**SHOW ME THE MONEY!**

**2:45pm – 3:30pm: C4DI Theatre**

Culture and business: the benefits of investment in culture.

Hull 2017 raised more corporate money for its year as city of culture than the London Olympics did for the Cultural Olympiad. The benefits of working with a range of businesses and organisations whose investment in City of Culture go far beyond the obvious. The discussion focuses on the crucial nature of this investment and highlights the benefits to place, people and the local economy when business and culture find the correct synergy.

Dominic Gibbons (Wykeland), Francesca Hegyi (Hull 2017), Pat Connor (Head of BBC Development & Events, UK & Director, BBC South West), Dr Kevin Moore (Humber Bridge)

**Susannah Simons:** Chair

Hull 2017 raised more corporate money than the cultural Olympiad.

Original funding target in the bid: £13.7 million.

Fran arrived and decided we could do better so raised this to £18 million.

Actually raised £32 million.

80 different funding partners: from central government to public funders, trust and foundations to corporates and especially Hull City Council: key to all of this success.

Demonstration of the willingness in the city, and from arts funders like the arts council and other national funders. It was their willingness to get behind it that made it a success.

All partners have a different approach to partnerships.

**Dominic and Wykeland** shown through Humber Street Gallery what can be achieved when an arts organisation and a developer work together. Developers are so often contracted to build a new theatre, arts venue, gallery independently – away from the community it sits in. This is showing a new way of working, where benefits are far more abundant.

**Pat Connor and the BBC** have been a creative partner on a number of projects, from Radio One Big Weekend to Contains Strong Language and many other events. At the same time they have helped in displaying the city in a new light on prime time national and international TV, as well as coverage of the Turner Prize. An incredible example of how the approach to partnerships is not just about money but also profile and reach. Making sure events presented by Hull 2017 reach more people and bigger audiences.

**Dr Kevin Moore**, and the Humber Bridge Board, have recognised early on the potential of Hull 2017. Turning the iconic structure of the Humber Bridge into a sound journey and ultimately a musical instrument would not have been possible without people like Kevin, and the assistance of his engineers and electricians throughout a project that was meant to run for a month but instead ran for 3 months. The collaboration of an arts organisation and an iconic, yet ultimately very functional, structure that represents an entire region, is testament to how far collaboration can be pushed in order to celebrate heritage, art and place.

Starting with a big question:

1. Hull City Council were vital in winning the bid for City of Culture and getting the Culture Company, who have delivered the City of Culture, off the ground through their support. They have made a public commitment to not cutting soft budgets such as culture, museums and libraries. This is in stark contrast to the national picture, with regular reports of library closures and arts funding shrinking in real terms. This is obviously paying dividends in Hull – should other local authorities be making a similar commitment and is it a sustainable model?
2. In the context of this changing public funding landscape for culture, is there a responsibility for the private sector to step in? **Start with Fran and then Dominic.**
3. With a clear disparity of funding for cultural institutions and projects between London and the north, the arts council have committed to spending an extra £170 million outside London between 2018 and 2022, which is a significant boost. How has Hull demonstrated the value of increased funding in this specific area and how can the north make a clear case that increased investment clearly leads to other economic and social benefits?
   1. And most importantly, should this be the at the cost of institutions in London?
4. Have Hull 2017 sucked up all the local arts funding, taking it away from independent organisations?
   1. Directed at Fran – no, Arts Council have had more applications from the region. 354% increase in the total amount awarded to Hull in grants for the arts since 2013. Also, 84% increase in total applications. Which means the total amount of applications have increased and the quality of these applications have also increased.
   2. To Dominic – has supporting Hull 2017, and the contribution you’ve made to Hull 2017, made you less likely to support anyone else?
5. To Pat – When Tony Hall made the announcement on 22 September 2016, apart from literally putting Hull on the weather map, how has working with Hull 2017 enabled the BBC raise the profile of the city in the national consciousness?
   1. Also, how has it demonstrated the BBC’s national reach, beyond London?
6. What have each of you gained from being a partner of Hull 2017?
7. We’ve seen the benefits of partnership working in a variety of different ways and the impact this can have on the city and the wider region. Hull is now perfectly poised to capitalise on the momentum and impact created by the year. Is it now more important than ever for partners across the board to commit to an even brighter future in order to demonstrate the transformative effect on people, place and quality of life that this initial investment has instigated.
8. The discussion will end with talking about the future – in terms of future commitments to the legacy of Hull 2017 and future investment in areas addressed above.

Dominic and Kevin: Would be great if you have any images of plans for Humber Street and Humber Bridge developments we might be able to show during the session also. Just to suggest what the future might be looking like in respective places.