

VAGA

Visual Arts and Galleries Association

www.vaga.co.uk

The Old Village School, The High Street, Witcham, Ely, CB6 2LQ

T. 01353 776356

F. 01353 775411

E. admin@vaga.co.uk

(see above)

he tried to submit this on the morning Friday 28/4
but the site had already closed. I hope it is
still accepted.

M.H.



Response to the BBC Charter Review on behalf of the Visual Arts and Galleries Association (VAGA)

The Association is encouraged that learning and bringing culture and creativity to new audiences are cited as purposes.

It is disappointing that currently, with notable exceptions, broadcasting and particularly television fails properly to represent the richness, diversity and challenge of cultural life and cultural practice in the UK today and the powerful contribution that artists make to our national life.

The shift in audiences for the arts and culture over the past decade and the increasing popularity of all forms of contemporary visual culture, particularly amongst young people, is an immense opportunity to be grasped by broadcasting in all formats. Given this and the fact that visual culture contributes in imaginative and stimulating ways to all five cited purposes, we would hope that, in time, art will account for as many broadcast hours as sport.

The interface of arts and broadcasting has never been entirely comfortable. A more equitable relationship, open to risk, controversy, uncertainty and unknown outcomes needs to be developed. Channel 4 should not be the only innovative channel.

The inclusions of an artist on the board of trustees is advocated in order to help to sustain quality and scope of content.

The digital revolution that has democratised and changed broadcasting has also changed the way art can be made and enjoyed. Many cultural organisations already offer pod casting, interactive webcasting etc, whilst artists work across digital media. It is suggested that long term partnerships are established with cultural organisations and galleries to ensure regional enfranchisement, consolidate audience growth and to develop artist led content. There is no reason why galleries should not also be regional broadcasting centres.

VAGA is currently leading a long term advocacy programme, **REALISE your right to art**, this aims to shift consideration of visual culture from the margins closer to the heart of the national conversation. Broadcasting is central to this ambition and we would welcome the opportunity to be involved in further discussion and consultation.

Hilary Gresty
Director
April 2006

VAGA is a membership organisation open to organisations and individuals concerned with the exhibition, interpretation and development of modern and contemporary visual art on behalf of the public. The Association functions as a catalyst, sharing expertise and knowledge and campaigning for a healthy visual arts sector, fit to meet the needs of audiences, creative practitioners and the broader public agenda. www.vaga.co.uk

Department for Culture, Media and Sport	
DATE RECEIVED	03 MAY 2017
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Deactive	(Tick)
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