



BAFA Conference for Festivals 2021: Reconnect

Crown Hotel, Harrogate:

Tuesday 16 November - Wednesday 17 November 2021

Tuesday 16 November

12pm: *registration/coffee*

12:30pm - 1:45pm: *lunch*

1:45pm: **Welcome and opening thoughts**

2pm - 2:45pm: **Beyond the Market: re-imagining the arts during the pandemic** *Alan Lane, Artistic Director of Slung Low, talks about how Slung Low has transformed its work during the pandemic, the ways in which it works with, by and for its community and what this might mean for the future of the arts. The session will be chaired by Dr Jane Ali-Knight of Edinburgh Napier University*

2:45pm - 3:15pm: *coffee*

3:15pm - 4:15pm: **Changing the narrative:** *Gary Briggs (Manchester International Festival) and Jocelyne Underwood (Field 19) talk about apprenticeships and their role in inclusive recruitment, and Natasha Carthew (Class Festival) talks about the working class writers festival in Bristol and challenges festival programmers to showcase diverse voices.*

4:15pm - 5pm: **Roundtables:** *looking at a range of topics including insurance; apprenticeships; voices from the margins; data*

6pm - 7.30pm: *drinks reception*

8pm: *evening dinner (optional)*

Wednesday 17 November

9am: *Registration*

9:25am: *Welcome*

9:30am: **Reconnecting with audience:** *Katy Raines from Indigo will present research on audience return to live events, following up on their work on lockdown and audiences for digital culture. This will include new research on 'missing' audiences - who haven't yet returned - and exploring how they feel about returning to live events.*

10:30am - 11:30am: **Re-imagined Organisations:** *Laurie Sansom (Northern Broadsides), Sharon Canavar (Harrogate International Festivals) and Justin Lee (Cambridge Music Festival) talk about the ways their organisations have transformed in response both to the pandemic and social justice movements, and what this means for their longer term impact, organisational resilience and reach.*

11:30am - 12pm: *coffee*

12pm - 1pm: **Re-balancing: festivals and mental health** - *Mary Burch from the creative arts mental health charity Industry Minds talks about the challenges of work-life balance, the uncertainty and anxiety of the massive changes we have all faced since 2020, the isolation inherent in working in festivals and resilience, and gives some tips and resources to help re-balance. 1:1s will be available after the session or online.*

1pm - 2pm: *lunch*

2pm: **session breakouts**

2:45pm - 3:15pm: *coffee*

3:15pm - 4pm: **The Future of Festivals** - *our closing panel, including Sam Hunt of Unboxed (Festival 2022), looks at where the sector is headed, and the partnerships and programming that future festivals will need to develop to create a distinctive contribution to UK arts.*

Please be aware that the programme may be subject to change

Biographies

Sam Hunt

*Programme Director,
Unboxed 2022*



Sam Hunt is Programme Director for Unboxed 2022 a UK-wide project celebrating cross-sector creativity. Prior to this role he was Creative Director of London's first 'Borough of Culture' Waltham Forest 2019 the flagship cultural engagement initiative from The Mayor of London, and Executive Producer at Hull 2017 UK City of Culture.

Dr Jane Ali-Knight

*Professor Festival and Event
Management, Edinburgh Napier
University*



Dr Jane Ali-Knight is a Professor in Festival and Event Management at Edinburgh Napier University, Scotland and a Visiting Professor at Curtin University, Australia. She is currently leading and developing the festival and event subject group as well as lecturing at Universities internationally and facilitating training and development in the sector. Her core activities fall into three main areas: event and festival related programmes; research and publications and conferences and professional festivals and events. She is currently a board member of BAFA, Without Walls and Hidden Door Festival and is a Fellow of the Higher Education Academy and Royal Society of the Arts.

Justin Lee
*Festival Director, Cambridge
Music Festival*



After two decades in orchestra management (from the CBSO and Academy of Ancient Music to running the orchestral academy Southbank Sinfonia), Justin went freelance in 2011 and now programmes and promotes music festivals and concert series.

