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# Arts & Business

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Arts & Business sparks new partnerships between commerce and culture. We connect companies and individuals to cultural organisations and provide the expertise and insight for them to prosper together.

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# Arts & Business – Some of our partners

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- Our national business membership provides access to pioneering research, international networks, advocacy and opportunities to share best practise.
- More than 500 UK-based companies benefit from being part of our Business Network, including BP, HSBC, Sky Arts, Deutsche Bank, Toshiba, PriceWaterhouseCoopers, Prudential, Eversheds and Lloyds TSB Commercial Finance.

# Arts & Business – Our Arts Network



- We work with 1200 arts organisations annually, through our arts membership

# Arts & Business – International Network



- We have links to 24 international territories including China, Abu Dhabi, Canada, Russia, Norway, Hungary, Japan, USA, Brazil and South Africa.

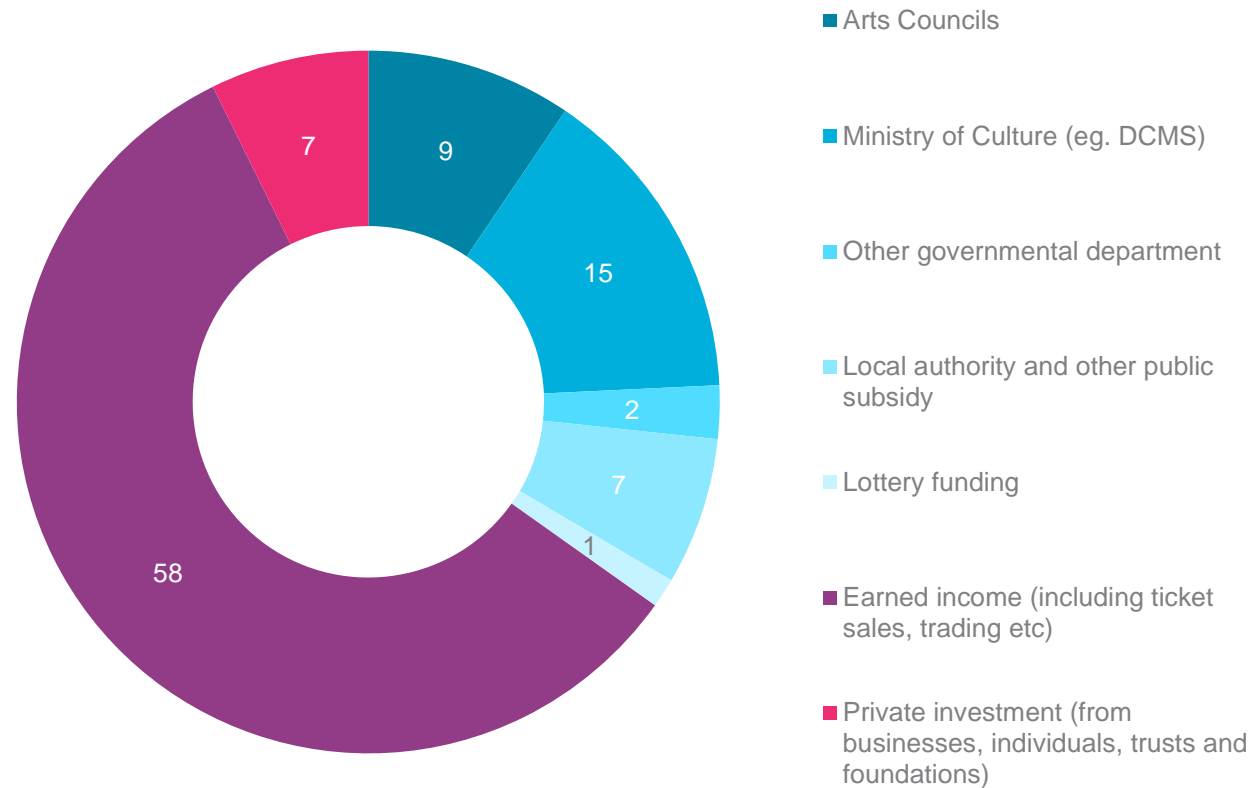
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## Public Funding of Cultural 2011 onwards

