
Re: FT Open Letter - Arts and Corporate Partnerships

From Tristram Hunt [REDACTED]
Date Mon 19/05/2025 16:50
To Sir Alistair Spalding CBE [REDACTED]
Cc [REDACTED]

Thanks Alistair. Happy to be a signatory.
Best
TH

Sent from [Outlook for iOS](#)

From: Sir Alistair Spalding CBE [REDACTED]
Sent: Monday, May 19, 2025 4:13 pm
To: Tristram Hunt [REDACTED]
Cc: [REDACTED]
Subject: [EXTERNAL EMAIL] Re: FT Open Letter - Arts and Corporate Partnerships

CAUTION: This email originates outside the V&A. Do not click on links or attachments unless you recognise the sender and are expecting the links or attachments. If you are unsure, contact the sender to confirm that the email is genuine.

Hi Tristram,
Are we able to add the V and A as a signatory - we have a good list now including the BM, Science Museum, Royal Ballet and Opera, South Bank Centre, Old Vic, Donmar and ourselves.
Let me know.
Alistair

Sir Alistair Spalding CBE

Artistic Director and Co-Chief Executive

[REDACTED]
Sadler's Wells Trust Limited, Rosebery Avenue, London, EC1R 4TN
VAT Reg 649 1784 96 | Reg in England & Wales 1488786 | Reg Charity 279834

From: Sir Alistair Spalding CBE
Sent: Friday, May 16, 2025 11:32:42 AM
To: Tristram Hunt [REDACTED]
Subject: FT Open Letter - Arts and Corporate Partnerships

Dear Tristram,

Further to my message yesterday, 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 V and A 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 be happy for the V and A 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



sadlerswells.com

Sadler's Wells Trust Limited, Rosebery Avenue, London, EC1R 4TN
VAT Reg 649 1784 96 | Reg in England & Wales 1488786 | Reg Charity 279884



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)

BRUNSWICK



- 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.

Re: FT Open Letter - Arts and Corporate Partnerships

From Tristram Hunt [REDACTED]

Date Mon 19/05/2025 17:16

To Minouche Shafik [REDACTED]

Bcc Jane Lawson [REDACTED]; Tim Reeve [REDACTED]; Jane Ellis [REDACTED]

 2 attachments (871 KB)

24 May - Arts organisations & Business - Open Letter - comms plan 140524.docx; image001.gif;

Dear Minouche,

[REDACTED]

I have agreed, with sectoral colleagues, to sign the V&A up to the attached letter. Hope this is in line with your thinking.

Very best

Tristram

Sent from [Outlook for iOS](#)

From: Sir Alistair Spalding CBE [REDACTED]

Sent: Monday, May 19, 2025 4:13 pm

To: Tristram Hunt [REDACTED]

Cc: [REDACTED]

Subject: [EXTERNAL EMAIL] Re: FT Open Letter - Arts and Corporate Partnerships

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Let me know.

Alistair

Sir Alistair Spalding CBE

Artistic Director and Co-Chief Executive

[REDACTED]

[EXTERNAL EMAIL] Re: FT Open Letter - Arts and Corporate Partnerships

From Nemat Shafik [REDACTED]

Date Mon 19/05/2025 20:55

To Tristram Hunt [REDACTED]

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I am fine with this. Can we ask [REDACTED] to circulate to trustees the day before it is published just for information? [REDACTED]

Cheers,
Minouche

On Mon, 19 May 2025 at 17:16, Tristram Hunt [REDACTED] wrote:
Dear Minouche,

[REDACTED]

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Tristram

Sent from [Outlook for iOS](#)

[If you're into it, it's in the V&A](#)


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[Making Egypt](#) | Now Open | Young V&A

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 Outlook

Fw: FT Open Letter - Arts and Corporate Partnerships

From Tristram Hunt [REDACTED]

Date Tue 20/05/2025 18:43

To [REDACTED]

 2 attachments (871 KB)

24 May - Arts organisations & Business - Open Letter - comms plan 140524.docx; image001.gif;

Dear [REDACTED]

If you cld circulate the attached letter to Trustees on Friday, indicating that the V&A has signed up, I would be most grateful.

[REDACTED]

Thanks

TH

Sent from [Outlook for iOS](#)

From: Tristram Hunt [REDACTED]

Sent: Monday, May 19, 2025 5:16 PM

To: Minouche Shafik [REDACTED]

Subject: Re: FT Open Letter - Arts and Corporate Partnerships

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Sent: Monday, May 19, 2025 4:13 pm

To: Tristram Hunt [REDACTED]

Cc: [REDACTED]

Subject: [EXTERNAL EMAIL] Re: FT Open Letter - Arts and Corporate Partnerships

V&A: Financial Times Open Letter - Arts and Corporate Partnerships

From

Date Fri 23/05/2025 09:13

To

 1 attachment (83 KB)

25.05.24 - Arts organisations Business - Open Letter - comms plan 140524 - Circulated.docx;

Dear Trustees


Attached is the text of an Open Letter which the V&A has signed up to and which has been submitted to the Financial Times for publication on Saturday 24 May on the Letters page.

The letter aims to offer clarity on why arts organisations need to engage with the businesses that shape our society and sets out a clear position and rationale in defence of corporate partnerships in the Arts.

Just to clarify for new Trustees, there is nothing you need to do in this regard. The Museum occasionally signs up to joint communications and we let Trustees know this so that they are fully informed of the Museum's position if the conversation arises at social events or in the public domain.

Best wishes



 **Governance Manager**

V&A South Kensington | Cromwell Road | London | SW7 2RL

Email:

Visit: vam.ac.uk

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