



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. 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. Session chaired by Ashley Morris of Newbury Spring Festival.*

4:15pm - 5pm: **Roundtables:** looking at a range of topics including insurance; apprenticeships; youth ambassadors; data

6pm - 7.30pm: *drinks reception at Hotel du Vin*

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. Chaired by Dr Jane Ali-Knight of Edinburgh Napier University.*

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. Chaired by Erica Smith, Ports Fest.*

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. Chaired by Alison Giles of Presteigne Festival.*

1pm - 2pm: lunch

2pm: **Session breakouts: 1:1s for mental health; sustainability; research**

2:45pm - 3:15pm: coffee

3:15pm - 4pm: **The Future of Festivals** - *our closing panel includes Sam Hunt of Unboxed (Festival 2022) and Hannah Hartley of Xtrax and Without Walls. They present different takes on where festivals are headed, what partnerships and programming approaches will be necessary to recharge the sector, and how festivals can take forward learnings from environmental initiatives such as Without Walls' Green Production Lab to develop more sustainable events. Session chaired by Lyndsey Fineran of Cheltenham Literature Festival.*

4pm: close

Please be aware that the programme may be subject to change, so bear with us if we lose speakers due to self-isolation or illness. Thank you!

Biographies

Dr Jane Ali-Knight

*Professor of 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.

Gary Briggs

*Acting Head of Training and Skills,
Manchester International Festival*

Gary Briggs is Acting Head of Skills and Training at Manchester International Festival with responsibility for leading the development of The Factory Academy.



The Factory Academy is a key part of the vision to put skills and training opportunities at the heart of The Factory, Manchester's landmark new arts space, which MIF will operate. Gary joined MIF in October 2020 to support the realisation of The Factory Academy's ambition of becoming an independent training provider, overseeing the development of a series of award-winning programmes with the common aim of making creative careers accessible.

Prior to joining MIF, Gary has contributed to a range of employment, education, training and well-being programmes. He spent 13 years working for Armtrung Works / Access Creative College, developing and delivering a range of programmes aimed at individuals needing support to become economically active, progress into further education or improve their quality of life and life chances.

Gary began his career as a working musician. Through his work, he has always aimed to champion those who, for whatever reason, didn't get the recognised qualifications that employers have traditionally looked for, who don't know what they want to do yet, or who don't realise how brilliant they are.

Mary Burch BEM, Industry Minds

Industry Minds is an award-winning and industry leading mental health charity for the creative arts. Founded in 2018 by Scarlett Maltman and Cathy Read, the platform was created with a goal to better mental health support to those within the creative arts and break the stigma against mental illness. Our work is spread across the categories below:

Conversation

- Award-winning podcast which discusses mental health in the arts*
- The Industry Minds Awards, to raise awareness and celebrate other mental health organisations and work carried out within the arts industries*

Support

- Low-cost and free counselling to those in the arts*
- Counselling and support service to production companies across stage/screen*
- Mental Health seminars & training days for organisations in the arts*
- Graduate Support Programme*

Mary Burch studied counselling at Strathclyde University and is predominantly a Person Centred Therapist, but considers other theories within her practice depending on the needs of the client.

Mary works in line within the BACP ethical framework and has regular supervision.

As well as working with Industry Minds, she runs her own private practice in Scotland, volunteers with another charity specialising in addictions and in recent years has worked with trauma and domestic and childhood abuse. Over the years, she has worked with clients dealing with issues including anxiety, depression, stress, addiction, abuse, grief/ loss, eating disorders, OCD, mood disorders, family/relationship issues, work, bullying, harassment, sleep disorders, anger, identity, low self- esteem, trauma, sexual difficulties, body image.



Sharon Canavar
*Chief Executive,
Harrogate International Festivals*



Sharon Canavar is Chief Executive of Harrogate International Festivals. With a background in music and special interest travel she worked for the country's most successful specialist tour operator; Kuoni Travel Ltd and a privately owned start up JAC Travel Ltd. Since joining Harrogate International Festivals she has expanded and diversified the organisation which now encompasses a year-round programme of activity traditionally attracting more than 90,000 people to its portfolio of activities. She sits as a Non-Exec Director on Harrogate BID and Harrogate Convention Centre and is an RSA Fellow.

Lyndsey Fineran

*Programme & Commissions Manager,
The Times and The Sunday Times
Cheltenham Literature Festival*



Lyndsey Fineran is the Programme & Commissions Manager for The Times and The Sunday Times Cheltenham Literature Festival - the oldest, and one of the largest, book festivals in the world that produces more than 600 events celebrating the written and spoken word every year. In her 8+ years with the Festival she has been responsible for building a live literature programme, talent development, commissions and international partnerships and helped to deliver a pioneering hybrid edition of the 2020 Festival that won 'Event of the Year' at The Bookseller's FutureBook Awards, as well as 3 separate 'Event of the Year' wins at the SoGlos Awards. She holds degrees in Literature from Durham and St Andrews Universities, is on the board of the British Arts Festivals Association, chairs events and is a Society of Young Publishers Mentor. In 2019 she was selected for The Bookseller's Rising Stars programme, which identifies and champions the future leaders of the book industry and was recently named as one of The Top 50 Most Inspirational Women in Gloucestershire in 2021 by SoGlos.

Alison Giles
*Producer,
Presteigne Festival &
Brecon Baroque Festival*



After training at the Royal Academy of Music Alison worked as a musician, whilst becoming increasingly interested in arts management, eventually going into marketing and fundraising roles at English National Opera.