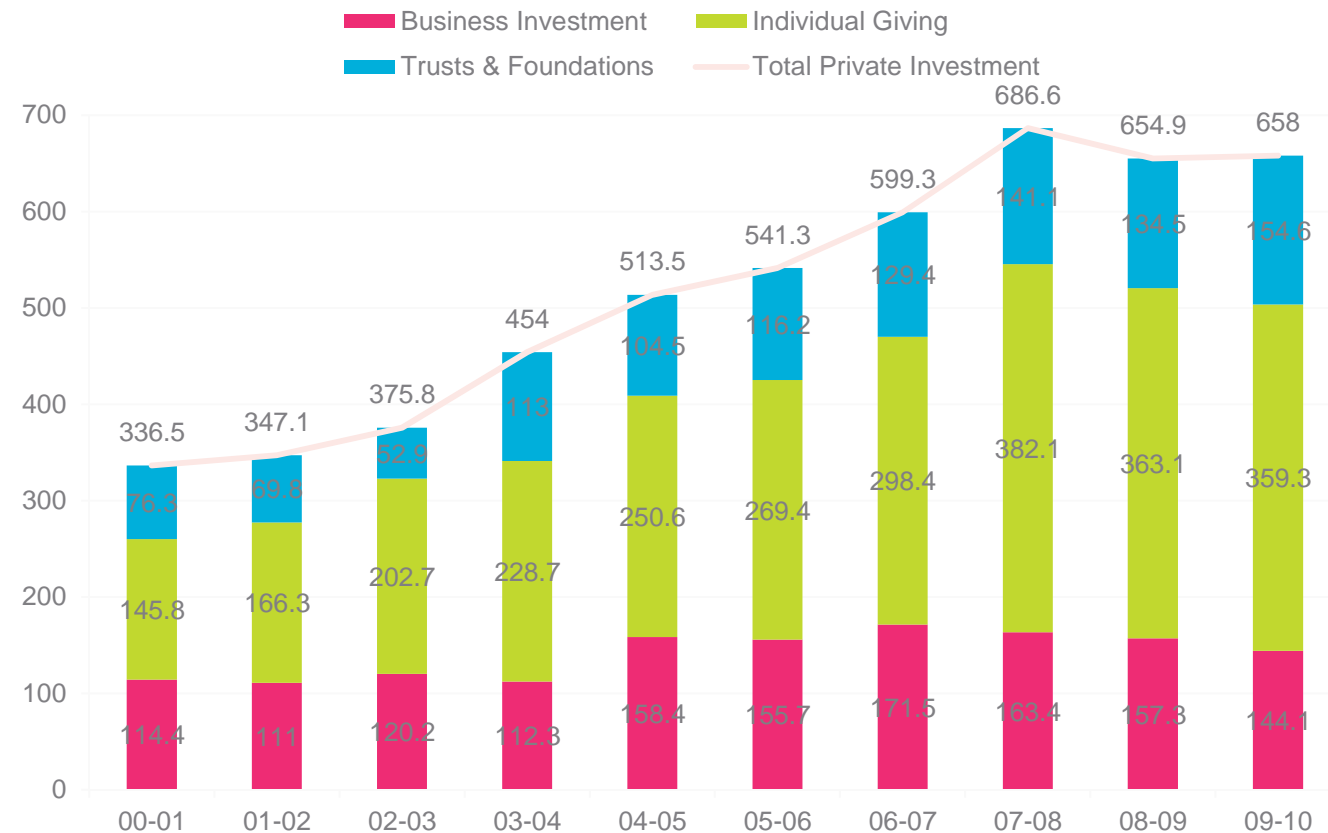
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|             |                         |
|-------------|-------------------------|
| USA         | ↓ 11% (Federal funding) |
| UK          | ↓ 30%                   |
| France      | ↑ 2.7%                  |
| Germany     | ↑ 2.4%                  |
| Ireland     | ↓ 12%                   |
| Italy       | ↓ €280m                 |
| Portugal    | ↓ 9%                    |
| Netherlands | ↓ 20%                   |

