2012 and beyond The Cultural Olympiad and its International legacy

March 2015
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ACE Ten year Strategy

Our Five Goals

- · promoting excellence
- creating wider access
- building resilience
- encouraging skills and diversity
- engaging children and young people



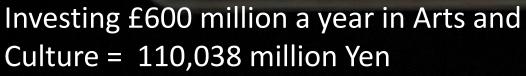
ARTS COUNCIL ENGLAND

GREAT ART AND CULTURE FOR EVERYONE

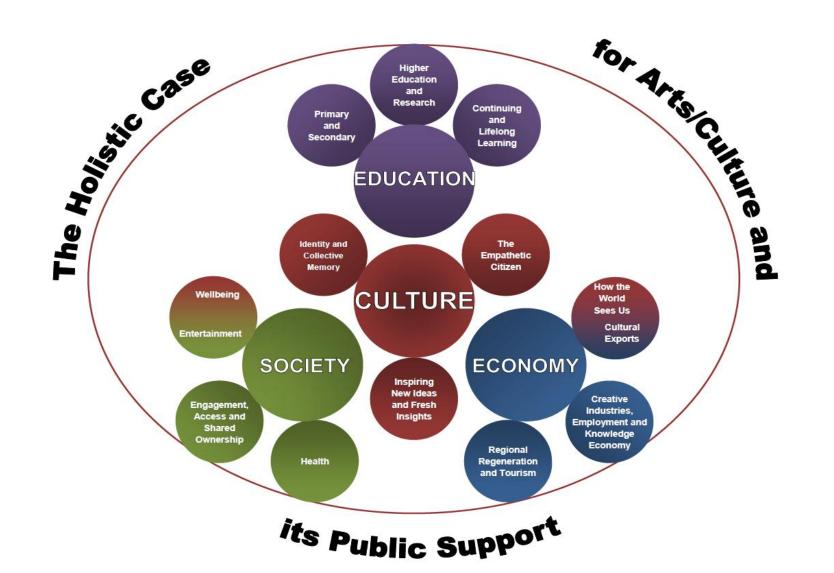
10-YEAR STRATEGIC FRAMEWORK

2010-2020

2ND EDITION REVISED 2013







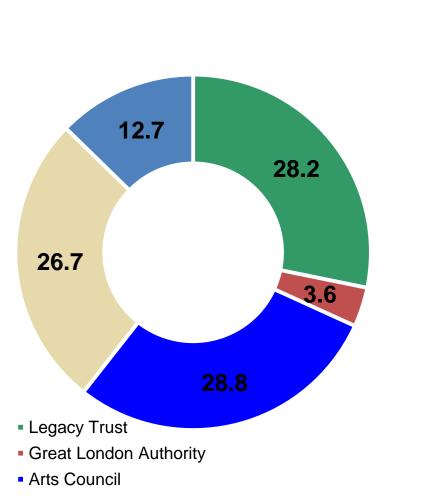




Scale of Achievement

- 13,006 performances and events
- 621 productions and projects
- 1,270 venues across the UK
- 160 world and UK premieres
- 200 commissions
- 176 permanent art work
- 18m Cultural Olympiad attendances and participation
- 19.8m Festival attendances and participation
- 80% of attendance was at free events
 - "Every street, alley and grassy knoll here will be alive..."
 - Los Angeles Times

