

The Rise of the Creative Rural Sector

Proposals for a Rural (CI) Cultural Development Fund

Optimising the creative rural sector's c. £2 billion p.a. contributions to the Government's industrial strategy - creative industries sector deal; promoting new rural CI research and innovative culture-led creative urban and rural business partnerships; making the business case for the UK creative rural industries; a campaign launch for a dedicated national Rural (CI) Cultural Development Fund.

Whitehall Creative Rural Industries Policy and Research focus seminar:

Supported by the UK Rural Business Group, UK Research Council/AHRC, the University of Westminster, Creative Rural Industries Consortium, and Littoral Arts Trust.

Monday 16th September 2019

The St Matthews Conference Centre, 20 Gt Peter Street, Westminster, SW1P 2BU

10.00 registration (tea and coffee)

10.30 Welcome and opening address

11.00 **The need for a dedicated Cultural Development Fund for the UK's creative rural communities.** Findings of an independent study report; making a business case for public funding for the future of the UK Creative Rural Industries sector, via the adoption of a rural equivalent of the Cultural Development Fund. Presented by:

Anna Price and Jemma Clifford Co-founders and Directors of the Rural Business Group, Nottingham. <<https://www.ruralbusinessgroup.co.uk>>

11.40 **The extraordinary rise of the UK's creative rural sector - and how can it be sustained?** Panel discussion with invited speakers:

The creative economic contribution of the UK's Upland cultural communities (Thomas Binns/Tim Farron MP. Uplands/Hill Farming APPG) (tbc) - measuring the important cultural contributions of the UK hill farming and uplands communities to our regional rural visitor economies and the creative economy;

Polly Gibb CEO WiRE - Women in Rural Enterprise; measuring and valuing (the hitherto overlooked) significant entrepreneurial contributions of rural women, women farmers, and rural women's organisations (e.g. RBS, The Federation of Women's Institutes, WiRE) to the national creative economy;

Phil Redmond, Chair UK Capitals of Culture - *New rural and urban cultural partnerships*; proposals for a UK Rural Biennale of sustainable food, farming and art - the NFU/FarmStay's proposals for a **UK Countryside Capital of Culture** initiative;

Billy Welch; Sherar and leader of the UK Gypsy and Roma communities - *Combining the old and new mobile rural economies*; the as yet undocumented major economic contributions of the over 300,000 Gypsy/traveller cultural worker community in Britain; <<https://www.spectator.co.uk/2013/08/meet-the-gypsy-entrepreneurs/>>

Chair **Pam Warhurst** (CRIC - Creative Rural Industries Consortium)

"We now have an historic opportunity to harness the economic potential of all our rural communities. The creative sector has a significant contribution to make. I therefore welcome initiatives by the sector itself to identify ways in which it can stimulate this."

(Rt. Hon. Andrea Leadsom, Secretary of State for Business, Energy and Industrial Strategy (BEIS); statement made as former DEFRA Secretary of State)

12.40 Beyond the Rural: promoting new urban rural creative partnerships; NEOs - a 'saving from waste' and the new creative economies of sustainability

The proposed Tate Britain conference and the Rural Embassy - a national celebration of rural culture and CI creativity. Dr Ian Hunter (Littoral Arts Trust)

1.00 - 2.00pm. Luncheon reception and address by Nicky Morgan, Secretary of State DCMS (tbc)

2.00. Optimising the UK creative rural industries; new rural CI policy and research challenges & opportunities.

Panel presentations and discussion led by invited representatives from DEFRA, DCMS, BEIS, HCLG, CIC, and Arts Council England. Including commentaries from leading UK CI research and policy experts:

Professor Andrew Thompson Chairman AHRC and **Alex Vincent**, Chief Operating Office AHRC - Arts and Humanities Research Council - UKRI, researching and measuring the capacities and economic contributions of the creative rural industries;

Sunil Iyengar, Director Policy and Research, NEA National Endowment for the Arts, Washington DC.; the USDA - NEA creative rural economy research partnership (via video link from Washington DC)

Daniel Heery 5GRIT/Cybermoor- *Creative rural connectivity and 5G*; will the new Government's commitment to enhanced rural connectivity mean a brighter future for the UK's digitally-based creative rural economies?

