

# VSG CONFERENCE 2024

## THE COST OF CULTURE: *MEASURING BARRIERS AFFECTING THE VISITOR EXPERIENCE*

### WELCOME

**9.15 - 9.50AM** Registration & Refreshments

**9.50 - 10AM** Welcome from VSG Chair Beth Bryan

### SESSION 1: 10 - 10.40AM

**Sarah McLeod, *Wentworth Woodhouse*; Kate Rolfe, *The Revels Office***

Case study: Wentworth Woodhouse (WWH) - How do you engage a local audience from an economically and culturally deprived area with an ambitious vision for a radical cultural hub in a heritage site?

### SESSION 2: 10.45 - 11.25AM

*In Parallel*

#### **SESSION A: GULBENKIAN ROOM**

**Abigail Perry (V&A), Medwen Roberts (MHM) and Isabella Anderson (ROH)**

Case study: How the cost-of-living crisis is impacting older audiences' visitation to cultural venues

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#### **SESSION B: PORTLAND ROOM**

**Josie Wood & Hailey Craig, *National Gallery***

Case Study: How the National Gallery is measuring socioeconomic status for visitors to its 200th birthday celebrations

### BREAK (15 MINUTES)

### SESSION 3: 11.40 - 12.20PM

*In Parallel*

#### **SESSION A: GULBENKIAN ROOM**

**Dr. Britta Noerenberg, *Institute for Research on Cultural Participation***

Free admission to museums in Berlin: perceived values and take-away effects among the public

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#### **SESSION B: PORTLAND ROOM**

**Beth Bryan, *Barbican & Beth Bryan Consultancy***

Well-intentioned but immeasurable- Reviewing Pay What You Can and Concessions

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### **SESSION 4: 12.25 - 1.05PM**

**Kate Thompson, Charlotte Rhoades and Alice Fenyoe, *Imperial War Museum***

More than Money: Understanding Visitor Decision-Making

### **LUNCH (1 HOUR)**

### **VSG AGM: 2.05 - 2.45PM**

VSG elections announcement, membership and financial update, hear from the VSG mentorship programme and help us shape the future of VSG events, non-members welcome

### **SESSION 5: 2.50 - 3.30PM**

**Tiggy Allen, Beth Atkinson & Kelley Tackett, *London Transport Museum***

Driving Change: London Transport Museum's Engine and Economic Equity in Consultation

### **BREAK (20 MINUTES)**

### **PANEL: 3.45 - 4.25PM**

Understanding the Cost of Culture: What has VSG Conference 2024 told us?

### **CLOSING REMARKS**

Closing Remarks from VSG Conference Lead, Ogo Okafor

### **POST-CONFERENCE SOCIAL**

Join us straight after the conference for a networking opportunity and debrief.

The Albany  
240 Great Portland St, Greater, London W1W 5QU  
5pm onwards