

# UK Philanthropic Opportunities in The Arts & Culture Sector



# CONTENTS

---

<b>3</b>	<b>About Us</b>
<b>4</b>	<b>Foreword</b>
5-6	The Royal College of Music
7-8	Sage Gateshead
9-10	University of Liverpool - State of the the Art Music Auditorium
11-12	Victoria and Albert Museum (V&A)
12-14	Home Manchester - Artist Talent Development Centre
15-16	Edinburgh International Festival
17-18	The Royal Academy of Arts: The Best of British Art
<b>19-20</b>	<b>Disclaimer</b>

## ABOUT US

---



Department for  
International Trade

### **DEPARTMENT FOR INTERNATIONAL TRADE:**

The UK's Department for International Trade (DIT) secures UK and global prosperity by promoting and financing international trade and investment, and championing free trade. DIT's Growth Capital Team focuses on attracting the world's top investors to opportunities across multiple sectors in the UK. We work with investors to support the most exciting and innovative UK companies who may range from being start-ups to those in 'growth' stage; our focus being to support those with high growth potential from across a wide range of sectors. We support these companies to scale up, launch next-generation products and services, and expand their international presence, creating more jobs and growth in the UK.

### **Department for International Trade**

Growth Capital  
Capital Investment  
3 Whitehall Place, Westminster  
London  
SW1A 2AW  
**Tel:** +44 (0) 207 215 5000  
**Email:** Growth.Capital@trade.gov.uk  
**Website:** gov.uk/dit and great.gov.uk

# FOREWORD

---

**Arts and culture have helped define the UK. Our creativity, expertise and influence are highly sought after throughout the world.**

Tourists visit the UK for our arts, sports and culture, all admired as much as our history, heritage and landscape. We send our highest quality output around the world, representing the peak of culture from England, Northern Ireland, Scotland and Wales. This promotes our shared values and encourages visits from near and far. For decades, investment and pride in our thriving arts and culture have helped these small isles play a much larger part on the world stage.

The figures speak for themselves:

- Four of our top museums are in the top 10 most visited in the world, including the British Museum and Tate Modern.
- In seven of the last ten years, the best-selling albums in the world were by UK musicians, with our music industry earning £2.7 billion from overseas in 2018.
- London's West End attracted a larger annual audience than Broadway in 2018 and 2019, while the touring production 'Matilda the Musical' produced by the Royal Shakespeare Company has been seen by nine million people worldwide across four continents.

The strength of UK culture is in its nationwide depth and reach, with world-famous and cherished artists and institutions in every town and city, from a vast number of diverse communities and backgrounds.

As you can see from this lookbook, as well as entertaining the world and enriching lives, UK culture also fosters futures and provides livelihoods. It brings creativity and inspiration to the most deprived areas of the country. It boosts opportunity for all - for example, by providing free rehearsal space for young performers. But these kinds of opportunities are now at serious risk due to the COVID-19 pandemic.

COVID-19 has presented new long-term challenges for the UK arts and culture sectors, not only at home but also for their international ambitions and revenue potential, with many

overseas concerts, theatre and art tours cancelled at short notice.

The pandemic prompted the UK Government to respond with an historic investment in the arts with a £1.57 billion emergency Culture Recovery Fund. Even with this generous aid, the impact of COVID-19 means that 2021 and beyond will be dedicated to rebuilding the sector.

Still, many cultural organisations are not just concerned about their running costs or income during this crisis, but also the negative effect on their communities.

Philanthropy and commercial investment are of vital importance to UK culture, especially following the events of 2020. A generous gift can change not only the fortunes of an institution's forward planning but also the lives of young musicians, dancers, writers, producers, curators, artists and crew. Without them, we won't have world-leading exhibitions, productions or creations. Their importance to us all - especially the underprivileged, and minority and marginalised communities throughout the country - means you would be making a tremendous difference not only to a sector highly prized throughout the world, but to the people of the UK.

Through arts and culture we transcend societal and national boundaries, creating worldwide connections and understanding that can last generations. You can make your mark on this sector's growth and legacy today. As well as the opportunities showcased within this book, there are a host of other UK organisations who are willing to discuss their projects with you.





## THE ROYAL COLLEGE OF MUSIC

Founded in 1882 by HRH The Prince of Wales, The Royal College of Music (RCM) is a world-leading conservatoire based in South Kensington, London. They train some of the finest musicians from around the world, and advance and widen access to music education through performance, research and global collaborations.

