

out of scope

From: Sir Alistair Spalding CBE [REDACTED]

Sent: 10 March 2025 11:56

To: Nicholas Cullinan [REDACTED]

Subject: Open Letter

External sender [REDACTED]

Make sure you trust this sender before taking any actions.

Dear Nicholas,

Here is the draft of the proposed open letter. Let me know if you are happy for the BM to be a signatory and I will keep in touch with you on when it might land.

With Best Wishes

Alistair

Sir Alistair Spalding CBE

Artistic Director and Co-Chief Executive
[REDACTED]

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From: Sir Alistair Spalding CBE [REDACTED]
Sent: 16 May 2025 11:45
To: Nicholas Cullinan [REDACTED]
Subject: Open Letter - Arts and Corporate Partnerships

Warning: Unusual sender [REDACTED]

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Dear Nick,

Sorry for my radio silence on this – we have been waiting for a moment to get some traction on this and I am pleased to say that the letter is now due to run in the FT next Friday in the letters page. Final copy in the attachment.

Please let me know if you would be happy for us to still include the British Museum as a signatory. We will need to confirm by EOP on Tuesday of next week, to give the FT final sign off on copy and list of signatories on Wednesday. They will print four of the signatories on the letters page and the rest on line – would you happy for the British Museum to be one of those four if it came to that?

Attached more details from Brunswick on suggested social media support / staff comms at publication, should you wish to do push the letter further, background on the purpose of the Letter and comms plan.

With Best Wishes

Alistair

Sir Alistair Spalding CBE

Artistic Director and Co-Chief Executive
[REDACTED]

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COPY - FOL



In defence of corporate partnerships in the Arts

Date: 14 May 2025

Subject: Open Letter & communications plan for Saturday 24th May 2025

Dear Colleague,

Thank you for lending your voice to an open letter outlining the position many cultural organisations share in their choice to partner with corporate businesses.

Please find below the final version of the open letter, for which we have called for signatories from across the arts, heritage and culture sector. Your signature will be included as the name of your organisation only.

The letter aims to offer clarity on why arts organisations need to engage with the businesses that shape our society. We hope publication will help frame the ongoing conversations many of us are having about long-term delivery for the arts and the communities we serve.

Publication

The publication date of this open letter is intended for Saturday 24th May in the Financial Times letters page, marking the one-year anniversary of Baillie Gifford withdrawing from literary partnerships.

We ask that you lend your support by engaging other stakeholders as is appropriate to your organisation; staff, artist communities, peers and younger cultural professionals, as well as other public and private funders. Ideally it would also be shared by signatories and their corporate business partners on social media platforms e.g. LinkedIn.

This dual approach helps set out a clear position to a range of stakeholders. It does not directly engage activist audiences, who to date, have not offered constructive discussion about this issue. While the letter is unlikely to alter the views of dissenting voices, the purpose is to set out a clear rationale to other stakeholders who really matter; staff, artists, patrons, funders and future funders and the general public.

Communication plan

- The FT / National title
- Broadcast: If appropriate, opportunity for spokespeople to offer further comment on the subject via the following platforms:
 - Radio: BBC Radio 4: Front Row or Today
- Trade: Key news writers across specialist sector press to receive copies ahead of publication (dependent on signatories)

- Signatories' support (as appropriate):
 - Staff communication highlighting publication
 - Open Letter publication on news page, blog page or press page of your organisation's website
 - Post a link to the published letter (linking to the Times and to your own website) on your organisation's LinkedIn channel, tagging fellow organisations who have signed
 - Leadership / Executives: option to repost and share via personal LinkedIn channels with additional commentary
 - Advocates: request posts and supporting commentary from advocates and organisations in your network

Open Letter

Last year was a watershed for hostile discussion about private money and the arts, beginning in May 2024 when Baillie Gifford was pushed out of its partnerships with literary festivals, following a sustained campaign by activist groups. As DCMS Secretary of State Lisa Nandy argued in her Jennie Lee Lecture, such relentless negativity has the potential for 'killing off' arts and culture in the UK.

Across the arts and culture sector, it is perhaps not well understood that working in partnership with businesses is a proactive choice. Corporate sponsorship can never provide a replacement for public funding. However, partnering with businesses ensures our work goes further and has a greater impact. It adds more value, enables growth, ambition and risk taking. Through partnerships, arts organisations also actively engage with the organisations that shape how we live. We never forget these businesses are made up of real people, engaged in real communities, who understand and believe in the power of the arts to bring joy, aspiration and change to our lives.

Our museums, theatres and artists need to operate within the economic structures in which society operates. One year on from Baillie Gifford, we must find a way to show that cultural organisations contribute to a better world, and partnership with business and philanthropy is an admirable and valuable part of that mission.

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From: Nicholas Cullinan

Sent: 10 March 2025 16:22

To: Kary Kelly [REDACTED] Lizzie Loudon

Subject: RE: Open Letter

The Times

From: Kary Kelly [REDACTED]

Sent: Monday, March 10, 2025 3:20 PM

To: Lizzie Loudon [REDACTED] Nicholas Cullinan

Subject: RE: Open Letter

Thanks, Nick and Lizzie.

[REDACTED]

[REDACTED]

Where would the letter be published?

Best wishes,

Kary

From: Lizzie Loudon [REDACTED]

Sent: 10 March 2025 14:27

To: Nicholas Cullinan [REDACTED] Kary Kelly [REDACTED]

Subject: RE: Open Letter

Good letter! [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

From: Nicholas Cullinan [REDACTED]
Sent: 10 March 2025 11:58
To: Lizzie Loudon [REDACTED]; Kary Kelly [REDACTED]
Subject: FW: Open Letter

FYI – comments welcome please

Dr Nicholas Cullinan OBE
Director

Director's Office – [REDACTED]
The British Museum
Great Russell Street, London WC1B 3DG

The security classification for this message is SENSITIVE

From: Sir Alistair Spalding CBE [REDACTED]
Sent: Monday, March 10, 2025 11:56 AM
To: Nicholas Cullinan [REDACTED]
Subject: Open Letter

External sender [REDACTED]
Make sure you trust this sender before taking any actions.

Dear Nicholas,
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With Best Wishes
Alistair

Sir Alistair Spalding CBE

Artistic Director and Co-Chief Executive
[REDACTED]

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From: Nicholas Cullinan

Sent: 24 February 2025 11:18

To: [REDACTED]
[REDACTED]

Subject: FW: Call with Sir Alistair Spalding

Just checking in on this? I will see him on Wednesday evening

Dr Nicholas Cullinan OBE

Director

Director's Office – [REDACTED]
The British Museum
Great Russell Street, London WC1B 3DG

The security classification for this message is SENSITIVE

From: [REDACTED]

Sent: Thursday, February 20, 2025 10:04 AM

To: Nicholas Cullinan [REDACTED]
[REDACTED]

Subject: Call with Sir Alistair Spalding

Warning: Unusual sender [REDACTED]

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From: [REDACTED]

Sent: 19 February 2025 11:49

To: [REDACTED]

Subject: Call with Sir Alistair Spalding

Hi there,

I am reaching out to Dr Cullinan's office at the request of Sir Alistair Spalding, Co-

CEO and Artistic Director of Sadler's Wells. Sir Alistair would like to speak to Dr Cullinan at his convenience - I wonder if you could help to find a time for this? I can suggest some options or I can wait to hear from you.

Look forward to hearing from you.

Warm regards

[Redacted]

[Redacted]

[Redacted]
[Redacted]
[Redacted]

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