Since he took over the Cambridge Music Festival in 2012, highlights have included appearances by world-leading artists such as pianists Murray Perahia and Sir Andras Schiff, violinists Joshua Bell and Nigel Kennedy, cellists Steven Isserlis and Sheku Kanneh-Mason and the composers Steve Reich and Philip Glass; UK orchestras ranging from Chineke! to the Academy of St Martin-in-the-Fields; as well as many award-winning young and experimental artists from BBC New Generation Artists to the music/video/electronics of the likes of Powerplant (percussion) and Zubin Kanga (piano).

To mark CMF's thirtieth anniversary, Justin commissioned nine pieces for pitched percussion and electronics which were premiered as films in October 2021.

Justin was on the board of the Association of British Orchestras (until 2011), sits on the Cambridge Arts & Cultural Leaders board and is a Fellow of the Royal Society of Arts.

Katy Raines
Founder and CEO, Indigo



Katy Raines is regarded as one of the UK's leading consultants on data-driven marketing for Cultural Organisations, and as such has developed and led research and implementation programmes for large and middle scale organizations throughout the UK and Europe. She has a particular passion for CRM (including systems) and segmentation, and in using data to effect change and drive an audience-led approach for any cultural organization.

During the 2020 Covid-19 crisis she developed and delivered the largest FREE survey programme of cultural attenders' attitudes to returning to events - beginning with After The Interval - working with around 600 organisations and capturing responses from almost 300,000 attenders. Her current clients include the City of Birmingham Symphony Orchestra, Bradford 2025, MAC Belfast, UK Sport, Birmingham 2022, Hull Theatres and Coventry City of Culture 2021. Prior to becoming a consultant in 2006 she held a number of senior marketing roles in large scale venues, holds a Music degree from Cambridge University and a 1st-class MBA from Durham University.

Laurie Sansom
*Artistic Director and CEO
of Northern Broadsides*



Laurie took up his role as Artistic Director and Chief Executive of Northern Broadsides in June 2019. Between 2012 and 2016 Laurie was Artistic Director and Chief Executive of the National Theatre of Scotland for whom he directed The James Plays trilogy by Rona Munro. They premiered at the Edinburgh International Festival in 2014, where he won a Herald Angel, before transferring to the National Theatre in London, where they won the Evening Standard and Writers' Guild Awards for Best Play. They were then seen internationally in Adelaide, Auckland and Toronto.

Also for NTS he directed his own adaptation of Muriel Spark's *The Driver's Seat*, and *The 306: Dawn*, a new site-specific piece of music theatre telling the stories of the 306 British soldier executed for cowardice in the First World War.

Previously he was Artistic Director of Royal & Derngate, Northampton where he directed the European premiers of Tennessee Williams' *Spring Storm* and Eugene O'Neill's *Beyond the Horizon*, both transferring to the National Theatre, London, and winning him the 2010 TMA Award for Best Director, and a nomination for Best Director at the Evening Standard Awards. He also directed new versions of *The Bacchae*, *Blood Wedding* and *Hedda Gabler* as part of the London 2012 Cultural Olympiad, *Frankenstein* (with Frantic Assembly), *The Duchess of Malfi*, *Follies* and *The Prime of Miss Jean Brodie*.

He has directed for theatres around the UK including the Traverse, Birmingham Rep, Salisbury Playhouse, Lyric Hammersmith, New Vic, Stoke, West Yorkshire Playhouse and the National Theatre, London, where he directed the world première of *The Holy Rosenbergs*.

At the Stephen Joseph Theatre, Scarborough, where he was the Associate Director to Alan Ayckbourn, he directed over twenty new plays including *Villette* (with Frantic Assembly) and a micro-musical season comprising three new musicals. His Watford Palace production of *Dangerous Corner* was re-mounted at the West Yorkshire Playhouse and transferred to the Garrick theatre, West End in 2002.

Recently he has directed *Kiss of the Spiderwoman* at the Menier Chocolate Factory, *Nightfall* at The Bridge Theatre, and *Genesis Inc.* at Hampstead Theatre.