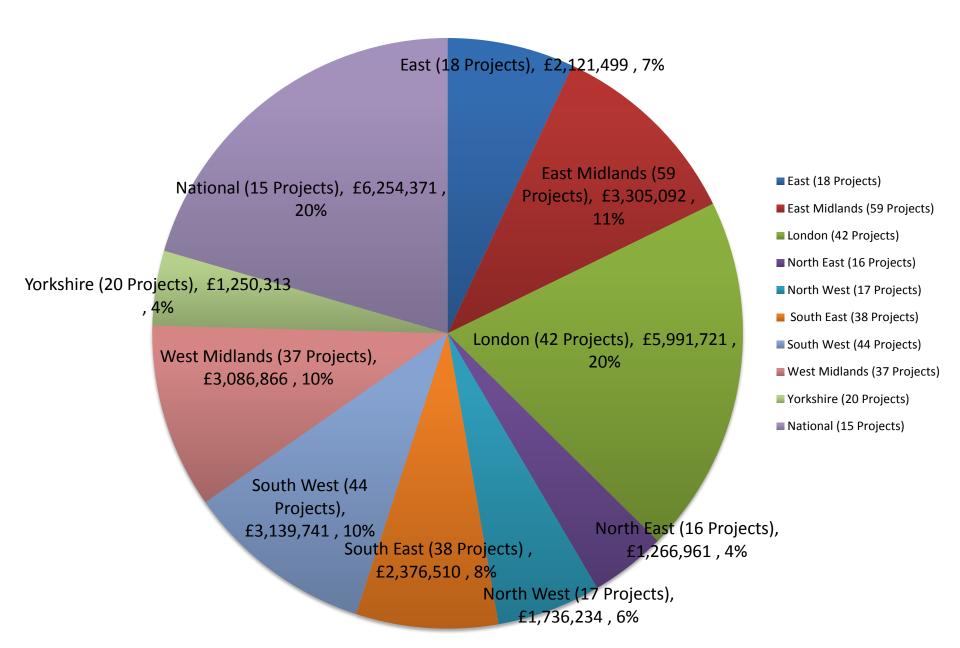
Cultural Olympiad Income



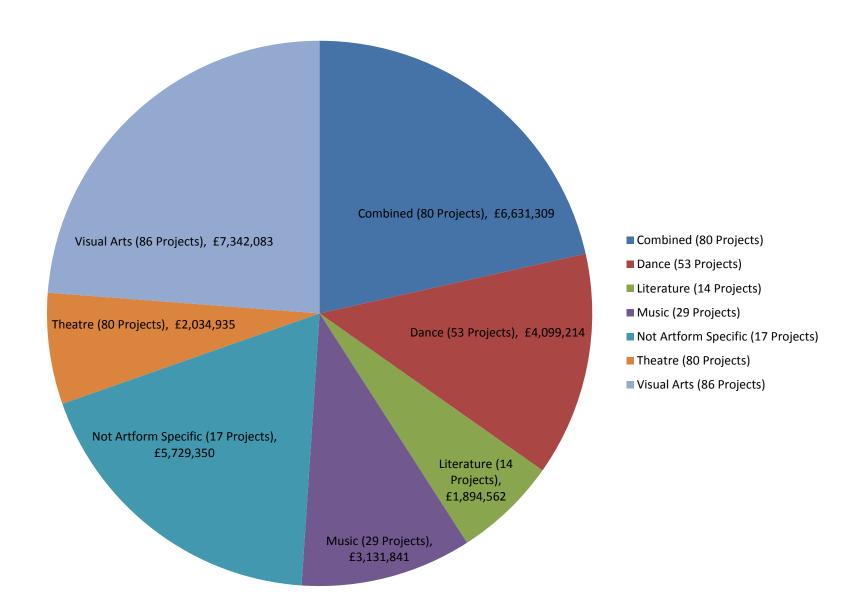
- •LOCOG £33.7m
- •Arts Council £36.3m
- •Legacy Trust £35.7m
- •GLA £4.6m
- •Co Funding £16.1m
- •Total £126.6m

- LOCOG
- Co Funding

Cultural Olympiad Funding by Region



Cultural Olympiad Spending by Artform



Legacy for the United Kingdom

- Large scale ambitious commissions and international artists
- •Art in unusual places and iconic venues (and pop up)
- •Sell cultural tourism nationally and internationally
- Free opportunities for big crowds
- •Cross-genres and inclusive across culture, heritage, arts, creative industries
- Digital partnerships
- Disabled and deaf artists
- Creating new partnerships and ownership





London crowned world's top tourist destination





Deaf and Disabled artists





Learning for Future Host Cities

- Starting with a clear vision of the end point
- Securing leadership within the cultural sector and the OCOG
- •Linking into key moments of the Games
- •One brand including the regions
- •Flexibility to include venues with non Olympic sponsors

Inside Out Dorset: Harmonic Fields Artist: Pierre Sauvageot © Vincent Lucas, Inside Out/Activate





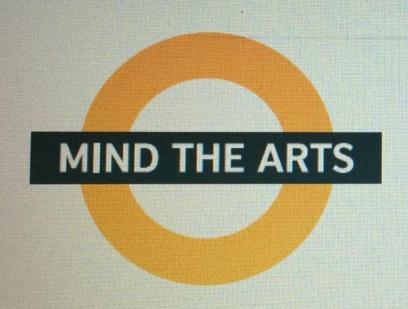


Transform Brazil

- Cultural exchange between UK and Brazil leading up to Rio 2106
- Collaboration between Arts Council and British Council







Building new paths, strengthening connections, ensuring access

A new cultural journey began in 2012, and is changing the ways people, organisations and nations connect.

Transform is a unique Arts & Creativity programme implemented by the British Council in Brazil, working across art forms as the means to build long-term connections between arts practitioners, organisations, public agencies and creative entrepreneurs in Brazil and in the UK.

More than 2 million people have embarked on Transform so far, reaching for new experiences, new perceptions, and new destinations.

www.britishcouncil.org.br/transform





ARTS COUNCIL ENGLAND



The Cultural Export and Exchange Fund







Investing £18m from 2015-2018



Inside Out Dorset: Harmonic Fields Artist: Pierre Sauvageot © Vincent Lucas, Inside Out/Activate 'Our international policy approach will focus on the key principles of export growth and cultural exchange, and the role played by partnership in enabling us to deliver our ambitions'





Exceptional International Ideas





Thank you

