RSA Fellows' Media, Creative Industries, Culture & Heritage Network

Report for period to RSA AGM 2011

In addition to information for the Session to RSA AGM 2011, this Report also, and intentionally, lists some of the events held since 2007 for the information of Fellows elected since January 2009:

- **Launch event** in Edinburgh at Bourne Fine Art, Edinburgh, by kind consent of Patrick Bourne, involving delegates to the 2007 (and PCC arranged) AIPCE annual International Conference being held in Edinburgh at which the Group was represented by the Network Chairman (as one of two Observers with the other being from the Soros Foundation)
- **Launch event** at the Fine Art Society, Bond Street, London, by kind consent of Patrick Bourne
- **Digital Britain: Nations and Regions Event** co-ordinated in Edinburgh by MCICH at the request of Lord Carter and involving delegates from England, Wales and Ireland as well as Scotland
- **The Heritage Game: Economics, Policy and Practice** with event partners National Galleries of Scotland and the Italian Institute of Culture involving speakers Sir Alan Peacock and Professor Ilde Rizzo (University of Catania) about their book of the same title and Q&A panellists from Historic Scotland and Museums Galleries Scotland
- **Event at Mar Lodge** (assisting the Private Office of HRH The Prince of Wales and his relevant Foundation)
- **Copyright: Credit Crunch Asset** with speakers Simon Brown WS FRSA (Anderson Strathern LLP), Professor Simon Frith (University of Edinburgh) and Professor Hector Macqueen FRSA (now Scottish Law Commission, and formerly Professor of Private Law, University of Edinburgh, Co-Director, AHRS Research Centre and Vice-President (Humanities), Royal Society of Edinburgh
- **The Scottish Country House** – delivered by Professor Charles McKean FRSA FRSE (University of Dundee) in New Galloway during the period of the reconstruction of New Galloway School for GCAT
- **Retailing Culture** with speakers Cathy Agnew (GCAT), Gwilym Gibbons (Shetland Arts Development Agency and now also Creative Scotland Board Member) and Alex Miller (NTS Retail Operations Manager)
- **Debate of Scottish Broadcasting Commission Economic Impact Report** with SBC Chairman Blair Jenkins, other Commission and staff members plus a former UK Competition Commission Member
- **Citizen Engagement: The Scottish Government & New Technology** with William Paul, Head of On-line Communications, The Scottish Government
- **Scotland's Creative Industries: Challenges & Opportunities – Unleashing the Potential of the Scottish Creative Sector** delivered by Professor Seona Reid, Director, Glasgow School of Art
- **Dovecot Tapestry Studio**, **Edinburgh** – Tour, Networking and debate on a restoration project masterminded by RSA Fellows Alastair Salvesen (one-time Advisory Council Member) and David Weir (now a board member of Creative Edinburgh) this event being a precursor to **New Design in Heritage Settings** (the 2008 Angus Millar Lecture supported *inter alia* by MCICH notably in connection with a subsequent Historic Scotland CPD event)
- **Digital Economy Bill: Copyright – Continuing the Dialogue** with speakers Professor Simon Frith (University of Edinburgh) and Professor Lilian Edwards (then of University of Sheffield)
- **The Future of the Press in post-devolution Scotland** delivered by Charles McGhee, then Editor, *The Herald* and now an independent consultant
- **Public Service Broadcasting** – Joint Event with Ofcom following various RSA PSB events in 2004, 2005 and 2006 run by Mrs Packard when RSA Scotland Chairman involving Napier University, VLV etc.
- **Online and Multi-Platform Initiatives** - BBCS Pacific Quay – Tour plus debate
- **British Creativity in Fashion** – delivered by Rosalind Woolfson in New Galloway at GCAT
- **STV**: **Past Present and Future PSB Broadcaster?** With speaker Bobby Hain
- **George IV**: **Catalyst or Cad re Political Cartoons and Civic Engagement** with the Patrons of the National Galleries of Scotland
- **Food and Sustainability**: **Media Issues**

