

3rd July 2012 – Launch of the National Funding Scheme

Speech by Sandy Nairne CBE, Director of the National Portrait Gallery

Welcome, everybody, this afternoon. I'm Sandy Nairne, Director of the National Portrait Gallery. I'm delighted to see so many friends and colleagues here for the launch of the National Digital Funding Scheme for art and culture. I was delighted that there was a moment of, if you like, a kind of happenstance, except nothing is a happenstance in the digital arena, perhaps. And that was a moment at a NESTA seminar, when after a presentation and research involving Panlogic, who had done very good work for NESTA in thinking about digital giving and digital philanthropy. There was a moment in question time when Sir Paul Ruddock, Chairman of the Trustees at the V & A, Paul simply said "can't there be a simple way in which somebody would get, whatever their device is, out of their pocket and they would just give five quid or ten quid, shouldn't we have that for arts, culture, heritage organisations?"

And, of course, it was so obvious and we all knew it, and actually it was out of that intervention from Paul that a conversation started involving William Makower of Panlogic and a little bit myself, and Paul in support to see whether something might be developed, something might be thought about. And this presentation and this launch today is the result of not that conversation, but a result of the work, the explorations that you are going to hear about. After I have said a few words, I am very, very pleased indeed that the Secretary of State for Culture, Jeremy Hunt, is here and Jeremy is going to say something about the overall context in which one might think about digital philanthropy and giving at this time. He will be followed by Sally Panayiotou of IpsosMORI.