Their illustrious alumni have helped changed the course of music. Each year they train 800 students from over 60 nationalities to become the performers, composers and conductors of tomorrow. Their iconic building welcomes the world's greatest artists to perform alongside their students, with 500 public events each year.



The RCM makes a tangible impact beyond the music industry and they are leading on groundbreaking research into the benefits of music on health and wellbeing, and outreach initiatives. For the fifth year running, they have been ranked as the top institution for Performing Arts education in the UK. They are also second in the world.

They are seeking philanthropists who are passionate about arts and culture to support their More Music: Reimagining the Royal College of Music Campaign. This ambitious Campaign will build new performance and practice spaces and expand their student support so that all with the talent to study at the RCM are able to do so.

The Campaign was launched in 2017 with a £40M target and they have only £4.2M left to raise. They are welcoming philanthropists to become a More Music Founding Patron with a gift of £1M+. To recognise this transformational level of support, opportunities exist to name a space at their prestigious institution or create a named scholarship.

Such support will allow them to match their world-leading education with world-class facilities, and will transform their capacity for teaching, learning, research and performance.



A key element of More Music is the transformation of their South Kensington campus, the most substantial in the RCM's history. Students from around the world will benefit from new performance halls, extra rehearsal rooms and vibrant communal spaces. Situated in the heart of London's cultural centre, their reimagined estate will greatly enhance their public engagement, improving access to music for all.

The More Music Campaign also looks to the future by offering further scholarships and bursaries to attract the finest musicians, and by investing further in their world-leading digital initiatives.







## SAGE GATESHEAD

Sage Gateshead is a Foster + Partners designed international music centre in Newcastle Gateshead. Each year it welcomes 2 million people through its doors, reaches audiences of 500,000, and provides music education for 30,000.

It is one of the North of England's most recognisable landmarks and is celebrated for its high-quality artistic programme that showcases music of all genres, performed by the world's finest musicians. It is also charity focused on creating impact; it uses music to transform lives. Its music education programmes offer opportunities for everyone, from adult beginners to young people training for careers as professional musicians.

Royal Northern Sinfonia (RNS) is the orchestra of Sage Gateshead. It is the finest chamber orchestra in England, giving over 130 concerts each year, at home, across the region, and around the world. They have been invited to perform at some of the world's most prestigious halls and festivals including at the Musikverein, Vienna and La Folle Journé, Tokyo.



Donations to Sage Gateshead at this critical point are an investment in communities, the future of the city, and the North. The organisation has been through a recent period of restructure to reshape its work in response to Covid-19. It now stands ready to invest in several key areas and is seeking philanthropic support to realise its significant ambitions through to the end of its strategic plan in 2026. The main priorities are:

- To invest in the digitalisation of all artistic and educational output, sharing hundreds of performances and thousands of educational opportunities for the local community and audiences around the world.
- To become the artistic engine for the North, leading national and international partnerships with organisations and artists to create new, innovative music performances - this will include music theatre, opera, cross-genre projects and large-scale participatory work with community performers. It will use its world-class facilities to create some of the most exciting musical work in the UK today.
- To further develop the visiting international programme at Sage Gateshead when it is safe to do so. When the world's great orchestras and artists tour around Europe, they also come to Sage Gateshead.
- To extend its music education programme and lead on a new music curriculum for the North East, helping the region to become one of the most creative in the UK.

The organisation is currently seeking donations in the region of £1 million+ to invest in its future at this pivotal point. Conversations about philanthropic support will always be tailored to the interests of donors.







## UNIVERSITY OF LIVERPOOL - STATE OF THE ART MUSIC AUDITORIUM

The University of Liverpool is the original redbrick university and one of the internationally renowned Russell Group universities. Its motto since 1881, working for the advancement of learning and ennoblement of life, still stands strong today and the university aims to support its students as they become highly employable, creative and culturally rich graduates with the ability to become agents for change in a connected world. The University of Liverpool is globally recognised for its world-leading research and teaching. The institution is a driving force in the city of Liverpool's growing knowledge and cultural economy - an aspect that will become ever more important in the recovery from the Covid-19 crisis - and is proud of its civic contribution to help the city prosper. The city itself is famous around the world for its contributions to culture, music, and academia.

