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21 May 2019, Wellcome Collection

PROGRAMME

1000 Registration, Coffee and Networking

1045 *IWM: a Mission or a Cause?* Diane Lees, Director General, Imperial War Museums

A look at how IWM is positioning itself as a charity as opposed to a National Museum in order to balance more effectively its public duty and its need to generate significant profits to continue its work.

11.30 *Fit for the Future* Elaine Bedell, Chief Executive, Southbank Centre

Southbank Centre, with its 17 acre site, is the biggest arts centre in Europe and the fifth most visited attraction in the UK, bringing millions of people into its world-class arts programme. Elaine Bedell will reflect on her two years as CEO and her aim to ensure the organisation faces an exciting future with confidence - and with a new vision which prioritises the creation of great art and is welcoming and open to diverse audiences, whilst also ensuring that its future is financially secure.

1215 Lunch

1315 Amanda Saunders, Director of Development & Enterprises, Royal Opera House

Details to follow.

1400 *The Tank Museum: a View from the Top*: Richard Smith, Director and Helen Smith, Deputy Director, the Tank Museum

The climate is changing for military museums across the UK. Funding is becoming more challenging to reach, the Ministry of Defence are withdrawing support to over half of the Army museums around the country, Brexit is causing major issues for tourism businesses UK wide. Despite all these issues The Tank Museum has seen an unprecedented period of growth in visitor numbers and income. How do we maintain this for the future?

1445 Tea/Coffee Break

1515 *Driving Growth, Enriching Lives and Promoting Britain to the World - the Potential Value of Shared Commercial Services Across the Heritage Landscape*: James Fleming, Head of Commercial Projects & Policy Unit, DCMS Commercial

James will speak about the shared commercial services programme being run by DCMS and the potential for ACE involvement to deliver commercial opportunities and advocacy for the cultural enterprises sector.

1600 *Horniman Museum and Gardens: Managing Success: Nick Merriman, Chief Executive*

Nick Merriman will reflect on his first 12 months, which have been about future priorities for an organisation which has been hugely successful commercially and in terms of visitor numbers. This success has brought its own challenges around visitor experience and diversity.

1645 **Close**