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Department for Culture, Media and Sport



Culture Online:



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What's it all about?





Media professionals in civil service

Addressing market failure

Wide definition of the arts and technology



Culture Online:



What I won't talk about:

- Composition of the team
- IPR
- Commissioning, not grant giving
- Value for money and cost-per-user
- Legal and contractual framework
- Brokering Innovative partnerships
- Project Management
- Sustainability



Culture Online:



£13 million from Central Government

Project life of 2 years

25 pilot projects

Overseeing production partnerships

Delivering large audiences



Culture Online:



DELIGHT and PARTICIPATION



Culture Online:



WebPlay





WebPlay

- Introduction to platform
- Partner schools communicate
- Online meeting with theatre company
- Theatre trip
- Performance



Culture Online:



Mad For Arts

**madfor
ARTS**



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Mad For Arts

- Aimed at people with experience of mental illness
- Support from all major UK charities
- Digital responses to artworks
- Screened on cable and terrestrial TV





Plant Cultures





Plant Cultures

- Royal Botanic Gardens, Kew
- Communities from south Asia
- Museum partnerships
- Intergenerational



Culture Online:



ACCESSIBILITY





Evaluation

- How do we know it works?
- External assessment of each project
- Overall Culture Online assessment



Culture Online:



“Overall WebPlay has proved a joyous experience for all involved, resulting in a highly memorable and in most cases very impressive set of outcomes. We found no children for whom this had been a negative or even neutral experience. All of those involved had in some way ‘raised their game’ as a result of taking part in WebPlay – some of the most notable were those children who had produced copious written work against all patterns of previous activity, and those who had gained in confidence and stature in the class due to the development of their dramatic skills. There is no doubt that this experience will be one of the highlights of these children’s primary school careers.” Prof Angela Mcfarlane – Evaluator, University of Bristol



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www.cultureonline.gov.uk

www.bbc.co.uk/dna/ww2/

www.nestafuturelab.org/showcase/savannah/savannah.htm

www.movinghere.org



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Thank You

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