The University is investing in a new facility that will enhance its offering of both music and arts for the benefit of its students and the wider city community. The university has committed £19 million to the building of a Teaching & Performance Centre that will feature a state-of-the-art music auditorium costing an additional £3 million, which is to be funded through philanthropic contributions. By the time the Covid-19 crisis hit the UK, £2m of the £3m target had been raised. The centre is scheduled to be completed in late 2021 and we are seeking a further £1m to complete the project.

These are testing times for fundraising, particularly for arts-focused initiatives, but the university recognises the importance of the arts and remains committed to completing the project. Eight ambassadors, including Yoko Ono Lennon and Professor Averil Mansfield (the first female professor of surgery in the UK) are supporting the project. The university is open to discussing naming rights for parts of the Centre with those who make significant contributions and all those who donate will be recognised in the Centre's public space.



elliswilliams





## VICTORIA AND ALBERT MUSEUM (V&A)

The V&A is the world's leading museum of art and design, housing a permanent collection of over 2.3 million objects that span over 5,000 years of human creativity. The museum holds many of the UK's national collections and houses some of the greatest resources for the study of architecture, furniture, fashion, textiles, photography, sculpture, painting, jewellery, glass, ceramics, book arts, Asian art and design, theatre and performance.

They have a mission to be recognised as the world's leading museum of art and design, creating a world class visitor and learning experience and enriching people's lives by promoting research, knowledge and enjoyment of the designed world to the widest possible audience.



The V&A holds the National Collection of the Art of Photography and has collected and exhibited photographs since the museum's foundation in 1852. Over 160 years later, the V&A maintains an ambitious commitment to photography and is the custodian of a large and diverse collection of over 800,000 photographic objects. In 2018, the V&A's Royal Patron, HRH The Duchess of Cambridge, opened Phase 1 of the V&A's new Photography Centre, visited by over 600,000 people in its first year of opening. They are now working towards completion of the final phase of the project, scheduled to open in 2022. This second phase will double the size of the Centre and include a browsing library and reading room and three new galleries, purpose-designed for sharing the historic and contemporary highlights from their ever-growing collection.



Phase 1 of the project includes named galleries by generous donors such as Sir Elton John and David Furnish and they currently have three galleries remaining for naming in Phase 2, each priced at £2 million. These include a reading room and home for the world's best collection of photography publications and two refurbished 19th century picture galleries that will host dynamic new displays.

The V&A are seeking philanthropic support for completion of Phase 2 of the V&A's Photography Centre, a high-profile priority project for the museum costing £6.7 million and with a variety of high-level naming opportunities attached.







## HOME MANCHESTER - ARTIST TALENT DEVELOPMENT CENTRE

HOME is a multi art-form centre in Manchester in the North-West of England. HOME creates and presents the best in contemporary theatre, film and visual arts and provides a space in which artists can experiment and explore their practice across art-form boundaries.

HOME, opened in 2015, is the largest arts centre in the UK, outside London and offers visitors thrilling and thought-provoking experiences in two theatre auditoriums, five cinema screens and a 500 metre square art gallery. HOME attracts over 800,000 visits per year, and has been central to the development of Manchester as a national hub for the creative sectors.

Some of the highlights from the last five years include the first ever UK exhibition of paintings, drawings and sculpture from film director David Lynch; a new immersive performance by acclaimed Irish theatre company ANU productions exploring the 1996 IRA bombing of Manchester; and the international success of artist film *Island of the Hungry Ghosts* by Gabrielle Brady, which was produced by HOME. HOME's patron is award-winning film director Danny Boyle (*Trainspotting*, *Slumdog Millionaire*).



A significant donation of £1 million or more would enable HOME to completely transform three disused railway arches behind its building into a cutting-edge talent development centre for artists of all ages, disciplines and stages of their careers. The arches would offer three interconnected and fully accessible spaces - a flexible workshop space, a 'dirty' making space, and a double height performance space. It would also provide vital co-working office space for artists.

The Arches will create an additional 5000 hours of making and rehearsal space for artists in the centre of Manchester, a city where soaring rents and high property value means that artists are increasingly being pushed to the fringes. It would also support 3500 young people per year to take the first steps into a creative career.







## EDINBURGH INTERNATIONAL FESTIVAL

The Edinburgh International Festival is one of the UK's most significant cultural assets and the world's leading multi-genre arts festival. Established in 1947 in the aftermath of the Second World War to "provide a platform for the flowering of the human spirit" it has informed the model for festivals around the world.

Each year they present an internationally recognised programme of work from the world's leading artists from opera, theatre, dance and music, showcasing artistic excellence, internationalism, and innovative programming.