NOTES: (1) The "MCICH" Network is approved by, and reports – as do other such formal RSA Fellows' Networks – directly to the Trustees of the RSA, operating within Terms of Reference agreed with the Board, and with consent to work across the whole of the Fellowship both in the UK and beyond. The RSA is a charity registered in England and Wales no. 212424 and in Scotland no SC037784. **(2)** Whilst the Network works with a range of sponsors, institutions (re speakers) and partners, listed on the inside rear cover, it would be remiss not to mention the special working and highly collaborative relationship developed with Anderson Strathern LLP through its chairman, Robert Carr, various of his partners, Associate Marika Franceschi and the marketing department staff. The Network owes Anderson Strathern a singular debt of gratitude for the opportunity regularly to hold events at its Edinburgh Office in Rutland Court, Rutland Square**.**

CHAIRMAN'S REPORT Session to RSA 2011 AGM

Steering Group Members and E-consultees have seen this report prior to issue. Writing it allows me to acknowledge their cheerful, seamless and professional contributions. The Network receives no financial grant aid from the RSA but does receive valued publicity assistance from the Society at national and local levels. "MCICH" is a formal Fellowship-wide **RSA Fellows' Network** approved by the Trustees, and will actively seek to expand its activities to additional RSA Regions and Chapters in future years.

Between mid 2010 to the end of 2010/2011 RSA "Session" the Network has produced over a dozen diverse *'niche'* events, mindful of the importance and impact of the "public benefit" elements required of charities such as the RSA. Entering its fifth year "MCICH" has ambitions for both more and further afield events. Some of those involved have been and are – clearly in entirely non-political capacities - involved in relevant Cross-party Groups in the Scottish Parliament, Scotland's Futures Forum and attend Seminars of the Goodison Group in Scotland. The 7th September 2011 MCICH event was entitled **Programme Discussion 2012-2013** - and allowed moments of both reflection and celebration as the Network enters its fifth Session. A small group of delegates had time to debate the future programme and to offer both ideas and observations on events and achievements to date. Those at the 2007 London and Edinburgh Launch Events will recall these were differently celebratory!

EVENTS – Autumn 2010 onwards

2010 - Events with formal co-partners:
- 28 September - with 1970 Club* – **The World Environment in 2070** - an illustrated presentation by Sir Martin Holdgate with c.120 delegates of which c.65 FRSA between the two organisations. About eighty then dined together and the text is available from Ann Packard or via relevant websites (RSE etc).
- 16 October: The **Crux of the Matter: Europe: A German Media Perspective of British Media and Britain** - with the European Movement in Scotland – Thomas Kielinger OBE -
- 21 October: **Creative Industries & Academia: Research, Practice & Innovation,** involving Professor Robin Macpherson (Napier), Barbara Townley (St Andrews) and Joe Goldblatt (QMU)
-11 November **-** With Scottish Economic Society (and noting its grant aid for Events One and Two) – November – Event One in series **Economics, Internet & Society**

2010 - Events where the Network was solely responsible:
- 12 May: **Initial Reflections** by Andrew Dixon, Creative Scotland CEO as his first engagement and selected carefully by him with MCICH and guests stated by him as the most suitable audience/speaking engagement for him to make his first speech
- 13 July: **European Film Festivals** presented by Laura Marcellino, Turin Film Festival and formerly of the Venice Biennale
- 3 December: **Culture and Heritage: European Perspectives**: Key UNESCO, Europa Nostra and other speakers: this event was nearly snowed off. Of 189 due, 115 approx attended with c.90 dining thereafter (when it should have been 100+). The event was sponsored by Anderson Strathern, the Binks Trust and others including anonymous donations by RSA Fellows and others.

