis Directors' Project, the Jerwood Directors Award and the Young Vic Award. He was co-director of the 'Young Genius' season at the Barbican in 2005 and of 'World Stages London' at theatres across London in 2012. He currently chairs the Belarus Free Theatre and is on the board of the Motley Theatre Design School and the Institute for Medicine and the Performing Arts.



Pier Luigi Sacco

Pier Luigi Sacco is Professor of Cultural Economics, IULM University, Milan and Dean of the Faculty of Arts, Markets, and Heritage. He is President of the scientific committee of the International Festival of Contemporary Art, Faenza, President of the Cultural Observatory of Marche Region. He is also a member of the scientific committee of the Italian National Library in Florence and a research associate at the Semeion Research Center, Rome. He has published over 150 papers in international journals and edited books on economic theory, game theory, cultural economics, cultural and creative industries, cultural policy design at the urban, regional and national level.



In Attendance

Tony Ageh

Tony Ageh heads up Archive Development for the BBC, having previously been Controller at BBC Internet, where he lead 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.



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.



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.



Ruth Mackenzie CBE

Ruth Mackenzie CBE is Artistic Director Designate of Holland Festival and Interim Launch Director for the next phase of The Space, the online digital arts project created jointly by Arts Council England and the BBC. Ruth was formerly the Director of the 2012 Cultural Olympiad, following a spell as an expert adviser on broadcasting and cultural policy for the Department for Culture, Media and Sport. She was seconded to the Department by the Manchester International Festival where she was appointed the first General Director in 2006. Ruth was awarded a CBE for her services to the Olympics & Paralympics in 2012 and an OBE for her services to theatre in 1995.



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

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.



The Commissioner Day will also be attended by **Dr Catriona Firth**, project manager of the Warwick Commision, and **Dr Natalie Hart**, 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.