



UNIVERSITY OF LEEDS

# National Easter School for Arts Fundraising and Leadership

Sunday 7 - Friday 12 April 2019



arts  
fundraising &  
philanthropy

[www.artsfundraising.org.uk/national-school-arts-fundraising-and-leadership](http://www.artsfundraising.org.uk/national-school-arts-fundraising-and-leadership)

“This year has been another side to what I’ve known before at university – everything I was learning about, whether that be cultural diplomacy or leadership styles, was contextualising my day job, something which has been of immeasurable benefit. Thank you for making the distance learning so smooth.”

2015 delegate

*“That feeling when you hear inspiring experiences from amazing speakers. It’s no longer study and becomes hope for the future.”*

Lorna Clayton-Rawle, Fundraising Manager, The Tetley and 2017 delegate

## Important information

Information provided by the University, such as in presentations, University brochures and on the University website, is accurate at the time of first disclosure. However, courses, University services and content of publications remain subject to change. Changes may be necessary to comply with the requirements of accrediting bodies or to keep courses contemporary through updating practices or areas of study. Circumstances may arise outside the reasonable control of the University leading to required changes. Such circumstances include industrial action, unexpected student numbers, significant staff illness (where a course is reliant upon a person’s expertise), unexpected lack of funding, severe weather, fire, civil disorder, political unrest, government restrictions and serious concern with regard to the transmission of serious illness making a course unsafe to deliver. After a student has taken up a place with the University, the University will look to give early notification of any changes and try to minimise their impact, offering suitable alternative arrangements or forms of compensation where it believes there is a fair case to do so. Offers of a place to study at the University will provide up-to-date information on courses. The latest key information on courses, entry requirements and fees can be found at **[courses.leeds.ac.uk](https://courses.leeds.ac.uk)**. Please check this website before making any decisions.

# About

The National Easter School for Arts Fundraising and Leadership will take place in April 2019 for its fifth year.

Led by the School of Performance and Cultural Industries at the University of Leeds as part of the Arts Fundraising & Philanthropy Programme, this week-long residential course for arts professionals and fundraisers is led by academics, senior practitioners and consultants from the arts and cultural sector.

You will gain critical insight into useful case studies and an academic context in which to discuss the skills required to lead and develop arts organisations in ever more challenging times.

Focusing on arts fundraising and leadership, the course explores topics such as the history of philanthropy, how to manage change, how to build resilience, and how to instil values into fundraising and development activity.

As well as a week of intensive study and practical activity, the course also offers time out for reflection – a rare chance for delegates to step back from the day-to-day pressures of working life in the arts to share ideas with like-minded colleagues, and actively engage in new thinking and strategic planning.

## Who is the course for?

A limited number of places are available to arts managers and fundraisers who would like to develop their careers as arts leaders, whether leading development teams or entire organisations. A minimum of three years' experience in the arts and cultural sector is required.

In addition, there will be Professional Fundraising Fellows from across England attending the Easter School in 2019. These Fellows have been selected for their leadership potential and will therefore bring a huge breadth of experience from across the arts and cultural sector.

This combination of experience, bringing together the next generation of arts and cultural leaders, is central to the dynamic of the residential, and it enables all participants to learn from their peers as well as from the tutors and guest speakers.

## Course content

The Easter School will be delivered through a balanced mix of lectures, tutorials, panel discussions, group activities, small group project work and group presentations.

In addition, you will visit nearby arts and cultural organisations which will provide you with the opportunity to listen to, question and network with leaders from the arts and cultural sector.

As well as a full daytime schedule, you will also be required to undertake project work during the evenings.



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*The course has been exceptional in quality, with a high standard of theory presented in a variety of teaching styles. My aim was to learn and consolidate previous knowledge and this has been met and will feed into the future academic and professional practice.”*

2015 Delegate

# Tutors



**Dr Ben Walmsley**  
(Programme Director)  
Associate Professor in  
Audience Engagement at the  
School of Performance and  
Cultural Industries, University  
of Leeds.