# Breakdown of UK Cultural Organisation income sources (%)

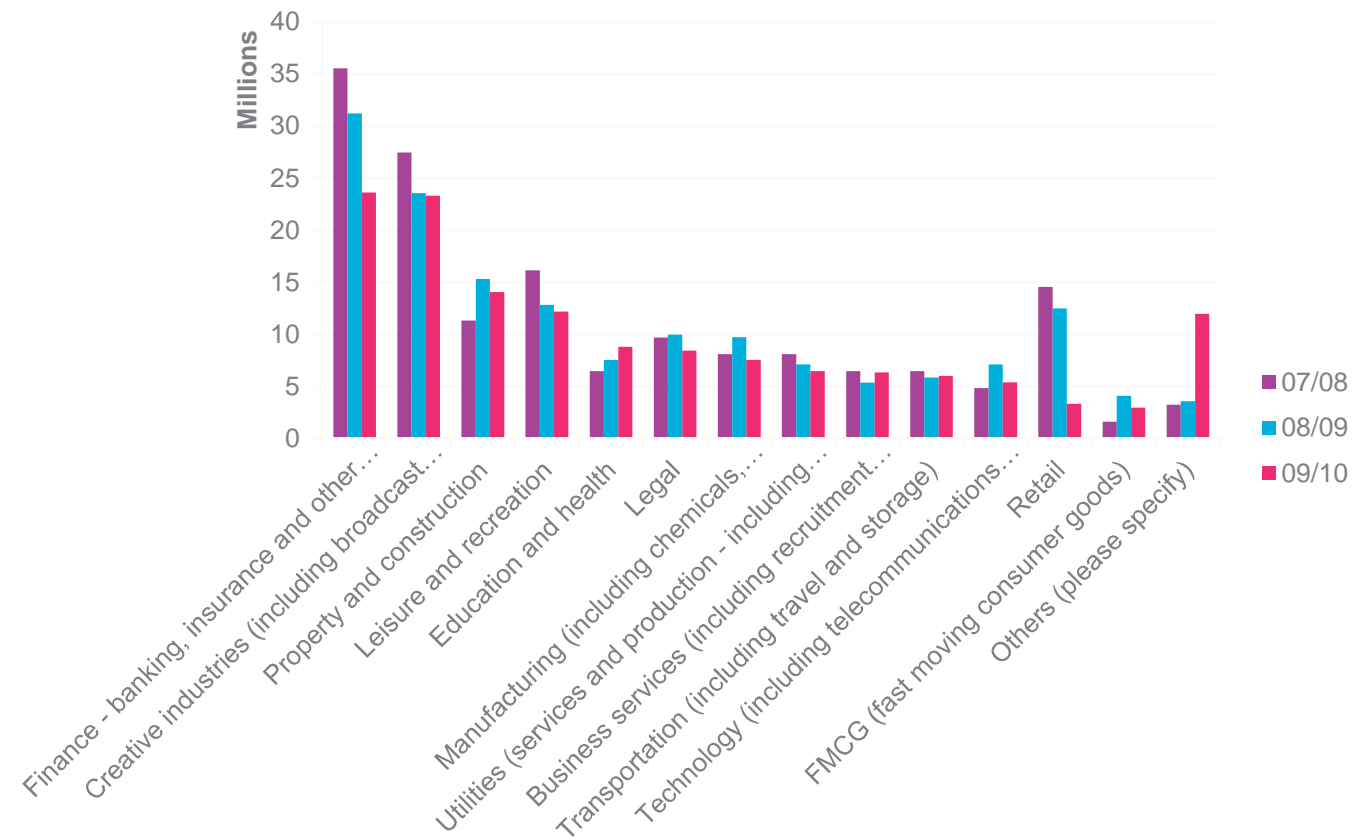


# Year-on-year Private investment in Culture in the UK

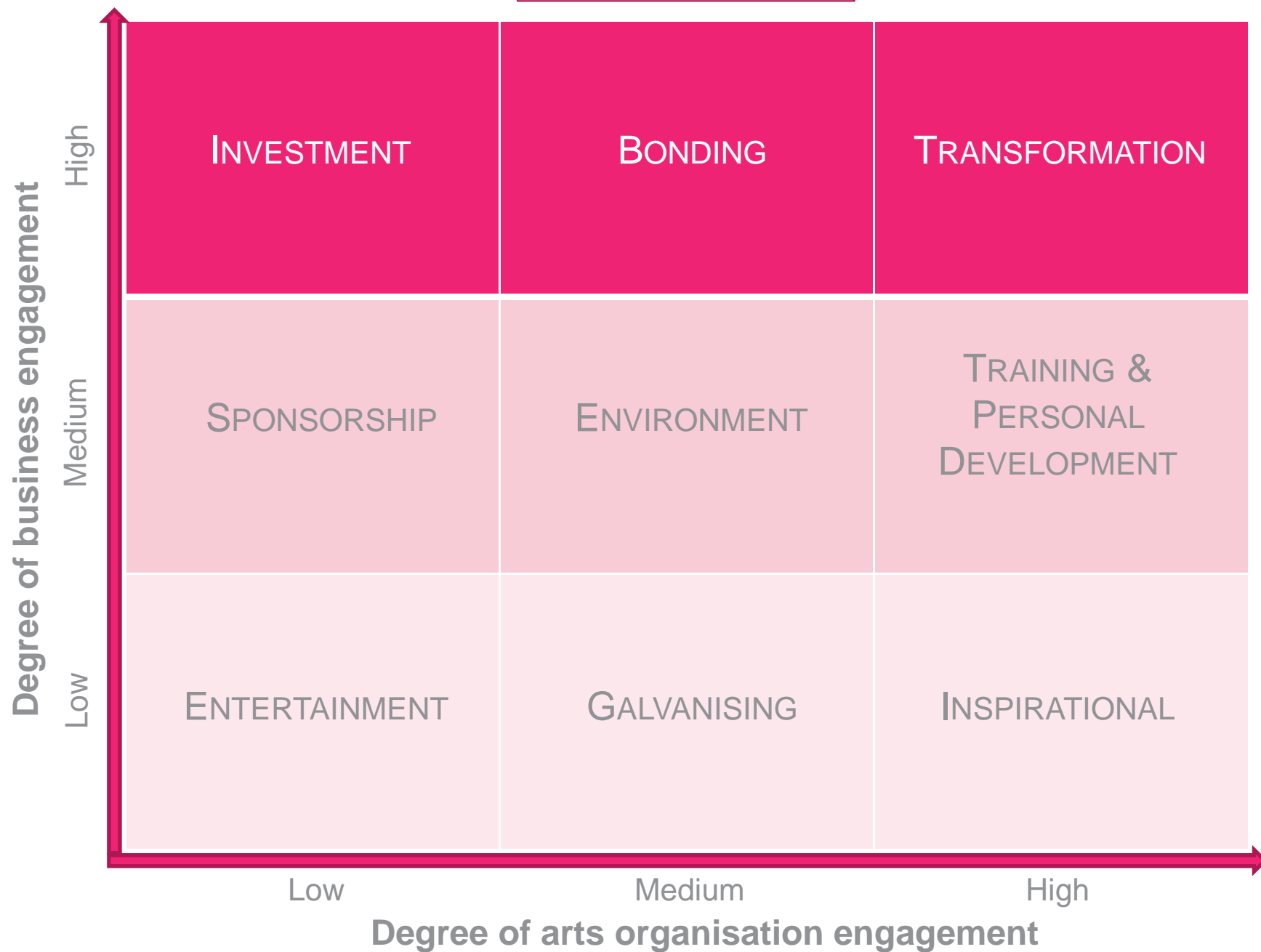