2011 - Events with formal co-partners:
- 13 June: with the Scottish Economic Society, Scottish Society for Computers and Law and thereby the also the Faculty of Advocates, and supported by SES grant aid – second of series **Economics, Internet & Society** events, chaired by Matthew Taylor, RSA Chief Executive, with the report compiled by Dugdale Bradley FRSA (since then appointed to the board of the Goodison Group in Scotland) being available from Ann Packard at **apmcich@btinternet.com**
- 17 March - with (and at) NLS – **Twenty First Century Libraries**
http://www.nls.uk/events/audio-recordings/21st-century-libraries
- 21 August - **BBC Radio - Four Thought –** MCICH worked in liaison with BBC Scotland to build an audience for the five talks recorded during the Edinburgh International Festival (with Richard Holloway in the chair).

*1970 Club – an invitation only group established by certain FRSA of that era (some of whom are no longer RSA Fellows) after the 1970 RSA Countryside Conferences initiated by the Society's then President HRH The Duke of Edinburgh

2011 - Events where the Network was solely responsible
- 10 February **-** Consultation and Debate event with Blair Jenkins and colleagues re **Scottish Digital Network Final Report**
- 21 March - His Excellency Dr Emil Brix [Austrian Ambassador]: **The Politics of Culture** with some delegates joining the speaker dinner by subscription
- 14 June - Sir Mark Jones: **Dark Days for Museums?** with option for some to dine with the speaker
- 12 July - **Ethical Approaches to Climate Change** – involving design delivery by and with two RSA Fellows [Professor Raffaella Ocone FRSE, Heriot-Watt and Darragh Hare formerly of SPIF and Glasgow University and now at Cornell, USA]
- Postponed to 2012 but set up for June 2011: **Bishopsland: Visit, Presentation and Debate re Apprenticeships in Creative Industries**

IMPACT

(1)   Fellowship Recruitment: Apart from delivering **well evaluated events deemed of public benefit** and involving people currently outwith the Fellowship, **RSA Fellows recruited by MCICH** *inter alia* **include -** Neil Baxter (RIAS Secretary), David Goldberg, Joan Aitken (Traffic Commissioner for Scotland), Jim Metcalfe (Carnegie UK Trust), Laura Marcellino (Turin Film Festival), Professors Joe Goldblatt (QMU), Robin Macpherson (Napier) and Barbara Townley (St Andrews) with many others elected since the original 2007 launch or in the pipeline.
- This is a **positive contribution and performance indicator** which this and other RSA Fellows' Networks formally approved by the RSA Trustee Board can make both to support the Society and to strengthen, diversify and expand Fellowship activity.
- Additionally in this connection, **Fellowship satisfaction (affecting retention)** is seen via evaluations.
- Matthew Taylor has written letters of Fellowship invitation to all those at **Economics, Internet & Society: Event Two** on 13th June 2011 and the **Public Services Reform** event of the same date who were not Fellows: it is known some of these are being or have been taken up. The Network thanks Matthew Taylor for chairing **Economics, Internet and Society: Event Two**.

(2)   Visibility & Credibility: the MCICH Network, by engaging with credible partners, enhances the RSA's reputation in Scotland and intentionally introduces the Society to new audiences

(3)   Cross-party Groups in the Scottish Parliament: by participation in these, RSA Fellows involved with MCICH also present the RSA to new audiences (and this always in a non-political manner).

EVENTS 2011/2012

A range of events – of which these are a taster - are planned and will be publicised once confirmed.

These include the **7th September 2011** event at Bourne Fine Art, Edinburgh: **2012/2013 Programme Debate,** to which reference has been made above. An event is also planned with the Danish Cultural Institute.

