

Exploring Internationalism

Scotland responds to London's Olympic vision for culture in 2012

Seminar report, Centre for Cultural Policy Research

Special report from the day seminar organised by the Centre for Cultural Policy Research, University of Glasgow, in association with London 2012 Culture and Education, Olympic Bid Team (20 June 2005)

Between October 2003 and July 2005, London placed a bid and eventually won the right to host the 2012 Olympic Games. Beyond making proposals to stage the world's largest sporting competition, the bid included an ambitious UK-wide cultural and educational programme.

Scotland has an opportunity to contribute to the programme and benefit from its projection worldwide. But with the opportunities, come the challenges surrounding a mega-event that must find the right balance between a London city and UK wide focus, international appeal and local/national engagement and, ultimately, the right synergies between its sporting and cultural components.

On the 20th June 2005, the Centre for Cultural Policy Research hosted the first of three seminars discussing London's cultural vision for the 2012 Olympics around the UK. Event participants discussed Scotland's current position as a centre for international and intercultural engagement, and the opportunities resulting from a UK-wide Olympic programme for culture and education. Leading the debate were contributions from,

- Patricia Ferguson MSP (Minister for Tourism, Culture and Sport)
- Jude Kelly OBE (Chair of Culture and Education, London 2012)
- Adrian Trickey (Edinburgh International Festival)
- Fiona Hampton (Highland 2007- Year of Highland Culture)
- Beatriz Garcia PhD (University of Glasgow)
- Andy Miah PhD (University of Paisley)

This seminar offered a platform for Scotland to influence London's Olympic vision for culture and education in the lead to the final bid presentation and host city nomination, taking place on the 6th July. Placing the Olympic bid in the context of Scotland's world-renowned and emerging events and the wider community brought an opportunity to respond to London's aspirations and move the debate forward. This seminar aimed to widen the impact of the Olympic bid process and started the debate towards has now become a reality: the prospect of a London Olympic Games in 2012.

Seminar speakers

Patricia Ferguson MSP, Minister for Tourism, Culture and Sport, Scottish Parliament

Born in Glasgow in 1958, Patricia Ferguson attended Garnethill Convent Secondary in Glasgow. Patricia was an Administrator in the NHS for 15 years before leaving to work for the STUC. Immediately before being elected to the Scottish Parliament Patricia was a Scottish Officer of the Labour Party and in the run-up to the 1997 General Election had responsibility for the seats of Ayr and Dumfries.

In May 1999 Patricia was elected as Member of the Scottish Parliament for Glasgow Maryhill. She served as Deputy Presiding Officer, Chair of the Scottish

Commission for Public Audit and as a member of the Standards and Procedures Committees until November 2001 at which time Patricia was appointed by the First Minister to the position of Minister for Parliamentary Business. Patricia continued to serve as Minister for Parliamentary Business following her re-election to the Scottish Parliament on the 1st May 2003. In October 2004 she was appointed to the position of Minister for Tourism, Culture and Sport.

Patricia has represented the Scottish Parliament on the British-Irish Inter-Parliamentary Body and at Tartan Day events in Washington. Her Parliamentary interests include Housing, Education and Health and her leisure interests include travel, driving, photography, hill walking and reading.

Beatriz García, Academic Fellow, Centre for Cultural Policy Research, University of Glasgow

Dr Beatriz García is an active researcher in cultural policy and event-led regeneration. Her work focuses on the analysis of models for cultural policy in urban regeneration and their contribution to the planning, management and sustainability of cultural events and festivals.

Recent publications evaluate the legacy of cultural programming within major events such as the

European Capital of Culture, the Olympic Games and the Commonwealth Games. She has published in the *Sport Management Review* (2002), the *International Journal of Cultural Policy* (2004), *Local Economy* (2004), *Urban Studies* (2005), and in a range of specialist magazines and edited monographs.

Major research projects include an evaluation of the cultural policy implications of the Sydney 2000 Olympic Games (1998-2002, Universitat Autònoma de Barcelona and University of Technology, Sydney); an investigation into the value of formalising a cultural policy within the International Olympic Committee (2001, IOC Olympic Studies Centre, Lausanne); evaluation of the cultural programme of the Manchester Commonwealth Games (2002, North West Cultural Consortium) and assessment of the media profile of the Athens Cultural Olympiad (2004, British Academy).

Beatriz has recently completed a major project about the long term cultural legacies of Glasgow 1990 European City of Culture (2002-2004, University of Glasgow) and is now working on a monograph about this research with CCPR Academic Director, Adrienne Scullion (Ashgate, expected 2006). She is currently a member of the Culture and Education Advisory Committee of the London 2012 Olympic Bid.

