

**THE FUTURE OF FESTIVAL
PRACTICE : POLICY**

STRATEGY : PARTICIPATION

NEW AUDIENCES : VENUES

FESTIVAL LEADERSHIP

SPONSORSHIP : CREATIVE

EUROPE : BROADCASTING

ARTIST DEVELOPMENT

FESTIVAL ROLLERCOASTER

CULTURAL TOURISM : NEW

INSPIRATION : PARTNERS

FILL THAT GAP

www.artsfestivals.co.uk

2015 CONFERENCE FOR FESTIVALS: LICHFIELD

BAFA is proud to introduce our Partners:



Conference Partner: **Lichfield Festival**

Lichfield Festival is one of the leading cultural organisations in the West Midlands. Formed as a registered charity in 1981 the organisation promotes:

- Lichfield Festival, an annual multi arts festival lasting for 10 days in July.
- Lichfield Literature, an annual literary event in October
- Aspire, our Learning & Participation programme of education and community activities leading up to and culminating at each Festival.

**ARTS
PROFESSIONAL**

Media Partner: **Arts Professional**

Keeping up to date with important issues and vital information can sometimes feel a bit like trying to fill a cup from a waterfall. Here at Arts Professional we try to make this task just a little easier for you by creating and curating the most relevant content for those with a professional interest in the arts sector. We aim to deliver a quality news and information service that will help you get the most out of your professional practice.

We cover news stories that are too specialist for the national newspapers, but are important to those working in the arts

We investigate what's really going on in the sector, holding public bodies to account when necessary

We keep the sector up to date with changes in areas such as the law and technology, and policies that may affect them

We share good practice by giving arts organisations and practitioners a platform to write about their successes and tell others about their experiences

We provide a forum in which those with something to say can pass comment on key issues or topical subjects

We create a space for the sector to promote itself, its jobs, and its activities to other arts professionals.

Contact: **Liz Hill**, Editor

E: liz@artsprofessional.co.uk

MIND THE GAP: 11 12 13 NOVEMBER 2015

2015 CONFERENCE FOR FESTIVALS: LICHFIELD

Wednesday 11 November: The Guildhall

FESTIVAL QUESTION TIME

Festivals: the *Extreme Sports* of the Arts

Whether you only have Wednesday night free, or are arriving for the Thursday Conference Programme the evening before, with our unique 'Design Your Own Conference', you are welcome to come along to the very first Festival Question Time or to the whole event—or anything in between.

Your panellists for this inaugural Festival Question Time are:

George Vass, Presteigne Festival (Chair)

Sonia Stevenson, Lichfield Festival

Steve Austen, European House of Culture

Colm Croffy, Irish Festivals Association

This is not meant to be too serious an evening. Meet up with old friends, make some new ones and - think up some really hard questions to ask our panel. We are focusing on what it means to work in the festival and live events sector and though there will be plenty of opportunity to voice your opinions throughout the conference, here is an opportunity to hear what everyone else thinks about the issues that matter to you.

There will be a free bar—and pizzas to order.

Share your experience, bring your challenges, bridge the gap

Wednesday 11 November

The Guildhall, Lichfield

18.30 Welcome to Lichfield

19.00 Festival Question Time

20.30 Supper & Networking

[FIND OUT HOW TO TAKE PART & RESERVE YOUR PLACE](#)

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2015 CONFERENCE FOR FESTIVALS: LICHFIELD



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MIND THE GAP: 11 12 13 NOVEMBER 2015

2015 CONFERENCE FOR FESTIVALS: LICHFIELD

Thursday 12 November: The Garrick Theatre

Festivals: the *Extreme Sports* of the Arts

Ideas: stimulating & inspiring : practical & tangible

bring your challenges, share your experiences, bridge your gaps

Bridging the Gap: Politics, Society & The Arts 'Visionary politicians would see that increasing arts investment – not cutting it – is the best way to help the country back on its economic feet' reflects David Brownlee, National Campaign for the Arts on the latest [Arts Index](#). Jude Kelly, Southbank Centre wrote 'The [main project](#) for all of us is not just to ask politics what it can do for us in just a vested interest way but what we can do for politics?' before the General Election. But, 'what of the notion of festivals as the source of a new politics, of a new way of organizing society' asks [Matthew Flinders](#), Professor of Politics/ Founding Director, Sir Bernard Crick Centre for the Public Understanding of Politics, University of Sheffield. Are festivals vehicles for social cohesion? The 'and' is the [important focus](#) says Jocelyn Cunningham from *Arts and Society*.