On **28th September**, the Network, by invitation of Anderson Strathern LLP, is delivering a **Joint Culture and Heritage Event** at its Edinburgh Office – registration enquiries to Ann Packard via apmcich@btinternet.com or 0131 556 2052 – at which the presentations are
Heritage Outreach: Social and Economic Value to Communities by Dr Debbie Mays FRSA, Director of Policy and Outreach, Historic Scotland; **Scotland's Stained Glass: Conservation, Knowledge-Sharing, Recording** by Alison Robertson Honorary Secretary, The Scottish Stained Glass Symposium (SSGS); **Scotland's Stone Built Heritage & Traditional Skills: The Imperatives** by Colin Tennant, Head of Traditional Skills & Materials Conservation Group, Historic Scotland and **Archaeology and Community** by Dr Andy Heald, Managing Director of AOC Archaeology Group.

On **20th October** MCICH has a keynote event at 6pm (with Cash Bar from 5.15pm) within the Royal College of Physicians of Edinburgh, with support, *inter alia*, from the Spanish and German Governments via their Edinburgh Consuls General. This event, entitled **Culture, Heritage, Philanthropy and Civil Society** will involve the Marqués of Santa Cruz (Deputy Chairman of Europa Nostra) and Dr Rupert Graf Strachwitz (Maecenata Institute) as the keynote speakers.

On **21st November**, again at the Royal College of Physicians of Edinburgh, there will be **Adding Value: Creativity Applied,** in conjunction with the **Institute for Capitalising on Creativity**, **University of St Andrews.**   Subject to any alternations, speakers envisaged are RSA Chairman Luke Johnson (Capital Risk Partners); NESTA Board Member Rob Woodward of STV Group PLC; Creative Scotland CEO Andrew Dixon; former UK Trade Minister The Rt Hon Brian Wilson speaking about the Harris Tweed Industry, which this year celebrates its centenary and the fact it is Britain's oldest patent; Professor Jeremy Myerson (Helen Hamlyn Design Centre, RCA) Roanne Dods, consultant and former Jerwood Foundation director; Professor Georgina Follett (Dundee) and Professor Chris van der Kuyl (bright**solid** online innovation).

23rd/24th November: Remote Access to World Heritage Sites from St Kilda to Uluru
With the approval of the Society's Compliance Officer, "MCICH" is part of a significant multi-disciplinary consortium involved in this international event of interest to all involved in culture, heritage, education and technology. It has three main objectives which align with the interests of the RSA:
(A)   To showcase the new technologies available: including the 3D laser scanning of St Kilda WHS as part of the Scottish Ten project to create exceptionally accurate digital models of Scotland's five UNESCO World Heritage Sites and others worldwide, in order to better conserve and manage them (http://www.scottishten.org/). Other forms of digital mapping will also be demonstrated;
(B)   To debate the benefits and challenges these new technologies present. This applies not only to issues of preservation, conservation, interpretation but also to the benefits and pitfalls of virtual access to sensitive sites and the economic benefits of tourism promoted thus;
(C)   To encourage site managers worldwide - particularly within the UNESCO World Heritage Sites network - to consider the benefits & impact these new technologies could have for their own sites, allowing them to investigate these further and clarify issues of installation and costs etc.

Dr Mechtild Rossler of UNESCO is a keynote speaker, with other presentations being made by speakers from around the world (Australia, Germany, Ghana, Mali *etc*. plus a representative of the European Space Agency).
See Early Bird registration and full programme on: http://iknowwhereimgoing.eventbrite.com/

EVENT EVALUATIONS

These are sought and are positive. Constructive criticism is valued, as are ideas for future events across the United Kingdom. Events outwith Scotland, being overdue, will hopefully be created and delivered RSA Sessions 2011/2012 and 2012/2013, such as that at **Bishopsland**, Dunsden, Reading, sadly postponed from August 2011, when debate was to have focused on the educational and mentoring role of establishments such as Bishopsland which provide much needed facilities and mentoring for apprentices.