She became Administrator and then General Manager of The Sixteen, working on international and UK touring, and setting up the group's recording label, CORO. After nine happy years, she moved into freelance work at the core of which lie festival posts. For almost ten years she has been Producer for Presteigne Festival and, more recently, for Brecon Baroque Festival. Alongside these roles, she works with arts and heritage clients under the umbrella of Craigmyle Fundraising Consultants.

Hannah Hartley
*Senior Project Manager,
XTRAX and Without Walls*



Hannah Hartley is the Senior Project Manager at XTRAX and manages a range of projects across artist and festival development, international showcasing, and supporting the Without Walls artistic programme. Hannah also leads on the delivery of environmental responsibility initiatives for Without Walls, including the recently developed Green Production Lab programme and representing the consortium on the industry steering group of Vision: 2025, a vision for sustainable outdoor events.

Hannah is particularly interested in the role of arts and culture in addressing the climate crisis and wider social justice issues and has completed the Accelerator Creative Climate Leadership programme delivered by Julie's Bicycle and Arts Council England. Alongside her work for XTRAX, Hannah is a steering group member for the GMAST network which brings together over 50 cultural and creative organisations across Greater Manchester to address the climate crisis, and a Board member of Justice in Motion, a physical theatre company and charity passionate about inspiring social justice. XTRAX is widely recognised as one of the UK's leading specialists in international outdoor arts development and is the managing company of the Without Walls consortium; a network of over 35 festivals and arts organisations working with artists to commission and present new and innovative outdoor arts across the UK.

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.

Alan Lane
Artistic Director,
Slung Low



Alan Lane is Artistic Director of Slung Low, directing most of their work over the last decade including projects with the Barbican, the RSC, The Almeida, West Yorkshire Playhouse, Liverpool Everyman, Sheffield Theatres, Singapore Arts Festival and the Lowry. Slung Low make large scale people's theatre work on stages, trains, castles, swimming pools, fishing boats and town centres.

In 2017 Slung Low headlined Hull UK City of Culture 2017 with Flood by James Phillips: a 4 Part epic performed online, live and on the BBC. Over half a million people saw a part of Flood. It won a Royal Television Society Award Yorkshire for innovation in drama.

Alan has directed in places as wide ranging as the National Theatre of Croatia, a sari shop in Manchester, Buckingham Palace and in a village in Purulia, Southern India.

He was the Artistic Director for the National Commemoration of the Centenary of the Battle of the Somme on 1st July 2016: a ceremony with a people's theatre company of 450.

In 2018 Slung Low, with support from the Paul Hamlyn Foundation, will open a new Cultural Community College in Leeds offering a full range of cultural lessons in activities from South Indian Cooking to Blacksmithing, star gazing to documentary film making and much in between.

In 2019 Slung Low took over management of the oldest working men's club in Britain, The Holbeck in South Leeds: they run this venue as a Pay What You Decide creative and community space.

During the Covid crisis of 2020 the company was the ward lead for Holbeck and Beeston for social care referrals with responsibility for 7500 homes. They ran a non-means tested self referral foodbank from March 2020 to June 2021: delivering 15,000 food parcels.

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.

Ashley Morris
General Manager,
Newbury Spring Festival



Ashley Morris is General Manager of Newbury Spring Festival. At the Festival he is responsible for all the organisation and administration of the annual Festival, now in its 43rd year. Current responsibilities are wide ranging and include running the Festival office, securing funding and sponsorship for the Festival, producing printed marketing materials, volunteer coordination, and overseeing the production of the 45 Festival events each year. He holds a degree in Music from Durham University, and has worked in the music industry for his entire professional career. Before the Festival he worked as Manager: Administration & Operations at the International Artist Managers' Association (IAMA). In his role there he was involved with all aspects of IAMA, including membership matters, but focusing on the financial management of the association, and worked closely alongside the Chief Executive and Board to deliver the annual IAMA Conference. He is a board member of the British Arts Festivals Association and Newbury and District Arts Association.

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.

Erica Smith

Director

Ports Fest



Erica Smith is the Director of Ports Fest, a city-wide arts and cultural festival. She has been a senior programme manager and creative producer in the creative industries for 20 years including the national Creative Partnerships programme where she was also a qualified Excite trainer for excellence, creativity and innovation in teaching and education for Hampshire and Isle of Wight. She has devised hundreds of innovative and award winning projects and produced thousands of events with a specialist expertise in mixed media projects.

Erica is also a Trustee and Co-Founder of Voice FM radio station in Southampton and a trustee for BAFA - the British Arts Festivals Association.

Jocelyne Underwood

Director of Field19

Joss is an accomplished and multi award-winning project director specialising in leadership, people development & event management. She is currently director of two businesses, one providing consultancy services to businesses and charities in bid development, training, and organisational development; and the other is a new pop-up, well-being, education, and community arts space in the High Peak.



Prior to running her own businesses, Joss successfully delivered high-profile projects in both creative and construction organisations for Manchester International Festival, Laing O'Rourke, Greater Manchester Chamber of Commerce and Manchester City Council. These projects ranged from pioneering skills programmes to construction projects to major events. Joss believes the key to project success is creating a strong vision whilst motivating organisations and teams to collaborate and she is particularly passionate about leading inclusive programmes that build confidence and empower.

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