

## Welcome presentation

Exploring Internationalism (Glasgow, 20 June 2005)<sup>i</sup>

Adrienne Scullion

**Good morning – my name is Adrienne Scullion and I am the academic director of the Centre for Cultural Policy Research here at the University of Glasgow.**

Welcome to the Centre for Cultural Policy Research's final seminar of this academic year – and, as has become familiar, this final seminar a joint one – this time being held in partnership with the London 2012 Culture and Education team.

During this week the bid team is holding a series of seminars – today in Glasgow, tomorrow in Cardiff and on Wednesday in London – that contributes to one strand of the London 2012 bid, the Friendship Celebration.

This first event takes as its theme Exploring internationalism – and seeks to investigate the multiple international relationships that exist within the UK and how these relationships might contribute to, and benefit from, the London 2012 campaign.

The CCPR and London 2012 teams are really delighted that you wanted to participate in this event – thank you for coming along – I hope that you will find the morning's proceedings interesting.

We were keen to co-host this seminar – and to contribute to the bid's Friendship seminar programme – because we saw it as a means of: raising our knowledge and understanding of the cultural aspects of the Olympics; widening the impact of the bid process; and, presenting a platform for Scotland to influence London's 2012's vision for culture and education – not least in the lead up to the final bid presentation and host city nomination taking place on the 6 July.

The London 2012 bid attracts our interest as researchers in cultural policy because, beyond making proposals to stage the world's largest sporting competition, the London 2012 bid includes a UK-wide cultural and educational programme. Our seminar and discussions seek to explore the opportunities and the challenges with these investments present.

But given that sport will always dominate the Olympic machine, realistically what is the potential for the non-sports aspects of culture to play a part, to have a role, to benefit? Is it in relation to this cultural strand that Scotland might best contribute to the programme and benefit from a raised worldwide projection?

The Olympics is mega-event and the growing expectation is that organisers find the right balance between a city and a national focus, between international appeal and local/national engagement, in London's case a metropolitan base and UK-wide benefit.

Cities bid to host the Olympics but nations are asked to back to bid and, to put it crudely, to pay for it. And, it seems to me that for us, the bid for London to host the 2012 Games comes at a time when, the word 'nation' is much more securely 'Scotland' than it is 'UK'; it comes at a time when London seems an increasingly different place with different cultural values, different cultural institutions, and a very different economic agenda than that faced here.

But just saying that we're different and saying that London is a long way away isn't really enough – it isn't really a smart response to the bid. The question, then, isn't so much what can the Olympics do for Scotland but how might an

engagement with the Olympics – a response to the Olympics – lead to renegotiated relationships within the UK and renegotiated partnerships internationally.

## **Presentations**

To being our exploration of these issues I'm pleased to welcome **Patricia Ferguson**, Minister for Tourism, Culture and Sport to outline the Executive's view of the benefits – and the challenges – of major events, including the Olympics. Patricia has held the portfolio of Tourism, Culture and Sport – and, of course, the Olympics hits all three of these targets – since October of last year and is no doubt in training to respond to the report of the Culture Commission on Thursday of this week.

Following the Minister, I am delighted to welcome **Jude Kelly** to the University of Glasgow. Jude is best known in this building as a theatre director and her role as artistic director of West Yorkshire Playhouse. However, more recently she has emerged as an influential cultural commentator and spokesperson for the arts and is here today as the chair of the Culture and Education aspects of the London 2012 bid. Jude is going to comment on 'Olympism and internationalism'.

The next presentation will be from Andy Miah and Beatriz Garcia.

**Andy Miah** comes from the School of Media, Language and Music at the University of Paisley. His research interests are hugely diverse and include the ethics and politics of sport. He is a regular participant at the National Olympic Academy in Britain, the educational arm of the British Olympic Association and has participated in several meetings of the International Olympic Academy.

The home team is represented by **Beatriz Garcia**, RCUK Academic Fellow here at the Centre for Cultural Policy Research. One key aspect of Beatriz's research activities is the cultural programming of major events, in particular the Olympics. This interest has led Beatriz to field work in Sydney, Salt Lake City and Athens. She is a member of the Culture and Education Advisory Committee of the London 2012 bid. Beatriz and Andy are going to comment on the role, the place, of culture at the Olympics.

## Round table

After the break, we will be joined by Fiona Hampton and Adrian Trickey for a round table debate.

**Fiona Hampton** is director Highland 2007 – the company organising the Scottish Year of Highland Culture. Fiona has a background in running local, national and international sports events and in the economic development of the Highlands and Islands, she was formerly Head of Skills and Learning Infrastructure in the Developing Skills Group of the Highlands and Islands Enterprise.

**Adrian Trickey** is company secretary and administrative director of the Edinburgh Festival Society – the company responsible for presenting the Edinburgh International Festival – an event with a very broad view of culture but not, I think, yet encompassing sport.

We've asked Fiona and Adrian to join the panel and to kick us off with short interventions relating to their own organisation and its view of the international and to respond directly to what we've heard already.

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<sup>i</sup> Proceedings from the seminar: *Exploring Internationalism: Scotland responds to London's Olympic vision for culture in 2012*. Seminar organised by the Centre for Cultural Policy Research, University of Glasgow, in association with London 2012 Culture & Education.