

**Apeldoorn: British-Dutch Dialogue 2014 Conference Programme**

# Art Works: Exploring the Social and Economic Value of Culture

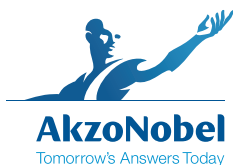


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# Foreword

Welcome to the 2014 Apeldoorn British-Dutch Dialogue Conference, and welcome to Liverpool!

Both the Netherlands and the United Kingdom have a strong and proud cultural heritage, and a vibrant contemporary scene. Old Dutch Masters and British playwrights and poets are as world-famous as their contemporary counterparts from the world of music, film and art.

However, both countries are also now faced with similar pressures in terms of sustainable future funding. In a challenging economic climate, policymakers are increasingly reconsidering the social and economic value of cultural and creative activity. Arts organisations need to work hard to attract investment, while at the same time finding the right balance between artistic quality, freedom and ambition.

The 2014 Apeldoorn: British-Dutch Dialogue Conference will consider the economic impact of cultural tourism and events, the creative industries as a motor for innovation and regeneration, the key role cultural education must play and the sustainable ways to fund the cultural sector. The Conference will explore both the common ground and

the interesting differences between British and Dutch attitudes and approaches to the economic and social value of culture.

Apeldoorn delegates, carefully selected from the worlds of arts and culture, business, academia, government, media and civil society in the UK and the Netherlands, will spend two days together in Liverpool drawing inspiration from each other, sharing their experiences and exchanging views on how culture can create economic stimulus and social regeneration.

For this thirteenth edition of the Apeldoorn: British-Dutch Dialogue Conference Series, we are thrilled to once again welcome an impressive line-up of speakers and delegates from the UK and the Netherlands.

The location of this year's Apeldoorn Conference was not chosen by chance. As European Capital of Culture in 2008, Liverpool attracted an extra 9.7 million visitors, generated an estimated economic impact of £754 million, and saw an 8% rise in new creative start-ups. Ten years later, the Dutch city of Leeuwarden will follow in Liverpool's footsteps and become the 2018 European Capital of Culture. Delegates will have a chance to see Liverpool's success for themselves during site visits on Monday afternoon.

We would like to thank our generous sponsors: Abellio, AkzoNobel, BP, ING, Merseyside Travel, The Royal Bank of Scotland, Royal Dutch Shell, Unilever, and Vodafone, without whom this Conference would not have been possible. We are confident that with their support, this year's Apeldoorn Conference will once again encourage an open and frank exchange of ideas, create new bilateral networks and opportunities, and prove as inspiring as its predecessors.

We wish you an enjoyable and productive conference!



**Sir Geoffrey Adams**  
British Ambassador  
to the Netherlands

A handwritten signature in dark ink, appearing to read 'Geoffrey Adams'.



**Laetitia van den Assum**  
Ambassador of  
the Netherlands  
to the UK

A handwritten signature in dark ink, appearing to read 'Laetitia van den Assum'.

# Conference Theme



Culture is deeply engrained in British and Dutch history and society. Both nations boast a rich cultural heritage and a vibrant contemporary scene, but both are now faced with similar pressures in terms of sustainable future funding.

In the current challenging climate, policymakers are increasingly reconsidering the role of cultural and creative activity in terms of its economic and social value, and asking: how does culture contribute to the wealth and wellbeing of our communities and our citizens?

The cultural and creative sectors form an important part of both the British and Dutch economies, generating around £12.4bn<sup>1</sup> in the UK in 2011 and €12bn<sup>2</sup> in the Netherlands in 2012. While in the United Kingdom, the largest contributors in those periods were book publishing, the performing arts and artistic creation, in the Dutch cultural sector, media and entertainment proved the most profitable. Businesses in the arts and culture industry have been successful in cutting costs and have therefore been able to increase their contribution, even as the wider economy contracted. Beyond direct income generation, the cultural sector has a broader impact on the economy, by attracting tourists, investors and job creators.

Now more than ever, it is important for cities to provide an attractive cultural offer for both visitors and inhabitants. The economic potential of cultural tourism, in particular, should not be underestimated. The UK features in the top ten of the world's most visited countries, and the Netherlands in the top 20. For example, in the four months following the reopening of the Rijksmuseum in Amsterdam, nearly 1 million visitors passed through its doors, of which about a half were Dutch.

In this context, it is more important than ever to examine the balance between the roles of the arts as a creative force, a community resource and an economic driver, and to consider anew how we can reconcile the importance of cultural access for all with the need for continued artistic experimentation and innovation.

