

The Culture Business

A Conference on the Impact of the
Arts and Heritage Sectors
in the West Sussex Economy

Monday
18th June 2007
9.30 am - 4.15 pm
University of Chichester



west
sussex
county
council



The Culture Business

Programme

A Conference on the Impact of the
Arts and Heritage Sectors
in the West Sussex Economy

9:30 am – 10:00 am

Registration

10:00 am – 10:10 am

Welcome to The Culture Business

Mr Mike Coleman, Deputy Leader, West Sussex County Council

10:10 am – 10:25 am

The Culture Business

Professor Sara Selwood, Head of Department, Cultural Policy Management, City University, London. Chair of the conference.

Cultural analyst Sara Selwood sets out the issues for the day.

Professor Sara Selwood was formerly Head of the Cultural Programme at the independent think-tank, the Policy Studies Institute where she took on the editorship of Cultural Trends, a journal combining statistical evidence on the cultural sector with commentary and interpretation.

10:25 am – 11:00 am

Culture and Connections

François Matarasso, internationally acclaimed writer, specialist in practice-led research and consultant

- How do we define and measure 'value' as delivered by culture? Exploring a scale ranging from economic performance to impact on quality of life.
- Where does West Sussex position itself in the wider cultural economy and national agenda?
- What are our opportunities for culture-led transformation in terms of regeneration and placemaking?
- What role can local authorities play in providing innovative and effective ways to develop the sector?

François Matarasso's work on participation, the linking of arts ideas and practice, the impact of culture and the role of culture and heritage in people's lives, is ground-breaking. He is Chair of Arts Council England East Midlands and is currently leading a Culture East Midlands programme on culture in rural development.

11:00 am – 11:30 am

What Makes West Sussex Work: Today and Tomorrow

John Fisher, Director, The Local Futures Group

West Sussex County Council commissioned Local Futures to monitor and analyse the county's economic and social development in order to inform county strategy. John Fisher reports on 'The State of West Sussex', providing an overview of what makes West Sussex work. He looks at the economy, employment and environment, assessing our strengths and challenges for the future.

The Local Futures Group is a research and strategy consultancy that provides a geographical perspective on economic and social change to inform public policy and corporate strategies. Clients range from HM Treasury to regional development agencies.

11:30 am – 12:00 pm

Break

12:00 pm – 12:45 pm

West Sussex Arts and Heritage: How We Shape Up

Dr Tom Fleming, Director, Tom Fleming Creative Consultancy

Tom Fleming draws together the district level impact studies to build a picture of the volume and value of the West Sussex arts and heritage sector. He looks at links between cultural value and economic growth, and the opportunities, gaps, barriers and issues the sectors face in order to cultivate a positive climate for business development, job creation, visitor attraction and creativity.

Dr Tom Fleming is a consultant and academic specialising in high profile creative industries research, strategy and commentary on key issues for the economies, cultures and creativity of cities and regions. Clients include National Endowment of Science, Technology & The Arts (NESTA), Arts Council England, and DCMS.

12:45 pm – 2:15 pm

Lunch



2:15 pm – 3:00 pm

Looking Ahead and Outside

Bob Moore, Economic Regeneration Officer, West Dorset District Council

Sue Kay, Former Executive Director of Culture South West, now researching issues of cultural leadership

Elizabeth Cameron, Economic Development and Enterprise Manager, Brighton & Hove City Council

West Sussex needs to be aware of wider agenda in order for our arts and heritage sectors to participate effectively. How are other areas thinking about their creative industries and realising their potential? What can we learn from their experience?

3:00 pm – 3:45 pm

West Sussex – Facing Our Future

Your opportunity to discuss and debate different areas of good practice and issues with key players.

Choose from one of the following sessions:

1. Growing Our Talent

Neil Worman, Creative Industries consultant, SEEDA

David Smith, Area Director- Sussex, Learning and Skills Council (LSC) South East

If West Sussex is to flourish as a creative economy, we need to build knowledge, skills and creativity to give us a competitive edge. Key figures from LSC and SEEDA look at initiatives to support the higher education infrastructure and the building of a skilled and creative workforce.

2. Creative Placemaking

Parts of West Sussex – Burgess Hill and Crawley in particular – are experiencing major growth. Arts and heritage can play a key role in the regeneration of our town centres, helping to re-imagine places, reposition perceptions, attract and retain skilled workers and enhance the experiences of communities.