Ben Stringer, 'Alterrurality - the post-agricultural era?' Architecture Dept. University of Westminster. Proposing a new role for architecture, designers and architects; 'Re-imagining Rurality'- predicting future rural housing and countryside settlement patterns, structuring the new post-agricultural rural economies and social formations. <http://www.arena-architecture.eu/projects/alterrurality/>

Professor Dave O'Brien, Chancellor's Fellow Creative Industries University of Edinburgh - the creative rural industries and the Government's Industrial Strategy; a business case for the UK creative rural industries. (pre-recorded)

3.00pm. tea and coffee break

3.30 - 4.00pm Plenary session and close

NB this a draft programme only. Some of the under listed include invited (i.e. tbc) and/or confirmed speakers. Some presentations may also be pre-recorded and delivered on the day via social media.

For further information about the Creative Rural Industries sector reports: **The New Creative Rural Economies report** (March 2019) and the two volume **Creative Rural Industries resource manual** (February 2017) please go to:

[<http://www.ruralculture.org.uk>](http://www.ruralculture.org.uk)

Creative Rural Industries initiative - supporting statements

"..the Arts and Humanities Research Council are committed to ensuring that the creative rural industries sector have our full support. [As] part of the Government's Industrial Strategy Challenge Fund, [our] programme will drive economic growth through the development of exciting new products and services, generating a step-change in the creation of new jobs and the supply of high-value skills to fill them." (Alex Vincent, Programme Manager AHRC. June 2019)

"Arts Council England and other public arts and creative sector funders should ensure that rural communities receive an equitable share of their future investments. This should include a strategic investment programme for the creative rural economy to help fulfil its potential. There should also be a wider review of other measures necessary to ensure the potential of rural creative industries is achieved."

(Lord Foster, Chairman House of Lords Select Committee report on the Rural Economy, 27/04/2019)

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(Rt. Hon. Andrea Leadsom, Secretary of State for Business, Energy and Industrial Strategy (BEIS); statement then as former DEFRA Secretary of State, August 2016)

"What we are witnessing is the return of the rural in mainstream cultural policy and creative industries research and policy discourse ..the Tate Britain conference is a vital event in this context"

(Dame Rachel Cooper, Distinguished Professor Imagination, Lancaster University, January. 2019)

"The UK City of Culture has too narrow an urban focus... it is demonstrably clear that there is also a need to support rural, semi rural, and seasonal economies.. I fully support the proposals for a Tate Britain Rural Innovation conference.. it is also a very timely event and much need opportunity for an urban rural re-connection".

(Phil Redmond, Chair UK City of Culture panel: Yes to the Rural Cultural Economy? (Guardian 5/01/2019)

"the rural sector is ideally placed to re-invent itself for the digital age, by opening up new world markets to locally based businesses and providing fresh opportunities for jobs growth and inward investment. The New Creative Rural Economies report and Tate Britain conference initiatives are very timely initiatives in this direction.."

(Lord David Puttnam, Digital Advocate, House of Lords, 4th April 2017)

"The [Tate Britain] 'New Rural Creative Economies' conference seems a highly opportune time to reflect on research, planning, research, planning, and policy mechanisms that can bring to light the often invisible assets represented by arts and cultural amenities."

(Sunil Iyengar, Director, Research & Analysis, National Endowment for the Arts, Washington DC., Feb. 2028)

"What you are doing in England is very important ... establishing a world lead. The knowledge industries and creative rural economy and environmental sustainability will be the likely key drivers in determining the next major breakthrough areas and challenges for the creative industries."

(Richard Florida, The Rise of the Creative Class, May 2006)

"The creative rural economy (is) an important new initiative for the arts council". [we are] " . . . pleased that East Midlands Arts was the first to recognise and ... support the conference ... "

(Laura Dyer, formerly CEO East Midland Arts, Nov. 2002)