# Business sector breakdown of UK Cultural Support



The Arts Value Matrix



# Entertainment - LEXUS

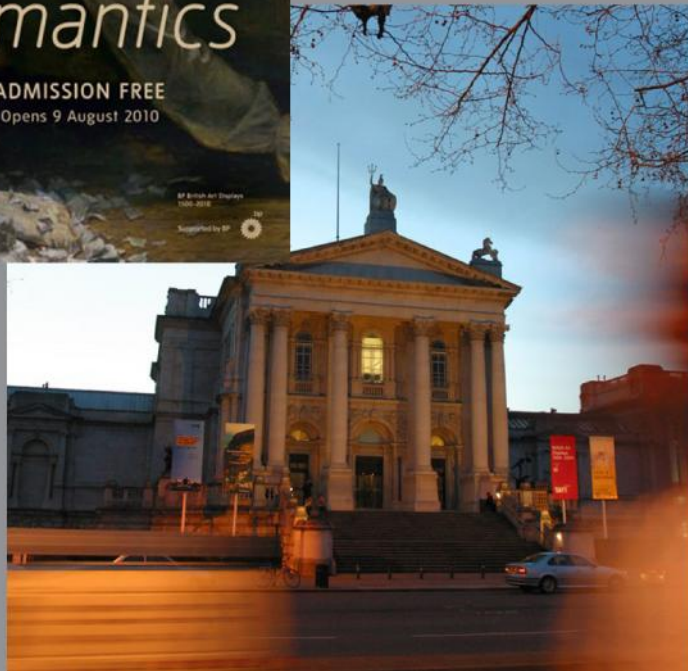
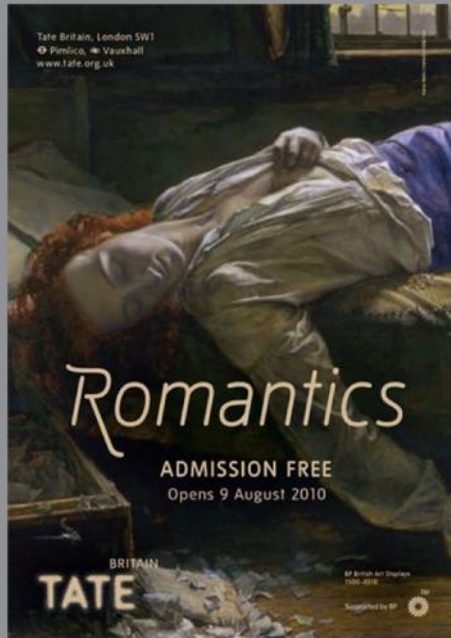