With artist **Steve Geliot**, and **Michael Capocci**, Managing Director of Thornfield, and a representative of Grosvenor Estates.

3. Finding a Fresh Future for Our Past

Andrew Jackson, Head of Wakehurst Place

Dr Andrew Brown, South East Regional Director, English Heritage

West Sussex has a rich seam of outstanding heritage sites. How can we make progressive links between heritage and contemporary culture to deliver economic benefits and creative experiences?

This study features a case study of Wakehurst Place, one of the most progressive and innovative heritage sites in the South East.

4. Celebrating Creativity

Alan Finch, Executive Director, Chichester Festival Theatre

Michael Follis, Director, Petworth Festival

West Sussex festivals and major arts projects inject creative vitality, attract visitors and raise the county's profile and enhance the quality of life for local people. How can arts organisations – both large and small – continue to grow and innovate to lever investment and contribute to vibrant communities?

5. Opportunities and the Olympics - 2012

Lorna Brown, Head of Arts and Cultural Strategy, West Sussex County Council

Ron Crank, Economic Strategy Group Manager, West Sussex County Council

An ideas and information session looking at how the Olympics might benefit the visitor economy of West Sussex and broaden opportunities for volunteering, participation and profile-raising. How can we make the Cultural Olympiad a local celebration from 2008 onward?

3:45 pm – 4:15 pm

So What Next?

Professor Sara Selwood

A summary of the key issues which emerge from the day and a review of the recommendations of the research and a look at the big question – what next?

4.15 pm

Close

This one day conference aims to increase the understanding of the value of the West Sussex arts and heritage sectors, their growth potential, and how we can maximise the benefits the sectors bring to the wider economy, and to communities.

A clear picture of the size and scope of the cultural sector is now emerging as a result of research initiated by the West Sussex Arts Partnership – a partnership between the County, Borough and District Councils with Arts Council England South East. The West Sussex Arts Partnership commissioned sam (formerly Sussex Arts Marketing) to measure the contribution of arts and heritage, on a district by district basis to the county's economy and to develop a robust framework of knowledge and data. Research examined turnover, investment levels, employment, GDP, business format, user levels, confidence in the future, and barriers to success.

The Culture Business provides an opportunity to discuss the key findings, outcomes and issues in the context of the broader UK economy and cultural landscape. Leading local, regional and national specialists will present case studies and lead a stimulating exchange of expertise and opinions, helping us to identify our distinctive cultural assets and how they can contribute to the county's competitive edge.

If you work in:

- the arts and creative industries
- heritage and conservation
- economic development, regeneration and planning
- tourism
- education and skills development

– this is your chance to explore your role, the dynamics, profile and potential of the arts and heritage sectors in West Sussex.

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Booking Form

The conference costs:

£40 for West Sussex delegates

£80 for out of county delegates

Please reserve me a place for

The Culture Business

(please photocopy this form for additional delegates)

Name: _____

Job Title: _____

Organisation: _____

(This information will appear on your delegate badge)

Address: _____

Postcode: _____

Daytime Tel No: _____

Email: _____

Special Dietary Requirements: _____

Do you have any access needs of which we should be aware?: _____

Afternoon sessions

Please indicate which afternoon session you would like to attend:

1: Growing Our Talent

4: Celebrating Creativity

2: Creative Placemaking

5: Opportunities and the Olympics – 2012

3: Finding a Fresh Future for Our Past

Method of payment

I enclose cheque No. _____ for £40 £80

(Cheques payable to West Sussex County Council)

Please invoice quoting purchase order No.: _____

Please return payment with your booking form to:

**Helen Charlton
sam**

Unit 11B, Dyke Rd Mews
74 Dyke Road
Brighton BN1 3JD

Tel: 01273 882112 **Fax:** 01273 297846

Email: helen.charlton@sam-culture.com

Please indicate if you would like a receipt:

PLEASE NOTE bookings are confirmed on payment of fee.

Cancellations

21 days or less we cannot offer a refund.
22 days or more a repayment of 50% of cost will be made to you.



The nearest parking available is at Bishop Otter campus. Alternative parking is available at Northgate car park, and Market car park, but are 15-20 minutes walk from the conference.

University of Chichester

Bishop Otter Campus, College Lane, Chichester, West Sussex P019 6PE

www.chiuni.ac.uk (01243) 816000



West Sussex Arts Partnership – a collaboration between the local authorities of West Sussex with Arts Council England, South East.



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Supported by:



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