The Festival exists to promote cultural exchange and collaboration between people of different cultures and backgrounds through a global celebration of exceptional performing arts by presenting work from some 2,800 artists from over 40 countries during three weeks in August in Edinburgh each year.

Over subsequent decades, their vision has ignited an astonishing breadth of cultural experiences across the arts and the International Festival continues to present some of the most exciting and creative artists working today such as Gustavo Dudamel, Cecilia Bartoli, Anne Sophie Mutter, Ian McKellen and Simon McBurney.

The Festival has an engaged, loyal and adventurous audience of over 430,000 coming from around 80 nations each year.



The International Festival aims to be a global benchmark for quality in all that they do. They have significant brand awareness around the world, with Edinburgh in August widely understood to be the most important meeting point of the arts world, and an invitation from the International Festival being recognition of a performing artist's global stature and a source of national pride.

Over the next five years The International Festival want to build on these strong foundations to make a step change for the Festival by exploring overseas presenting opportunities to grow their operations and presence internationally.

They aim to work with partners to identify several global cities with the potential to host a pop-up or smaller festival (up to 1 week's duration) curated by the Edinburgh International Festival team. The festival would have three of the main features of its parent – a focus on quality, a selection from across the whole range of performing arts, and a platform



for the UK's finest talent alongside their international peers. This would be achieved through close partnership with a major venue or festival in each city with the potential for a reciprocal arrangement in Edinburgh.

The Edinburgh International Festival are seeking support to enable this international growth plan over the next five years and would welcome discussions with partners interesting in helping them shape this next chapter of their history.







## THE ROYAL ACADEMY OF ARTS: THE BEST OF BRITISH ART

Established in 1768, the Royal Academy of Arts (RA) has been the voice for living artists and architects for over 250 years. It is one of the UK's foremost public galleries with an international reputation for working with the leading artists of our generation, Royal Academician's, such as Tracey Emin, Anish Kapoor, David Hockney and Grayson Perry to deliver some of the most visited and most recognised exhibitions in the world.



Sponsorship opportunities available in 2021  
- Total Sponsorship for all three elements:  
£1,000,000.

Supporting the RA will help to maintain their independence and protect the future of the Royal Academy of Arts. The RA receives no government funding.

#### **DAVID HOCKNEY:**

*The Arrival of Spring*

27 March - 22 August 2021



#### **The Gabrielle Jungels- Winkler Galleries**

Opening in Spring 2021, this exhibition comprises a concentrated body of work which David Hockney executed during a period of intense activity in Normandy from March until June 2020 and which charts the unfolding of Spring from beginning to end.

The Royal Academy of Arts' exhibition, David Hockney RA: The Bigger Picture in 2012, was the most visited exhibition in the UK in the past 10 years.

#### **LATE CONSTABLE:**

30 October 2021 - 13 February 2022



#### **The Gabrielle Jungels-Winkler Galleries**

John Constable, one of Britain's most beloved painters, is renowned for his poetic approach to nature and his extraordinary use of colour. He devoted much of his life to painting the local landscape, which he professed 'made me a painter'.

In the Autumn of 2021, the RA will focus on Constable's late work, starting with the last of his so-called 'six-footers', *The Leaping Horse*.

#### **RA COLLECTION GALLERY PERMANENT COLLECTION:**



From its beginnings in 1768, the Royal Academy has always had a Collection. Each artist who has been elected a Royal Academician is required to donate a work of art to the Collection, creating a rich tapestry of British art history within the heart of the RA Collection.

In 2011 Arts Council England awarded it status as a Designated Outstanding Collection.

Sponsorship packages at the RA focus on raising the brand profile of sponsor partners across RA networks and audiences, offering VIP exhibition access for clients and employees and presenting opportunities to entertain in their historic event spaces in the heart of London's Mayfair.





# DISCLAIMER

---

This document contains limited confidential information with respect to a selection of **UK Philanthropic Opportunities**<sup>1</sup> (referred to individually as a "UK firm") and is being provided to certain qualified accredited investors<sup>2</sup> solely to assist such investors in determining whether they want to consider conducting their own further due diligence investigation of each such UK firm in connection with a potential transaction with that UK firm. If an investor determines it wants to consider a transaction, that prospective purchaser will need to contact the UK firm for more detailed information and an opportunity to conduct its own due diligence of that UK firm. No investment decision should be made on the basis of this document, which has been prepared by the Department for International Trade (DIT) for informational and discussion purposes only. This document has not been prepared by DIT in the course of carrying on a business.