NETWORK ADMINISTRATION

The MCICH Steering Group now consists of Office-Bearers who are Adam Wilkinson, Director, Edinburgh World Heritage (Secretary) whilst the function of Joint Treasurers is effected by June Edgar, Board Member, Creative Edinburgh and Ann Packard who is the Network's Chairman. Importantly, the Steering Group Members, E-consultees, Sponsors, Event Partners and notably Anderson Strathern LLP, which hosts a number of events, acknowledge (a) that they are regularly and efficiently consulted and (b) feel easily able to contribute as event proposals emerge, and then as planning evolves and funding and other event partners are formalised. **The Steering Group and E-consultees currently include**

Dr Ian Baxter FRSA - Director of Public & Professional Programmes, Institute of Continuing Education, University of Cambridge

Simon Brown WS FRSA - Partner and Head of Corporate, Anderson Strathern LLP and Board Member, Publishing Scotland

Robert Carr WS FRSA - Chairman, Anderson Strathern LLP, 2009/2010 Prince of Wales Ambassador for Corporate Social Responsibility in Scotland; President, SSC; President, Edinburgh Chamber of Commerce (thus *ex officio* Chairman, Edinburgh Development Forum); a Regent, Royal College of Surgeons of Edinburgh; Director of SCOTBIC; Member, Edinburgh Napier University Development Advisory Board

Paul Docherty FRSA – Director, British Council UK 2012 and member, Festivals Forum, Edinburgh

Iain Mitchell QC FRSA - Lay Reader, Church of Scotland; Chairman of each of SSCL and the Faculty of Advocates IT Group; UK Representative, IT Committee, CCBE; Liveryman of the Worshipful Company of Internet Technologists and Joint Editor, International Free and Open Source Software Law Review

Bill Pagan MBE TD WS FRSA – Retired Solicitor, Company Director and Board Member, MacRobert Trust

Dr Peter Robinson FRSA – One-time Principal Architect, Scottish Office and Deputy Chairman, RSA East Midlands

Robert Porrer FRSA, Chairman, RSA Fellowship Council

Peter Shuker FRSA – onetime Chairman, RSA North East England

Additionally, relative to administration

(1) "MCICH" has carefully selected skilled E-consultees both in and outwith Scotland (see above) so that no course of action is pursued or event created in any area without the input and consent of the majority. This virtual and actual team has a positive dynamic and "can do" attitude. This E-consultee Network will be expanded as activities outwith Scotland are set up. As relevant others are also of course consulted.

(2) The Secretariat in London, the Network's conduit to the Society, and which provides an invaluable publicity medium, is kept regularly and fully informed.

(3) Since, to date, most events have been in Scotland, information is regularly passed to the local RSA Scotland chairman, sometimes confidentially, as for example, re Four Thought at the Edinburgh Festival, initially advised in early spring and the listing of MCICH events in the RSA Scotland. newsletter is appreciated. Others are also involved in the issuing of publicity as relevant to each event.

(4) The Network's book-keeping has been seen by the Society's Chief Operating Officer, and financial arrangements discussed: both met with approval e.g. as to methodology. The Network is viable and has funds to meet known outgoings plus due reserves.

(5) With the approval of the RSA Compliance Officer, it is a member of BEFS [Built Environment Forum Scotland] and is also a member of ASPA [Association for Scottish Public Affairs].

(6) To ensure there is no dubiety re planning, event delivery, reputation or viability, the Network provides information to the RSA's Chief Operating Officer well ahead of costly events.

(7) Efforts have always been, and will be, made to contact Regional/National Committees and Chapters regarding dates ahead of time so that clashes may be avoided if at all possible.

(8) The Steering Group thanks the Society for publicity assistance.

And finally, the Steering Group thanks Matthew Taylor, RSA Trustees and RSA secretariat colleagues for support and interest, as also practical ideas and advice. It is hoped this Report may encourage the establishment and development of other formal Networks across the Fellowship.