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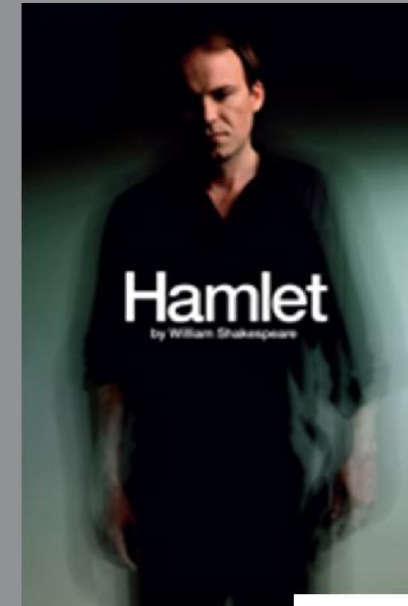
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# Sponsorship - BP



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# Investment - Travelex



The Travelex £10  
ticket season





# Investment - Travelex

4  
News

## Businessman's £10m gift plays so well with the National that it names a theatre after him

Ben Hoyle Arts Correspondent

The National Theatre is to change the name of its smallest venue from the Cottesloe to the Dorfman in recognition of one of the largest gifts to the performing arts in British history.

It marks the culmination of a lucrative philanthropic relationship that began with a dinner-party conversation seven years ago.

Lloyd Dorfman is the founder and chairman of Travelex, the world's largest foreign exchange company and the sponsor of the National's pioneering £10 ticket scheme. Now his donation of £10 million will become the cornerstone of a campaign to raise £70 million to revamp the NT's exterior and public spaces.

Sir Nicholas Hytner, the director of the National, said that the scheme would make the theatre complex "fit for purpose for the next 25 years".

He expects the new Dorfman Theatre to open in the autumn of 2013. It will remain the smallest of the complex's three venues (after the Lyttelton and Olivier theatres) but will be made more comfortable, admit larger audiences, be more flexible for directors and equipped for daytime educational use. Other work will include the installation of a public walkway through the backstage and workshop areas, opening up the foyers, a new production building, café-bar and green spaces.

Sir Hayden Phillips, the chairman of the National, discussed the renaming with the Cottesloe family, promising that part of the redevelopment would retain the name. John Fremantle, the 4th Baron Cottesloe, was a prime mover in the creation of a permanent National Theatre on the South Bank. He died in 1994.

His widow, Gloria, said last night: "This is such good news for the theatre and we are delighted."