1 Source: The Contribution of the Arts and Culture to the National Economy, May 2013, Arts Council.

2 Source: Cultuur in Beeld 2013, Ministerie van Onderwijs, Cultuur en Wetenschap

# Moderators, Report Writer and Plenary Speakers





## Moderators



**Dame Judith Mayhew Jonas DBE**  
Founding Chair, London & Partners



**Professor Dr Alexander Rinnooy Kan**  
Distinguished University Professor of  
Economics & Business Studies,  
University of Amsterdam

## Report Writer



**Graham Devlin**  
Independent Arts  
Professional



**Sir Geoffrey Adams**  
British Ambassador to  
the Netherlands



**Laetitia van den Assum**  
Ambassador of the  
Netherlands to the UK

## Plenary Speakers

## Plenary Speakers



**Stephen Binns MBE**

City Historian  
St George's Hall



**Jet Bussemaker**

Dutch Minister for Education,  
Culture and Science



**Francine Houben**

Founding Partner &  
Creative Director,  
Mecanoo Architecten



**Ruth Mackenzie CBE**

Artistic Director  
Holland Festival



**Claire McColgan MBE**

Director of Culture  
Liverpool



**Simon Mellor**

Executive Director  
for Arts and Culture,  
Arts Council England

**Wim Pijbes**

General Director  
Rijksmuseum

**Els van der Plas**

General Manager, Dutch  
National Opera & Ballet

**Tamara Rojo**

Artistic Director  
English National Ballet

**Graham Sheffield CBE**

Director Arts  
British Council

**Merlijn Twaalfhoven**

Composer  
Music for all Senses

**Hon Ed Vaizey MP**

British Minister of State  
for Culture and the Digital  
Economy

# Conference Programme

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## Sunday 16 November

- 14.00 Registration at Hard Days Night Hotel
- 15.00 Informal meeting with **Andrea Nixon**, Executive Director Tate Liverpool,  
Museum tour
- 17.45 Meet in hotel lobby and walk to Museum of Liverpool
- 18.15 Arrival Museum of Liverpool  
**Drinks reception and performance by Liverpool String Quartet**
- 18.45 Opening remarks by Conference Chair
- 19.00 Speed-dating
- 19.30 Opening dinner and welcome to Liverpool
- 20.00 **Opening speeches - Cultural Policy and the Role of Government**  
**Claire McColgan MBE**, Director Culture Liverpool  
**Jet Bussemaker**, Dutch Minister for Education, Culture and Science  
**Hon Ed Vaizey MP**, British Minister of State for Culture and the Digital Economy
- 22.00 Close and return to hotel
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## Monday 17 November

- 08.30 Meet in hotel lobby and walk to St George's Hall
- 08.45 Arrival at St George's Hall
- 09.00 Welcome to St George's Hall by **Stephen Binns MBE**, City Historian
- 09.10 **Plenary speeches - The Social and Economic Value of Culture**  
**Simon Mellor**, Executive Director for Arts and Culture Arts Council England  
*The holistic case: why invest in arts and culture?*  
**Professor Francine Houben**, Founding Partner & Creative Director  
Mecanoo Architecten  
*The Library of Birmingham, a People's Palace*  
**Ruth Mackenzie CBE**, Artistic Director, Holland Festival  
*The economic impact of cultural tourism and major cultural events*  
**Els van der Plas**, General Manager Dutch National Opera & Ballet  
*The relevance of culture in society or the social relevance of culture*
- 10.30 Tea/coffee break

- 11.00 Workshops** – Part 1 - chaired by Steering Board members  
The workshop discussions will follow on from the Monday morning plenary speeches
- 12.30** Networking buffet lunch
- 13.40** Depart for site visits
- 14.00 Site visits in and around Liverpool** (The Beatles Story, Baltic Triangle, Bluecoat, DadaFest and FLUX Liverpool)
- 17.00** Return to hotel. Free time
- 18.00** Meet in hotel lobby. Walk to Merseyside Maritime Museum
- 18.30 Drinks reception**
- 19.00 Informal walking dinner and speeches**  
Introduction by **Ambassador van den Assum**  
**Inspirational speeches: why does culture 'make one's heart sing'?**  
**Tamara Rojo**, Artistic Director, English National Ballet  
**Merlijn Twaalfhoven**, Composer, Music for all Senses
- 22.00** Close and return to hotel

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## Tuesday 18 November

- 09.00 Plenary session on The Future of the Creative Sector**  
**Graham Sheffield CBE**, Director Arts, British Council  
**Wim Pijbes**, Director Rijksmuseum  
Q&A moderated by Conference Chairs
- 10.00 Workshops** – Part 2 - chaired by Steering Board members
- 11.00** Tea/coffee break
- 11.20 Closing Plenary session**  
Rapporteurs feed back on workshop sessions and site visits.  
Closing remarks by **Ambassador Adams**
- 13.00** Networking buffet lunch
- 14.00** Close

# Tate Liverpool





On Sunday 16 November, delegates will have the opportunity to visit Tate Liverpool.