Fiona Hampton, Director, Highland 2007 – Highland Year of Culture

Fiona Hampton is Director of Highland 2007 – the company organising the Scottish Year of Highland Culture to which she brings significant experience of running international sports events and of the economic development scene in the Highlands and Islands. She will spearhead the delivery of an exciting programme of cultural and sporting events in 2007.

Prior to this appointment, she spent two and a half years as Head of Skills and Learning Infrastructure in the Developing Skills Group of Highlands and Islands Enterprise based in Inverness. She has previous experience in Glasgow, where she was Facility Operations and Events Manager with Glasgow City Council and helped run the International Year of Sport in 1997. More recently she was Director of Operations with Edinburgh Leisure, the leisure trust which manages the leisure facilities of Edinburgh City Council.

Jude Kelly OBE, Chair Culture and Education, London 2012

Jude Kelly is an award-winning theatre director who for the last five years has been one of the top ten most powerful people in British theatre. In her 26-year career, Jude founded Solent People's Theatre, Battersea Arts Centre, and West Yorkshire

Playhouse (WYP), establishing it as a centre of excellence on a national and international scale. She has directed over 40 productions including *Singin' in the Rain*, *The Elixir of Love* with the English National Opera, and *Sarcophagus* with the Royal Shakespeare Company. She left the WYP to found *Metal*, an artistic 'laboratory'.

Jude Kelly is much in demand as a commentator and spokesperson for the arts, appearing on national radio and television. She has represented Britain within UNESCO on cultural matters and sits on the Arts Advisory Committee for Royal Society of Arts. She is also Chair of Common Purpose International Trust, Joint-Chair with Lord Puttnam of Curricula Advisory Committee on the Arts, board member of The British Council and the Liverpool Biennale, and Visiting Professor at Kingston and Leeds Universities.

Andy Miah, Lecturer in Media, Bioethics, and Cyberculture, School of Media, Language and Music, University of Paisley

Dr Miah has written extensively about the ethics and philosophy of sport, particularly in relation to the ethics of performance enhancement. He is a regular participant at the National Olympic Academy in Britain, the educational arm of the British Olympic Association. He was an invited delegate to the International Olympic Academy

in 2000, and guest coordinator in 2001. Also in 2001, he was a visiting scholar at the Museum of the International Olympic Committee in Lausanne, Switzerland. In 2003, he was invited back to the International Olympic Academy as a Professor. Also in 2003, he was invited by the IOC to give a lecture at the World Congress on Sports Science. He has conducted research at the last three Olympic Games (Sydney, Salt Lake, and Athens) by invitation from various Olympic organisations. Recent guest lectures include Harvard Law School, UK Sport and the Royal Institution of Great Britain.

Adrienne Scullion, Academic Director, Centre for Cultural Policy Research and James Arnott Professor of Drama, Dept of Theatre, Film and Television, University of Glasgow.

As academic director Adrienne is responsible for academic quality and relevance of the CCPR's research as well as leading on the development of its teaching and other postgraduate initiatives.

Adrienne's research interests are in the general areas of cultural policy, in particular in relation to cultural and national identity, but they also encompass Scottish theatre and drama from the eighteenth century to the present, and theatre and drama for children. Outwith the University, she serves on the boards of directors of the Citizens' and East

Glasgow Youth Theatre, and she is a member of the Research Assessment Exercise 2008 Sub-Panel 65 (Drama).

**Adrian Trickey,
Company Secretary and
Administrative Director of
Edinburgh Festival Society**

Since 2000, Adrian Trickey has held the post of Company Secretary and Administrative Director of Edinburgh Festival Society, the charitable company that is responsible for presenting the Edinburgh International Festival each August and for the operation of The Hub, Edinburgh's Festival Centre, throughout the year.

Previously he has been managing director of San Francisco Opera, finance director of Welsh National Opera and director of finance and administration of the Welsh Arts Council. He served briefly as interim chief executive of Scottish Opera and Scottish Ballet and has worked as an arts management consultant on project evaluation, business planning and organisational change.

Educated in London and at Exeter University (in politics and history), he subsequently qualified as an accountant. Before moving into arts management he worked for seven years in operations research and statistical evaluation for the NHS.

Seminar participants

The seminar was booked by 80 people and attended by 50 plus delegates representing Scotland's cultural, tourism, sporting and academic worlds. The seminar had also some delegates from the rest of the UK, including Liverpool and London. Find below an indication of the groups represented in the seminar.

Academics: Bell College; Glasgow Caledonian University (Media, Culture and Leisure Management); Napier University; Queen Margaret University College; Scottish Agricultural College (Leisure & Tourism Management Department); University of Aberdeen; University of Edinburgh (Scottish Centre for P.E., Sport and Leisure Studies); University of Glasgow (Department of Urban Studies, Division of Community Based Sciences, Dept Theatre Film and Television); University of Paisley.