Their son, the 5th Baron, recalled that his father's name was intended for



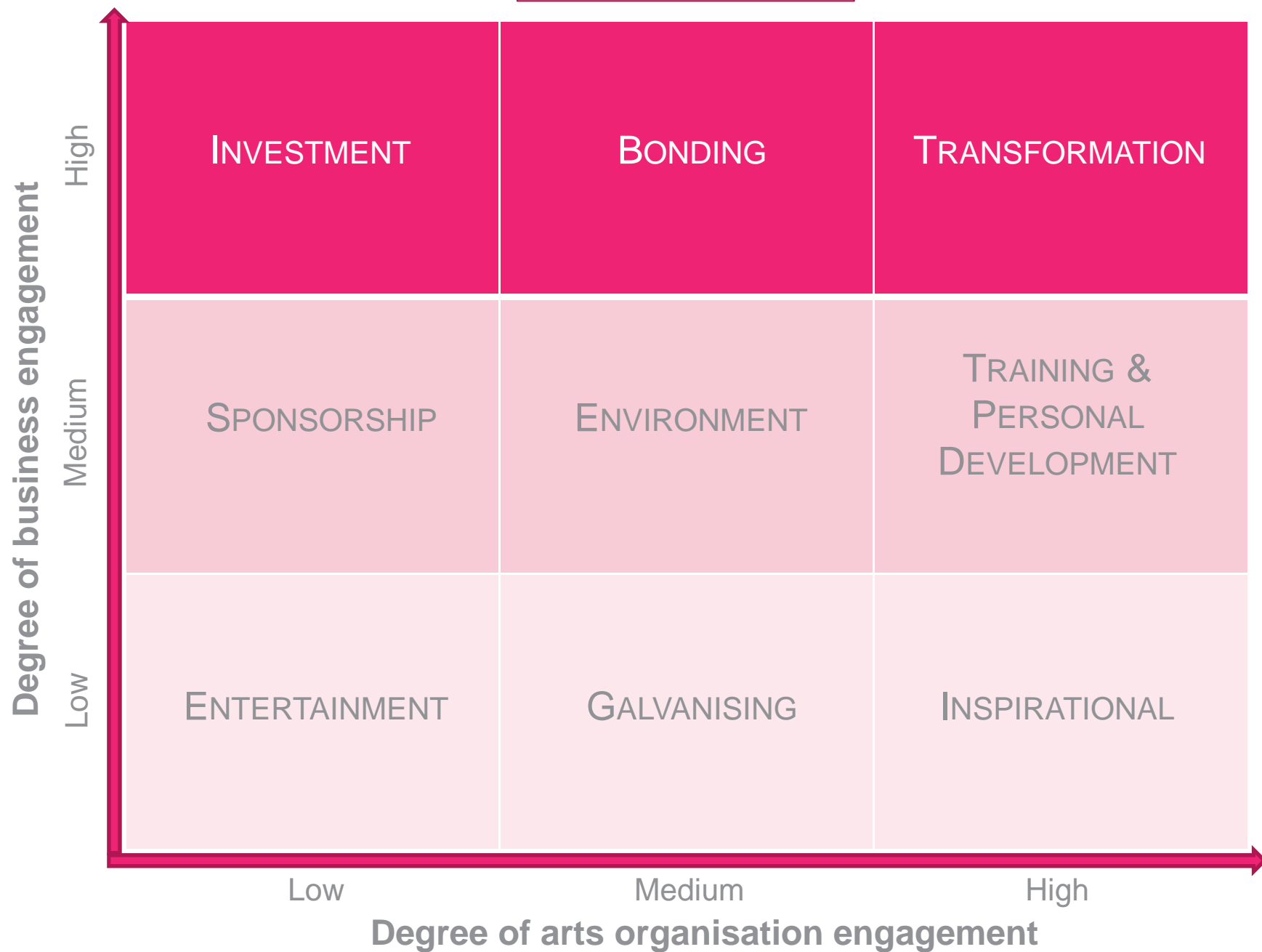
Lloyd Dorfman, the Travelex chief, may set a trend for a new era of cultural philanthropy amid the economic gloom

