

**FUNDING – Summary of Keynote Address, David Moorhouse,
Chairman, Lloyd’s Register, and Trustee, National Maritime
Museum, Greenwich, UK**

[As David was unable to attend, the content was delivered by Kevin Fewster]

While the economic climate and the culture of a country may vary to some degree; together with the approach and mechanism by which government, corporate, foundations and private individuals donate or support museums; there are I believe common themes that are driving change in the attitude they adopt towards museums now and in the future. If museums are to effectively attract support going forward, there are perhaps some changes in approach and style they will need to consider.

Having said that there are differences in the support environment between countries, maritime history is a truly global subject and therefore the scope for international private and corporate support and, in some cases, foreign government support does exist. Nevertheless, with reduced government support the private and corporate sources of funding become significantly greater in importance but the days when foundations, private individuals and corporate bodies gave money because they or an individual in their organisation, thought it was a good idea, are now over. To be able to bask in the warm glow of giving without purpose for the organisation or giver is no longer enough.

What corporate bodies will now support has changed - fewer and fewer being willing to invest in bricks and mortar and one-off exhibitions, unless

those exhibitions are linked to programs of education. Those same programs may also in the future be required to deliver their benefits to a wider than their domestic audience. I believe that supporting exhibitions and programs that bring countries and cultures together will in many cases be more popular from a support perspective than those that reflect a more local view of history.

What does cultural entrepreneurship mean in times of economic recession? Cultural entrepreneurship does not mean sacrificing the integrity nor the quality or indeed the accuracy of the story we tell. For me it means telling the story in a way that will stimulate the mind of the recipient, encourage the government and public supporter to participate and develop and expand the museum's image and role with the wider public. While I believe this is true under any circumstance, in a fiscally challenged environment it takes on an even greater level of importance. Cultural entrepreneurs present and tell the history in new and different ways. They use modern media, education in schools and recent events to convey history in a modern and exciting context. The really successful entrepreneurs are hard to find and a precious resource that we must try to develop within museums as a whole. So in an economic recession their role is even more important and if we are involved in museums where none exist, there is an urgent need to address that situation.