**Dr Emilee Simmons**  
Senior Teaching Fellow  
in Enterprise at the  
Centre for Enterprise and  
Entrepreneurship Studies,  
Leeds University Business  
School.



**Jim Beirne MBE FRSA**  
Jim has been Chief Executive  
of Live Theatre in Newcastle  
upon Tyne since 2000,  
providing artistic and strategic  
leadership and overseeing a  
£19million series of capital  
developments.



**Dr Leila Janchovich**  
Associate Professor in Cultural  
Policy and Participation at the  
School of Performance and  
Cultural Industries, University  
of Leeds.



**Claire Antrobus**  
Independent consultant,  
researcher, coach and  
facilitator working nationally  
and internationally in the  
cultural and non-profit sectors.



**Lisa Baxter FRSA**  
Founder and Director of The  
Experience Business. An  
inspiring and creative thinker  
and a pioneer in bringing the  
practice of Design Thinking  
and Creative Problem Solving  
to the arts and cultural sector.



**Richard Watts**  
Strategist for People Make  
It Work, an organisational  
development consultancy  
focusing on change  
management, culture  
development and employee/  
stakeholder engagement.



**Amy Letman**  
Creative Director, Transform.  
From 2011 to 2014 Amy  
was Associate Producer at  
Leeds Playhouse, where she  
established the theatre's artist  
development programme.



**Dr Stephen Dobson**  
Lecturer in Creativity and  
Enterprise at the School of  
Performance and Cultural  
Industries, University of Leeds.



**Michelle Wright**  
Director of the Arts Fundraising  
& Philanthropy programme  
and Chief Executive of  
Cause4, where she leads  
major campaigns and business  
development projects for a  
number of national charities  
and undertakes consultancy  
work for FTSE 100 brands  
developing their cultural  
sponsorship programmes.

# Further information

The Easter School will take place at Weetwood Hall Conference Centre & Hotel, Leeds on Sunday 7 to Friday 12 April 2019.

## Costs and booking

The cost for attending the 2019 Easter School is £1,850 + VAT. This includes all teaching, accommodation, meals and course materials.

Book your place online:

**[www.artsfundraising.org.uk/national-school-arts-fundraising-and-leadership](http://www.artsfundraising.org.uk/national-school-arts-fundraising-and-leadership)** or call Arts Fundraising & Philanthropy on: 020 7247 1430

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*I think it is vital in this industry to meet and talk to as many co-professionals as possible as so much relies on networking. I have left with contacts and experience that I know will be valuable in the future. I definitely feel as though I have expanded and developed my professional networks – within the academic sector, fundraising sector as well as with my peers.”*

2015 delegate



## Terms and conditions

Delegates will receive a refund of monies paid if the Arts Fundraising & Philanthropy office receives written notification of cancellation at least 30 days before the event takes place. Delegates will receive a 50% refund of monies paid if the Arts Fundraising & Philanthropy office receives written notification of cancellation at least 14 days before the event takes place. Alternatively, the value of the booking can be transferred to another qualifying member of staff at the same rate. The booking may be transferred to another person within the same organisation at any point. Delegate places are not interchangeable over the duration (ie delegate places cannot be shared between individuals).



# Postgraduate Certificate in Arts Fundraising and Philanthropy

The Easter School is validated by the University of Leeds. Upon successful completion of the two related assessments, it represents half of the credits (30/60) required for a Postgraduate Certificate (PG Cert) in Arts Fundraising and Philanthropy.

Participants attending the School will have the opportunity to apply for the Postgraduate Certificate if they choose to do so. Please note that an additional cost will apply for transfer on to the PG Cert.

Find out more at:

[www.ahc.leeds.ac.uk/performance-masters](http://www.ahc.leeds.ac.uk/performance-masters)

Contact:

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