**In credit**

**£35** Membership of the Art Fund, with 50 per cent off exhibitions and free entry to many galleries, museums, National

### Why the arts world needs a Wayne Rooney or two

The Arts Value Matrix



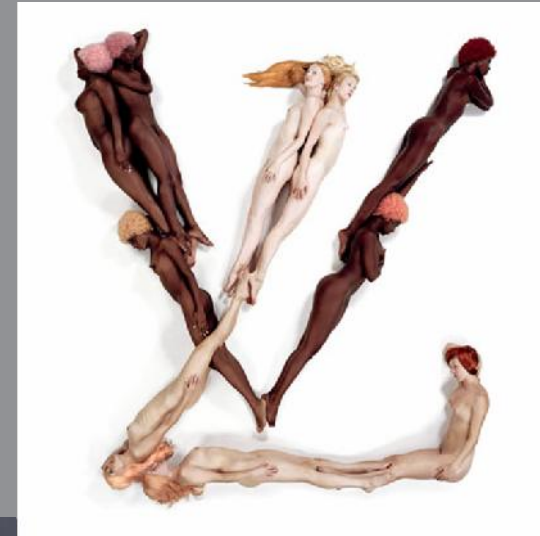
# Galvanising – Bank of America

**Bank of America** 





# Environment – Louis Vuitton



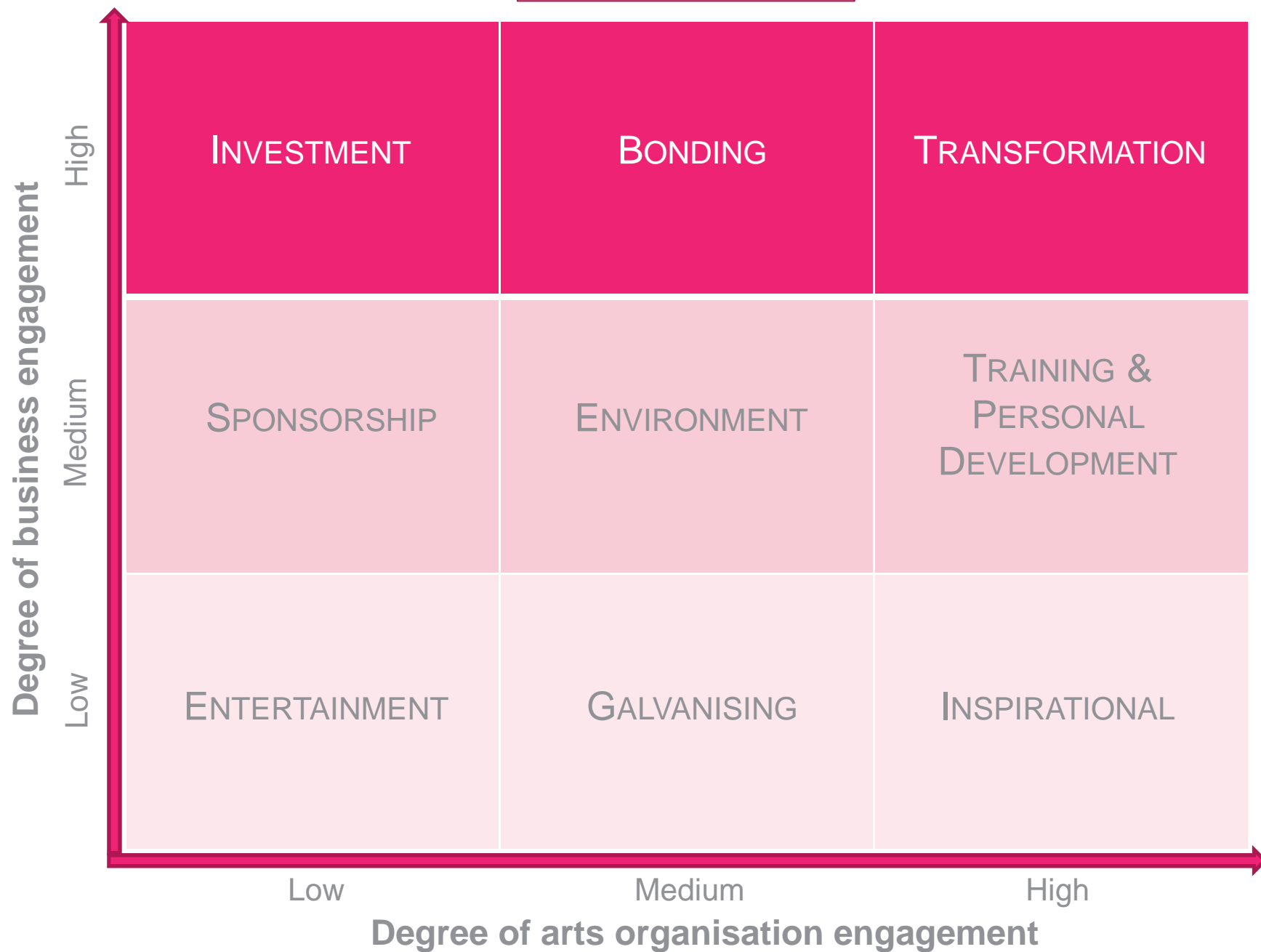
# Environment – Louis Vuitton



# Bonding - Volunteering



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# Inspirational – American Express