This sets the stage for our first keynote panel debate - which is then followed by much opportunity for networking, highly practical breakout sessions and plenty of refreshments; all preparing us for a thought provoking afternoon.

Identifying the Gap: Challenging Times for Leadership in the Arts Jennie Jordan, De Montfort University writes: 'There are [opportunities and threats](#) for all arts and cultural organisations, but what does this mean for festivals' leaders in particular? In times of great turbulence, leaders are the pathfinders who establish new ways of working.' Steve Austen, European House of Culture Brussels suggests: 'From this perspective a primary benefit of meetings of festival organisers is that they may provide participants with a reality check which may validate their claims to uniqueness.'

*How do we break down the overwhelming challenges and bridge all the gaps to long-term sustainability? Setting a more reflective stage for the afternoon, we also have the light relief of the **BAFA Awards Ceremony** before plunging into more tough and practical breakout sessions, though not forgetting the **our live performance pop-ups** - plus added coffee - the afternoon will fly!*

MIND THE GAP: 11 12 13 NOVEMBER 2015

MIND

THE

BESPOKE SOLUTIONS FOR ARTS FESTIVALS

 BRAND IDENTITY & DEVELOPMENT

 BROCHURE DESIGN & PRODUCTION

 WEBSITE DESIGN

 DIGITAL MARKETING DESIGN

 EVENT/FESTIVAL PROGRAMMES

 EVENT PHOTOGRAPHY

Working in arts marketing and design for 35 years, I have gained a wealth of experience of collaborating with arts festivals ranging from the Edinburgh International Festival to small community events developing cost-effective creative solutions.

I endeavour to distill the essential requirements, develop an agreed strategy and implement it in a methodical fashion through the creation of robust and durable communications.

Howard Sherwood
CREATIVE CONSULTANT

WWW.HOWARD-SHERWOOD.CO.UK

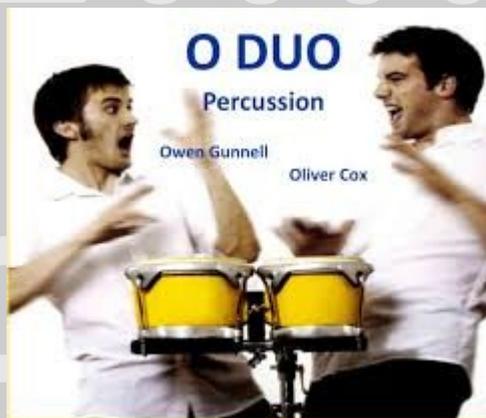
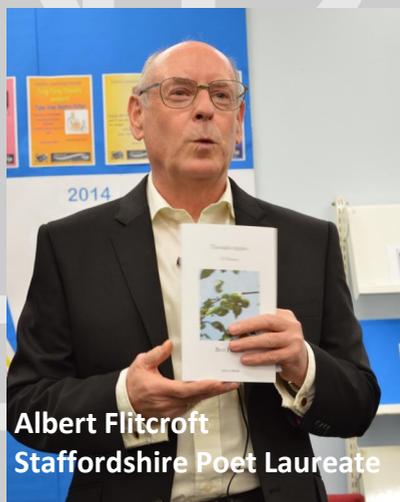
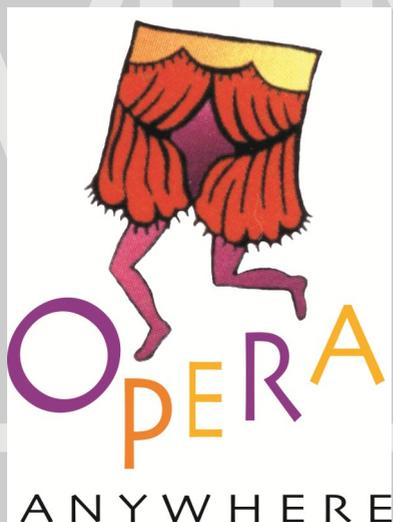
2015 CONFERENCE FOR FESTIVALS: LICHFIELD

