

Course authors

Ben Walmsley

Professor Ben Walmsley is Director of the [Centre for Cultural Value](#) and Dean of Cultural Engagement at the [University of Leeds](#). His research encompasses arts management, arts marketing, cultural policy, cultural value and leadership. Ben is an Expert Advisor for the UK Government's Department for Culture, Media and Sport (DCMS). His monograph *Audience Engagement in the Performing Arts: A critical analysis* was published by Palgrave Macmillan in 2019, and he is co-editor of the recently published *Routledge Companion to Audiences and the Performing Arts*.

Before his academic career, Ben worked for ten years in arts management, most recently as Producer at the National Theatre of Scotland.

Emma McDowell

As part of their postdoctoral research role at the [Centre for Cultural Value](#), Emma synthesises and summarises research for/with practitioners, policymakers and the wider research community. Their current focus is on longitudinal, mixed-methods, participatory co-research and evaluation methodologies exploring, articulating and communicating cultural value and impact. Prior to this, they worked in a broad range of roles across the cultural sector.

Anne Torreggiani

Anne Torreggiani is part-time Co-Director of the [Centre for Cultural Value](#) and founding CEO of [The Audience Agency](#) - the UK charity for research and development in cultural participation. She is a specialist in audience and participation research and its application in practice and policy. She is a facilitator, adviser and speaker with a particular interest in

human-centred design and people-centred practice, audience trends and the use of insight and data in the cultural sector.

Oliver Mantell

As Director of Evidence & Insight of [The Audience Agency](#), Oliver leads on sector and population trend analysis (from sources including Audience Answers and the national survey the Cultural Participation Monitor); consultancy focused on policy, sectoral and regional insights, and the application of audience datasets; and partnerships with higher education institutions (including the Centre for Cultural Value).

Sarah Boiling

Sarah is a [freelance consultant](#) focused on bringing culture closer to people through research, evaluation, facilitation, and supporting organisational change. She works across the culture, community and heritage sectors with clients including Tate, The Arts Council (Ireland), Creative Civic Change, and a number of projects in Arts Council England's Creative People and Places programme.

Lisa Baxter

Lisa is a Fellow of the Royal Society of Arts, Founder of [The Experience Business](#), and Partnership Manager for the [Centre for Cultural Value](#)'s Collaborate Fund. Recognised internationally as an original thinker and provocateur, she works with arts, cultural and heritage organisations to re-imagine the value they offer the people and communities they serve.