DIT is not authorised or regulated by the Financial Conduct Authority and is not registered with the United States Securities and Exchange Commission.

## **ACCURACY OF INFORMATION**

This document does not purport to be exhaustive or to contain all the information relating to each UK firm that a prospective purchaser may require before participating in a transaction. DIT does not make any representations or warranties, whether express or implied, and accepts no responsibility as to the accuracy, completeness or reasonableness of the information contained herein. Any prospective purchaser that is interested in participating in a transaction is recommended to seek and obtain independent advice from its own financial, tax and legal advisors.

## **NO ENDORSEMENT OR RECOMMENDATION**

DIT does not recommend or endorse any of the UK firms named in this document. There is no association or legal relationship between DIT

and any of the UK firms named in this document by virtue of the references to such UK firms in this document.

No representation or warranty, whether express or implied, is given by DIT as to the character or professional ability of any UK firm named in this document, or any goods or services a UK firm named in this document may offer. You are responsible for conducting your own research and due diligence before entering into any contract with, or making any investment in, any UK firm named in this document and you should not place any reliance on the information in this document.

## **NO SOLICITATION OR OFFER TO SELL**

This document is not, and should not be construed as, an offer to sell or a solicitation of an offer to buy any securities of or to make any investments in, any company in any jurisdiction. Neither the United States Securities and Exchange Commission nor any State Securities Commission has approved or disapproved or will approve or disapprove of any securities or passed upon the accuracy or adequacy of any information or the merits of any transaction. Any representation to the contrary is a criminal offense under US law. No sales will be made, no commitments to invest in any company will be accepted, and no money is being solicited or will be accepted in connection with this document. Any indication of interest from prospective investors in response to this presentation involves no obligation or commitment of any kind. The information contained herein is provided on a confidential basis for informational and discussion purposes only, to a limited number of investors that are qualified accredited by the regulatory body appropriate for their region or 'sophisticated investors' wherein DIT considers that a person has sufficient knowledge and experience in financial and business matters to evaluate the merits and risks of the prospective investment. investments can fall as well as rise and you

---

<sup>1</sup> A reference to a firm in this document is a reference to a body of persons corporate or unincorporate.

<sup>2</sup> A reference to a "qualified accredited investor" in this document is a reference to that term as defined by U.S. domestic law.



might not get back the amount originally invested at any point in time. Investors in any UK firm must be prepared to bear such risks for an extended period of time. A UK firm's past investment performance is not a guarantee or predictor of future investment performance.

This document may contain certain estimates, projections and forward-looking statements of a UK firm based on various estimates and assumptions that are subject to substantial risks and uncertainties beyond the control of DIT or that UK firm. There can be no assurances that projected results, if any, will be realized or that actual results will not differ materially from those projected.

Nothing in this document constitutes investment, legal, financial, accounting or tax advice. All information contained in this document is of a general nature and does not address the objectives, financial situation or needs of any particular entity. You must obtain independent specialist advice before entering into any contract with, or making any investment in, any UK firm named in this document.

#### **CONFIDENTIALITY**

This document is strictly confidential and solely for the use of the persons to whom it is provided. This document may not be disclosed, reproduced or further distributed, in whole or in part, for any purpose without DIT's prior written consent, except that any person to whom this document is provided, may share this document with other persons within their firm who are qualified accredited investors. The terms of this disclaimer shall apply to any such other persons to whom this document is provided.

#### **LIMIT ON LIABILITY**

To the fullest extent permitted by law, no liability is accepted by DIT for any loss or damage, whether consequential or otherwise, which may arise out of or in connection with the use of or reliance on any information in this document. Any contract entered into or investment made based on any information in this document is entirely at the risk of the person entering into the contract or making the investment.





Department for  
International Trade

---

### **DIT**

The Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

### **Legal disclaimer**

Whereas every effort has been made to ensure that the information in this document is accurate, the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

### **Copyright**

© Crown Copyright 2020

You may re-use this publication (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence.

To view this licence visit: [www.nationalarchives.gov.uk/doc/open-government-licence](http://www.nationalarchives.gov.uk/doc/open-government-licence) or email: [psi@nationalarchives.gov.uk](mailto:psi@nationalarchives.gov.uk). Where we have identified any third party copyright information in the material that you wish to use, you will need to obtain permission from the copyright holder(s) concerned.

Published **January 2020**

by Department for international Trade

© **Crown Copyright 2020**