**Andrea Nixon**, Executive Director Tate Liverpool, will lead an informal discussion with conference participants on Tate Liverpool's role in developing the Liverpool Waterfront and contributing to the cultural offer of the city as well as Tate Liverpool's role with partners and the development of the Liverpool Waterfront. Following the discussion, delegates will have the chance to see the current exhibitions.

**Transmitting Andy Warhol** is the first major solo exhibition in the North of England that focuses on the expanded practice of one of the central figures associated with pop art. Bringing together more than 100 works, highlights include the *Marilyn Diptych*, *Dance Diagram* and *Do-it-Yourself* paintings, and a spectacular re-evocation of the *Exploding Plastic Inevitable*, Warhol's famed 'total art' environment which provided the framework for performances by The Velvet Underground.

Exhibited alongside *Transmitting Andy Warhol* will be work by **Gretchen Bender** (1951- 2004). This will be the first solo exhibition of the American artist's work in the UK, with highlights including **Total Recall 1987**, a monumental 24-monitor multi-projection screen installation.

Running concurrently in the ground floor Wolfson Gallery will be **The Serving Library**. Including a collection of art works, artefacts, books and other materials, it will ask visitors to reconsider the traditional role of the library.

Together, they form Tate Liverpool's autumn/winter season. Entitled **Making Things Public**, visitors will explore how artists from different generations have responded to and experimented with the pervasive influence of mass and broadcast media.

# Liverpool String Quartet





Despite being founded only four years ago, the Liverpool String Quartet (LSQ) has a reputation as a world-class ensemble. The Quartet have already toured internationally eight times.

Highlights include concerts at the Teatro Principal de Valls (Spain), in the Cathedral of Pamplona, and in Olite, Navarre. In July 2012, the LSQ conducted a tour of the Balearic islands, with concerts in Valldemossa (Mallorca) and were invited to perform in the inaugural concert of the prestigious International Music Festival of Mahon (Menorca). Their last tour in July was exclusively sponsored by International Water Company Comaigua.

In Liverpool, the LSQ has been Quartet in Residence at the Bluecoat in the heart of the city since 2012.

Notable concerts given in Merseyside have been held at the Williamson Art Gallery on the Wirral, Liverpool's Anglican Cathedral (with an audience of 1600 people), the Atkinson Art Gallery (Southport) and Mayer Hall (Bebington, Wirral), which is soon to become the Quartet's second place of residence.



# Workshops



## 1 | The economic impact of cultural tourism and major cultural events

Following on from the plenary speech by **Ruth Mackenzie**, Artistic Director Holland Festival



**Workshop Chair** **Axel Rüger**, Director  
Van Gogh Museum



**Rapporteur** **Janneke Staarink**, Managing Director  
International Film Festival Rotterdam

## Workshops

### 2 | Creative industries as an economic driver

Following on from the plenary speech by **Simon Mellor**, Executive Director for Arts and Culture, Arts Council England



**Workshop Chair** **Guido van den Brande**, Head of Corporate Clients Netherlands, The Royal Bank of Scotland plc

**Rapporteur** **Sara Pepper**, Director of Creative Economy, Cardiff University

### 3 | The relevance of culture in society or the social relevance of culture

Following on from the plenary speech by **Els van der Plas**, General Manager, Dutch National Opera & Ballet



**Workshop Chair** **Dame Judith Mayhew Jonas**, Founding Chair London & Partners

**Rapporteur** **Michel de Rooij**, Director, Nowhere

### 4 | The role of culture in place-making, (re-)branding / identity

The Library of Birmingham, a people's palace

Following on from the plenary speech by **Francine Houben**, Founding Partner & Creative Director, Mecanoo Architecten



**Workshop Chair** **Jamie Coomarasamy**, Presenter Newshour BBC

**Rapporteur** **Sadie McKinley**, Head of Sponsorship & Development, Edinburgh International Book Festival

# Site Visits



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## The Beatles Story

**Host:** Martin King

The Beatles Story is a fine example of the economic potential of culture, but it has not always been smooth sailing. The Managing Director of The Beatles' legacy Museum, Martin King, will tell the story of the museum and the economic impact of the Beatles on Liverpool. This will be followed by a Q&A session. Delegates will then have an opportunity to explore the museum.