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# Arts Based Training

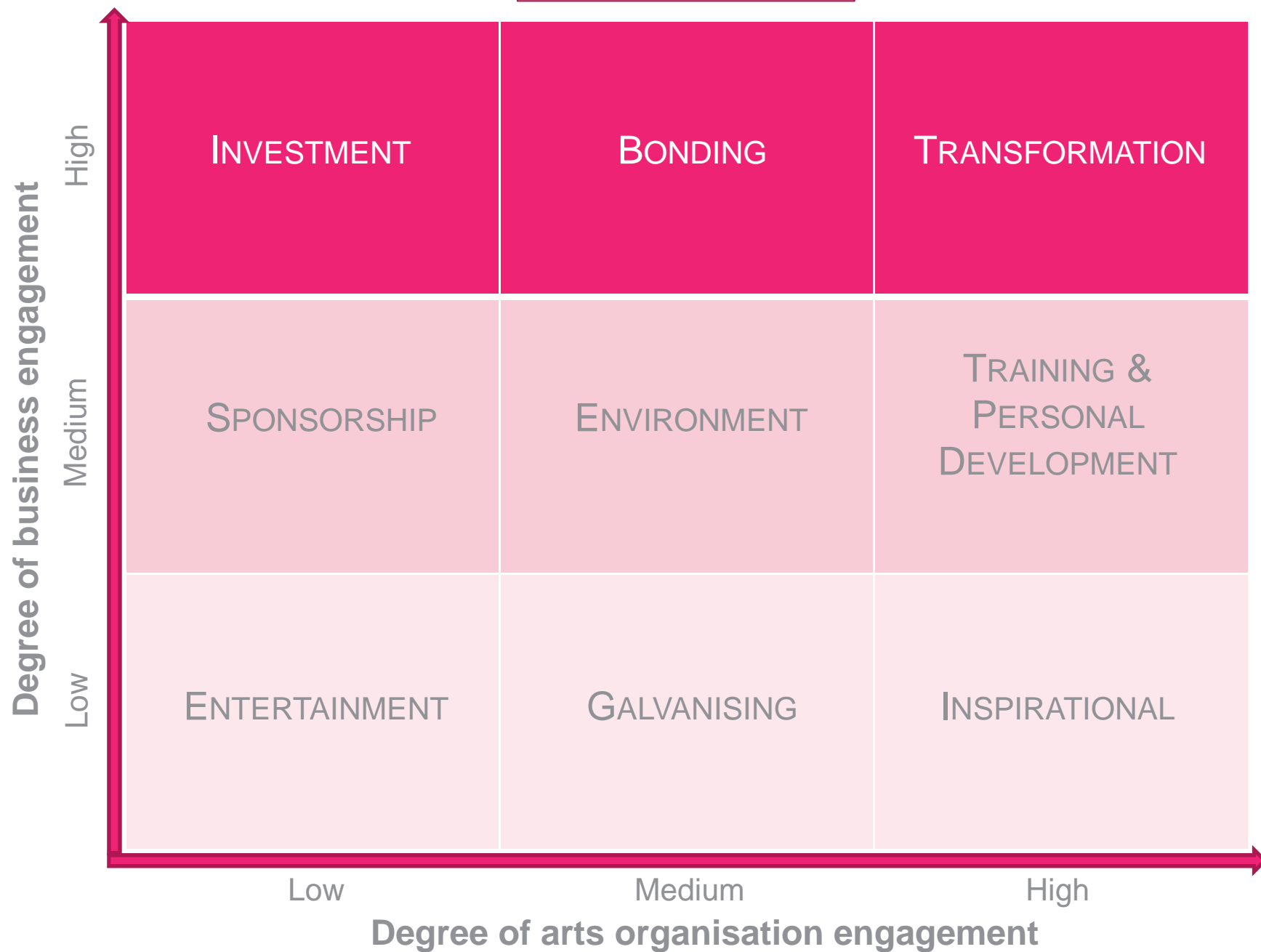


# Transformation - Youtube



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## Culture as...

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- Entertainment
- Brand
- Location
- Content
- Creativity
- Authenticity

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## The best relationships involve:

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- **Understanding**
- **Vision**
- **Creativity**
- **Measurement**
- **Openness**
- **Willingness to share**

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## What arts organisations/fundraisers need:

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- **Training**
- **Networking/sharing**
- **Entrepreneurial mindset**
- **Board leadership**
- **Knowledgeable and supportive public funding environment**

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# Arts & Business      The Building Centre

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