09.00-09.45	Registration		
09.45-10.00	Welcomes & Introductions & Live performance		
10.00-11.15	Bridging the Gap: Politics, Society & The Arts		
11.15-11.45	<i>Facilitated Networking with Coffee</i>		
11.45-12.45	Meet the Experts: Practical Breakout Sessions		
European Partnerships Update on Creative Europe funding - an update & we will hear from 198 Gallery, a small UK arts organisation, on how they achieved success	New Audiences Engagement initiatives for a younger demographic Bath Festivals & Lichfield Festivals discuss their successful projects	Rising Stars How can programmed festivals support emerging talent with Holly Payton, World Festival Network	Can you wing it? The importance of a good marketing & fundraising strategy and how to write one with Debbie Liggins, Business Development Director, Orchestra of the Swan
12.45-13.45	Lunch		
13.45-14.15	BAFA Awards Ceremony		
14.15-15.30	Identifying the Gap: Challenging Times for Leadership in the Arts		
15.30-16.00	<i>Refreshments and 'Running your own Festival Radio'</i>		
16.00-17.00	Meet the Experts: Practical Breakout Sessions—then Wrap Up!		
Making the most of new technologies Live Internet Broadcasting for Festivals with Audux	Cultural Tourism Visit Britain on the bigger picture & Buxton Fringe Festival talk about their successful relationship with the local Tourism Office	Festivals as Extreme Sports for the Arts Managing highly variable workloads throughout the year : The psychological effects of being in manic festival mode vs. quieter times of year: Balancing long-term planning with urgent, short-term issues with Fiona Goh, Holmsfirth Festival	
17.00-19.00	Free Time		
19.00-19.30	Drinks @ The Conference Pub: The Kings Head		
19.30-22.30	Conference Feast with free bar/supper and live performance		

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2015 CONFERENCE FOR FESTIVALS: LICHFIELD

BAFA CONFERENCE: LIVE PERFORMANCES



MIND THE GAP: 11 12 13 NOVEMBER 2015

2015 CONFERENCE FOR FESTIVALS: LICHFIELD

Friday 13 November: The Garrick Suite

Festivals: the *Extreme Sports of the Arts*

Ideas: stimulating & inspiring : practical & tangible

bring your challenges, share your experiences, bridge your gaps

Jumping the Gap: Acceptance of the New *Following on from the success of last years 'Friday Theme' that showed the topic of 'audience development' has resonance with everyone whatever their festival role, we will focus this year on the complex topic of creating audience acceptance for ambitious, new programming.*

'What part do festivals play in audience development? Can they attract new audiences to the arts, or do they simply cater to an existing audience for a specific art-form?' This quote comes from a 2003 Arts Professional article by Catherine Rose as part of the ACE [New Audiences](#) programme.

[Uitmarkt](#) is a festival with a difference - a showcase and one that the general public get to attend - for free! Birmingham Arts Marketing replicated this but sadly no longer exists, [but the statistics were impressive](#). Using the World Cafe format, this morning session will interrogate new ideas, share achievements and evaluate our less successful initiatives.

A light lunch will be followed with a short guided walk by the [City of Sculpture](#) project, an ongoing initiative to develop the visual and new media arts in the city of Lichfield.

Filling the Gap: Lets do the show right here? This final session will look at the *problems and potential* of putting on a live event in a found space that is not a typical venue – both out of necessity - and out of a desire to animate an unusual space and engage with an audience in a new way. What are the challenges of using churches/cathedrals as venues as [Lichfield Festival](#) does or your local Library, which the Lichfield Literature Festival makes excellent use of? Liverpool's [On the Verge Festival](#) by-line is 'new performances in unusual places'. Outdoor Arts can help you [Make the Case.](#)

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Festivals: the *Extreme Sports* of the Arts

09.00-09.45	Registration
09.45-10.00	Welcomes & Introductions
10.00-10.45	Jumping the Gap: Acceptance of the New The Audience Agency: Audience Finder
10.45-11.00	<i>Refreshments</i>
11.00-11.30	Richard Fletcher: Open-source technology for charities and other small organisations Caron Jane Lyon: Online platforms as tools for audience engagement including Periscope and Blag
11.30-12.15	World Cafe: Meet with our speakers in small groups - ask questions relevant to you, try out the technology for yourselves
12.15-12.30	Feedback and round up from the mornings workshops
12.30-13.30	<i>Lunch</i>
13.30-14.15	City of Sculpture project is an ongoing initiative to develop the visual and new media arts in the city of Lichfield. We will follow some of this trail to the Lichfield Cathedral and our final session.
14.15-15.15	Filling the Gap: Lets do the Show Right Here! An in-depth look at the challenges, complexities and benefits of presenting live performance in new and unusual venues with On The Verge Festival , Lichfield Library and Ludlow Fringe Festival
15.15-15.30	Final Conference Wrap Up!

What else will be happening over all three days?

Live performances: short, diverse pieces providing welcome breaks between the sessions

Market place: an interesting range of organisations offering the very best of services to the festival sector

Festivals Mean Business 4: help frame this brand new piece of research

BAFA Information Library: share your experience *and help fill the library shelves*

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