

00:00:01:08 - 00:00:04:09
This morning's DEBATEABLE session was all around

00:00:04:09 - 00:00:09:03
ambition and quality and who measures excellence

00:00:09:03 - 00:00:14:01
and who has the responsibility
for judging what ambition and quality is.

00:00:14:13 - 00:00:18:09
And we talked a lot about Let's Create
and the ten year strategy

00:00:18:09 - 00:00:21:19
and that being about everyone
having the opportunity to create.

00:00:21:19 - 00:00:25:17
And what came out of that session in our session

00:00:25:17 - 00:00:29:01
was all around the funding, language and jargon.

00:00:29:01 - 00:00:29:17
If you like.

00:00:29:17 - 00:00:33:09
And as producers and directors,
you understand that

00:00:33:15 - 00:00:37:06
and it's been drilled into us,
you know, for the last ten, 20 years.

00:00:37:06 - 00:00:38:22
We are used to that language.

00:00:38:22 - 00:00:42:10
And so therefore we know other people know how to

00:00:43:04 - 00:00:46:03
talk to that language
and how to access those funds.

00:00:46:03 - 00:00:50:22
But those who we are genuinely trying to reach
with the Let's Create strategy,

00:00:51:05 - 00:00:54:05
people who don't even feel
like what they're doing is creative

00:00:54:05 - 00:00:58:16

when in actual fact it is and it is culture,
just because they're from a different culture

00:00:58:16 - 00:01:01:21
or background,
those are the people that we want to be reaching.

00:01:02:06 - 00:01:06:24
And in that session we collectively agreed
that some of the language around

00:01:07:02 - 00:01:10:02
how we talk about the
investment principles and the

00:01:11:19 - 00:01:16:01
outcomes are a bit opaque in a way.

00:01:16:01 - 00:01:17:06
And so

00:01:17:17 - 00:01:20:24
it felt like there was a lot of work
that needs to be done to kind of break down those

00:01:20:24 - 00:01:23:14
barriers and access and reach the communities

00:01:23:14 - 00:01:27:17
that genuinely we want to be reaching with Let's Create.

00:01:27:22 - 00:01:34:14
Should ambition also contain environmental goals?

00:01:34:14 - 00:01:36:02
Should that be part of an ambition?

00:01:36:09 - 00:01:42:14
Should quality include so that actually that
environmental responsibility thing is embedded

00:01:42:14 - 00:01:47:10
across everything that we do so that actually
they're not really separate questions.

00:01:47:21 - 00:01:52:12
Obviously there's the creative quality
and the audience

00:01:53:17 - 00:01:56:14
or participant experience and the quality of that

00:01:57:22 - 00:01:58:17
and the ambition.

00:01:58:17 - 00:02:01:17

But but ambition also,
maybe that's not about growth.

00:02:01:17 - 00:02:04:20

Maybe actually in the same way
as we've got to look at

00:02:05:13 - 00:02:08:22

not having a never ending growing economy

00:02:08:22 - 00:02:13:10

that's damaging to the
to an environmental space.

00:02:13:10 - 00:02:17:04

Maybe we look at that also in terms of the work
that we're creating a bit like

00:02:17:09 - 00:02:21:09

one of the women
said in the last session we were in about

00:02:21:09 - 00:02:23:24

maybe doing less. Rest as resistance.

00:02:24:20 - 00:02:27:15

Amahra said, How do we build liberation?

00:02:27:23 - 00:02:29:16

And that's exactly what stuck in my mind.

00:02:29:16 - 00:02:32:14

And I've been trying to figure out
when I'm writing my own mission statement

00:02:32:14 - 00:02:36:24

for my initiative I want to create, is
how do I build liberation into that manifesto?

00:02:36:24 - 00:02:39:18

And it's like the bedrock of everything.

00:02:39:18 - 00:02:43:02

And listen,
listen to that compassionate side of me.

00:02:43:14 - 00:02:47:19

But yeah, again, manage that in a way
that's dynamic and thinks about dynamism,

00:02:47:19 - 00:02:51:15

but is also thinking about the human element

and how we all take care of ourselves

00:02:51:21 - 00:02:57:06

and we don't live in this burnout
glamourised culture of overworking as well.

00:02:57:06 - 00:02:59:16

So it's finding a balance.

00:02:59:16 - 00:03:01:20

There was a big question around holding shame

00:03:02:21 - 00:03:05:22

and what's unjust and what's just.

00:03:05:22 - 00:03:08:11

And I think it's just transparency

00:03:08:23 - 00:03:11:23

and just recognising that it's really hard

00:03:11:23 - 00:03:15:02

for us to try and do the optimal

00:03:15:17 - 00:03:19:14

that we want
with the amount of capacity that we have.

00:03:20:07 - 00:03:24:12

Who knows what the next generation
of cultural leaders are going to be like?

00:03:24:18 - 00:03:28:09

But I have a suspicion
they're going to be very resilient because,

00:03:28:09 - 00:03:30:21

you know, the generation who actually managed

00:03:30:21 - 00:03:33:08

to sort of navigate their way through, you know,

00:03:33:21 - 00:03:36:03

for young people over the last few years,

00:03:36:20 - 00:03:40:05

rather than being the generation
who actually have an asterisk against them

00:03:40:05 - 00:03:42:10

in terms of, you know,
they weren't properly tested or measured,

00:03:42:17 - 00:03:47:10

you know, they are probably the most resilient,
most resourceful, the most tenacious.

00:03:47:10 - 00:03:50:09

You know, and probably the best prepared
to take them to the future.

00:03:50:24 - 00:03:54:23

And we can't be talking about a future
without speaking about young people up front

00:03:55:00 - 00:03:56:00

and foremost.

00:03:56:00 - 00:04:00:01

And local authorities have a responsibility
to do things better, to do it the best we can.