Consultancy groups: Bett Associates, Blanche Policy Solutions, Celia Brackenridge Ltd., Liddell Thomson Management Consultancy, Jura Consultants, Pitch Perfect Ltd; Scottish Cultural Enterprise Office

Government: Dundee City Council, Glasgow City Council, Highland Council, Inverclyde Council, Scottish Executive

(Tourism, Culture & Sport Statistics); Scottish Parliament

Public agencies: Scottish Arts Council; Scottish Enterprise Glasgow; EventScotland; VisitScotland

Arts companies/ cultural organisations: 7:84 Theatre Company; Art in Partnership; BBC Scottish Symphony Orchestra; Centre for Arts Development; Centre for Contemporary Arts; Citizens' Theatre; Dance Base; Federation of Scottish Theatre; Institute of Ideas; National Theatre of Scotland; Royal Lyceum Theatre, Edinburgh; Royal Scottish National Orchestra; Scottish Museums Council; Theatre Babel; West End Festival; Dumfries & Galloway Arts Association; London 2012 Culture and Education

Sport organisations: Scottish Athletics, Scottish Sport Association

Seminar evaluation

The Centre for Cultural Policy Research seeks to evaluate its events with a view to collecting feedback that will help to improve future events. On this occasion, feedback was gathered via an online evaluation form, which asked participants to rate various aspects of the seminar on a numerical scale and offered the opportunity to provide written

comments. 32 per cent of delegates completed the form. The findings are summarised below in terms of ratings and comments provided are listed.

The average rating for event organisation was 4.2 and for the venue 3.9 on a scale of 1 – 5 (1=poor, 5=excellent). In terms of the length of the seminar overall and the number of presentations, all delegates considered these aspects to be 'just right'. All delegates with the exception of one agreed the time allowed for presentations was appropriate. Two thirds of delegates felt that the time allowed for discussion was well-judged with the remaining third stating that it was too short.

Half of the delegates thought the presentations and the discussion were equally useful and, otherwise, views were divided between presentations or the discussion as being more useful. Presentations and the discussion were gauged to be midway between 'very' and 'quite informative' with 'very informative' being the most common rating for the presentations and 'quite informative' the most common rating for the discussion. Slightly higher ratings were given to both the presentations and discussion in terms of their level of interest.

The seminar met the expectations of a majority of delegates, in part for a small minority while failing

to do so for two delegates; most said they would come to another CCPR seminar with the exception of three who were undecided; and, most would recommend CCPR seminars to colleagues/ associates with only two delegates being undecided about this.

Direct comments from delegates

Practical aspects

- *The theatre was an excellent site, both in terms of logistics and atmosphere, for the presentations and discussion. Slightly more space for the breaks would have been warmly received, allowing slightly easier networking and general chat.*
- *The seminar venue (especially the area for the coffee breaks) was quite small and did not allow one to circulate well with other delegates to the seminar.*
- *Poor lighting of speakers. Projector in way of view of audience members.*

Format

- *Jude Kelly is an inspirational speaker, and the presentations from Beatriz García and Andy Miah were very useful and informative.*
- *Obviously some presentations were more insightful than others but there was a tendency for excessive focus on a particular presenter in answering discussion questions. The chair of the discussion could have stimulated more input from the entire presentation panel to prevent this.*

- *One improvement here would have been time to discuss the following presentation with the Minister, although getting more time from, in this case, her schedule is undoubtedly challenging.*
- *Not a clear sense of why the event was happening: different viewpoints had completely different agendas*

Content

- *Some presentations were more informative than others and stimulated more discussion so it is a bit difficult to make a generalised statement in this regard.*
- *I found the seminar very interesting, not just what was discussed but also people's reactions to the "London" bid. I did feel, however, the opening statement of London being so far away was unnecessary - but sadly a few people's opinion. A very interesting seminar and I will certainly look out for others in the future - thank you.*
- *The presentation by Beatriz García and Andy Miah was particularly interesting, both in terms of content and style.*
- *Not really a clear context for what the event was for. There were some very interesting people in the room (audience and speakers) but little attempt was made to have a real discussion. It felt more like a political event.*
- *The presentation by Beatriz Garcia and Andy Miah would have benefited by being allocated more time.*
- *A more critical edge would have been better. It was all very laudatory!*

General comments

- *I think that this seminar series is informative and does provide discussion on topical issues. However, in this particular seminar I think that there was a need to balance the discussion a bit more and maybe this is something for the conference chair to address. In terms of the venue, it might be possible to have a less gloomy and more spacious area for coffee breaks where further discussion with other delegates and presenters can be better facilitated?*
- *These are the most valuable seminars I've been to for many years... A very useful resource.*
- *A clear context. What is the event for? As often, exchanges at the coffee breaks were the most productive parts of the sessions.*
- *I would be interested in looking at cultural tourism specifically.*