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## Baltic Triangle

**Hosts:** Chris Green and Mark Fowler

Baltic Triangle is an up-and-coming area in Liverpool near Albert Dock for young creatives. It hosts a large number of digital and creative start-ups. Baltic Creative is one of the organisations based in the Triangle. It is a former warehouse converted into flexible space for studios and offices for creative and digital start-ups. The site visits will start with a tour of Baltic Creative by the Managing Director. Following the tour, delegates will visit a number of other key locations within the Triangle.

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## Bluecoat and Dadafest

**Host:** Ruth Gould

DaDaFest is an innovative disability arts organisation based at The Bluecoat in Liverpool, delivering an International Festival and other arts events to promote high quality disability and deaf arts from unique cultural perspectives. It also produces opportunities for disabled and d/Deaf people to access the arts, including training and a young people's programme. The Bluecoat is situated in a Grade One/UNESCO World Heritage-listed building in central Liverpool. It houses four galleries and a creative community of artists. The site visit will include a tour of the Bluecoat, an introduction to Dadafest by Artistic Director Ruth Gould and a tour around the DadaFest exhibition, 'Art of the Lived Experiment'.

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## FLUX Liverpool

**Host:** Alex McCorkindale

Flux was a pioneering arts festival engineered by young people from Liverpool in the summer of 2014. Alongside a range of multi-arts performances and cultural events online and across the city of Liverpool, Flux also provided a series of workshops and development programmes to nurture creativity and entrepreneurialism in young local people. A partnership project with over 30 arts organisations, Flux's aim was to place young people aged 14-25 at the heart of the arts in the city region, acting as a catalyst to increase their opportunities and reflect their aspirations of young people. Alex will give an interactive presentation of the festival, and a number of Flux Ambassadors will also be present to share their experiences and what they hope to achieve in the future.

# Conference Organisation

## Steering Board

### Chairs

**Dame Judith Mayhew Jonas**

Founding Chair, London & Partners

**Professor Dr Alexander Rinnooy Kan**

Distinguished University Professor of Economics & Business Studies, University of Amsterdam

### Ambassadors

**Sir Geoffrey Adams**

British Ambassador to the Netherlands

**Laetitia van den Assum**

Ambassador of the Netherlands to the UK

### Members

**Simon Anholt**

Independent Policy Advisor

**Dick Benschop**

President, Shell Nederland NV

**Guido van den Brande**

Head of Corporate Clients Netherlands,  
The Royal Bank of Scotland plc

**Nick Clegg**

Deputy Prime Minister, UK

**Jamie Coomarasamy**

Presenter Newshour, BBC

**Professor Jane Fenoulhet**

Professor of Dutch Studies, UCL

**David Gregson**

Chairman, Precise Media Group,  
CRI and the LTA

**Sybrand van Haersma Buma**

Party Leader, Christian Democratic Party

**Johan de Koning**

Economic Adviser Unilever NV / Head  
of External Affairs, Unilever Nederland  
Holdings BV







## Working Group

### **Lousewies van der Laan**

Vice-President, Alliance of Liberals and Democrats for Europe

### **Wim Mijs**

Chief Executive, European Banking Federation

### **Andrew Murray**

Director, Benelux and EU Office, British Council

### **Axel Rüger**

Director, Van Gogh Museum

### **Christopher Steane**

Global Head of Lending, ING Bank

### **Petra Stienen**

Author, Arabist, International Affairs Advisor

### **Anton Valk CBE**

Chair, Netherlands British Chamber of Commerce

### **Eveline Filon**

Economic and Climate Change Officer, British Embassy the Hague

### **Lauren Harris**

Senior Communications Advisor, Embassy of the Kingdom of the Netherlands London

### **David Kernohan**

Policy Officer Benelux, Switzerland and Liechtenstein, Foreign & Commonwealth Office

### **Anna Devi Markus**

Project Manager, British Council Netherlands

### **Mirko de Ponti**

Senior Policy Officer and Energy Coordinator, Europe Department, Dutch Ministry of Foreign Affairs

[www.apeldoornconference.org](http://www.apeldoornconference.org)

#artworks14

## Conference Location

### **St George's Hall**

St George's Place  
Liverpool  
L1 1JJ

## Hotel Accommodation

### **Hard Days Night**

North John Street  
Liverpool  
L2 6RR  
T +44 151 236 1964

## Dinner Locations

### **Museum of Liverpool**

Pier Head  
Liverpool Waterfront  
Liverpool  
L3 1DG

### **Merseyside Maritime Museum**

Albert Dock  
Liverpool Waterfront  
Liverpool  
L3 4AQ

## Key Contacts

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