The **key elements to the MCICH Network's success** are perceived as the energy, imagination and credibility of the Office Bearers and Steering Group, the overall calibre of events, and - above all – the Network's team-working and collaborative approach, as well as its contributions to appropriate debates and consultation(s).   Alphabetically, overall, sponsors, speaker "institutions" and event partners, to whom the Network is indebted, include:

Anderson Strathern LLP
Anonymous funders
1970 Club
Binks Trust
Boston Consulting Group
Bourne Fine Art and FAS London
Creative Scotland
Centre for Scottish Public Policy*
Consulates General of Italy,
        Germany and Spain
Consulate of Austria
Danish Cultural Institute
Edinburgh World Heritage
Enders Analysis
ESRC
Europa Nostra
European Movement of Scotland
Faculty of Advocates
GCAT
Glasgow Life
Glasgow School of Art
Helen Hamlyn Design Centre, RCA
Historic Scotland
Italian Institute of Culture
National Galleries of Scotland
National Library of Scotland
National Trust for Scotland
NESTA
Ofcom
Reform Scotland*
RSA
Scottish Digital Network

Scottish Economic Society
Scottish Futures Forum
Scottish Government
Scottish Law Commission
Scottish Society for Computers and Law
Shetland Arts
SPIF
Turin Film Festival
UNESCO (Headquarters, Paris)
Voice of the Listener and Viewer
Universities:
Italy: Catania;
UK: Aberdeen, Abertay, Dundee, Edinburgh, Glasgow, Heriot-Watt, Napier, Queen Margaret, Royal Conservatoire of Scotland (formerly RSAMD), St Andrews & Sheffield

Publicity assistance from/via a wide variety of organisations to which MCICH extends thanks

*Additionally, the Network's Chairman, an individual member of each of the Centre for Scottish Public Policy and Reform Scotland, assisted Matthew Taylor and Jamie Cooke in regard to the 13th June 2011 **Public Services Reform** in Edinburgh - it involved a speaker from each of CSPP and Reform Scotland.   By invitation, Ann Packard chaired the event and Dugdale Bradley FRSA, Chairman, RSA Scotland Venture Fund (since then appointed as a Goodison Group Board Member), kindly acted as *rapporteur*. The Event Report is available via **apmcich@btinternet.com.**

REMOTE ACCESS TO WORLD HERITAGE SITES CONFERENCE in November 2011
To date the partners with which MCICH is working in (see page 5) include: Creative Scotland, CnES, Proiseact nan Ealan [Gaelic Arts Agency], Historic Scotland, Museums Galleries Scotland, National Trust for Scotland, UNESCO Scotland Committee, Scottish Islands, Western Isles Council, the University of Edinburgh (both Informatics and InSpace) and with others potential partnerships being explored by the secretariat and partners

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PHOTOGRAPHS: Front cover: Top left clockwise: Anna Fasanella (Italian Consulate, Edinburgh), Laura Marcellino and Robert Carr; Derek Hodgson and Ginnie Atkinson; Charles Lovatt and June Edgar; Elizabeth Fairbairn and Jennifer, Marchioness of Bute. Rear cover: Top left clockwise: Matthew Haggis, Dr Andrew Morton, David Pullinger and Dugdale Bradley; Jen Lovatt, David Jarman, Marika Franceschi and Linda Dryden; Stefano Pontecorvo, Deputy Chief of Mission, Italian Embassy and the Scottish Government Minister for Culture & External Relations at the Opening of *Scotland & Rome* where MCICH was represented; a small group of some of those at the Launch Event at the Fine Art Society, Bond Street, London; Matthew Taylor and Ann Packard at the London Launch; Ann Packard with Murray Grigor whose joint idea the Special Interest Group/Network was (along with Mary Bryden, formerly RSA Scotland Committee and Director of Public Programmes, National Museums of Scotland). The two London launch photos are © JBP John Batten Photography, reproduced with consent. All other photographs are by Ann Packard excepting that of Murray Grigor taken by a guest at Mellerstain.