

The Great Outdoors: A Symposium
Thursday 2 July 2009, 9.30am–4.30pm
Conference Centre Oxford, Park End Street, Oxford OX1 1JD

Agenda subject to change.

9.30am Arrivals, tea and coffee

10.15am Welcome
Chair, Peter Boyden
Cllr Bob Price, Leader of Oxford City Council

10.30am Setting the context
Sally Abbott, Director of Arts, Arts Council England South East

10.40am Keynote presentations

Jude Kelly, OBE (Artistic Director, South Bank Centre)

Why should local authorities care about outdoor arts? How can outdoor arts transform our cities, towns and open spaces? How can artists working in public space help revitalise our society and our communities?

Helen Marriage (Director, Artichoke Productions)

How can outdoor arts inspire the public, build media profiles, create impact and popular narrative for cities and communities? How can individuals/communities connect with outdoor work? How can partnerships be built and engender a 'can do' attitude?

Peter Mearns (Executive Director of Marketing and Communications, North West Regional Development Agency)

What hard economic outputs can be expected of developing outdoor arts? How can outdoor projects contribute to brand development, regional identity and destination marketing?

12.10pm Q&A session

12.20pm Lunch, networking and opportunity to see *The Caravan*

1.20pm In Conversation

Julie Tait (Director Kendal Arts International)

Peter Mearns (Executive Director of Marketing and Communications, North West RDA)

A discussion which will draw on the Lakes Alive programme of outdoor work as an example of partnership working across local authorities and other agencies providing economic and social benefits.

1.50pm Panel Presentations and Discussion

Key contributors from local government, education, regeneration and tourism bodies draw on their experience to present practical examples of how outdoor arts can produce outputs across a range of agendas from economic development to community cohesion.

Stella Hall (Creative Director, Newcastle Gateshead Initiative)

Reuben Kench (Head of Arts & Culture, Stockton Borough Council)

Anna Cutler (Head of Learning, Tate Modern)

Lorna Brown (Head of Arts & Cultural Strategy, West Sussex County Council)

3.00pm Table Discussions

A focussed discussion to identify local issues, necessary resources and frameworks for cross-authority working.

3.50pm Plenary and summing up

4.25pm Close and further opportunities to see *The Caravan*