

Culture Counts

**Culture's contribution to the success of
Brighton & Hove**

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In an often grey world, Brighton paints its canvas from a multicoloured palette, enjoyed by people of all ages. There are so many interesting people to look at too; it's a bohemian rhapsody. It's easy to take it for granted – until you visit somewhere else.
Daily Telegraph on Saturday, 12.02.2011

Brighton & Hove is a city where culture matters. It fills the city with energy, inspiration and possibilities. It's what defines Brighton & Hove's image and reputation and makes the city different. It shapes what people say about the city. It's the magnet that attracts them to come and visit, to start a business, to feel part of the place they live in.

But what does culture bring to the city? Who does it matter to and how?

Culture matters in different ways to different people. This short report shows how 27 cultural organisations¹

- **Contribute to the city's success**
- **Give Brighton & Hove ambition and the edge over other places**
- **Drive partnerships which put the city on to a national and international stage**
- **Create opportunities for the community**
- **Make the city a great place to live**

It brings together the evidence of why culture matters to the city, its people and its visitors. Public sector investment backed by private sector support has led to a critical mass of cultural activity - helping Brighton & Hove stay ahead as a successful city.

Understanding the benefits of the city's investment in culture is essential to sustain this upward trend and build confidence. This report shows how the city's cultural organisations are making Brighton & Hove the place it is.

The 27 organisations represented here are only a part of the city's wider cultural infrastructure – there is a thriving voluntary and community arts sector, a range of small artist run galleries, and an enthusiasm to participate and engage with arts and culture amongst both residents and visitors.

Making Brighton & Hove a successful city

Distinctiveness: successful cities are those that have a particular identity that helps them attract businesses, skilled workers, visitors and students. Often this may involve strengths in the creative and cultural sectors, which can in turn impact on economic success. Building successful cities in the knowledge economy: Will Hutton, The Work Foundation²

Culture influences whether or not a place is successful and Brighton & Hove has a rich mix of cultural assets. The city's festivals, venues, annual celebrations, sense of history, heritage sites and iconic seafront give it year round interest. Fast transport links, strong hospitality and retail offers and the range of property make it an attractive business, leisure and residential proposition.

These are the reasons why people come to the city in the first place and why they return – and an important reason for making sure that the city's cultural offer stays ahead of the competition.

Brighton and Hove has a special reputation for being an artistic city. Innovative artists and event organisers are drawn to Brighton and many of them thrive here enjoying not being in, but yet close to London. A decline of cultural provision would be a sign of decline of the city itself. Brighton Festival Fringe

10 things that make Brighton & Hove a cultural success

- An infrastructure of high profile cultural buildings and important organisations
- Services that support its cultural and creative industries, from hospitality for cultural tourists to innovative digital industries
- Places and opportunities for the cultural and creative industries to make work
- Two universities give it a strong and specialised higher education sector, with leading academics and 40,000 students in the city
- Innovative further and school education and informal learning
- Spaces in the city for connecting and coming together, for experiencing culture and supporting cultural production
- The international partnerships created by cultural organisations
- The advantage of its increasingly diverse communities
- 48% of its population are young, well educated, urban dwellers, open to new cultural experiences and prepared to try something different
- Its vibrant night-time economy

source³

Stimulating the local economy

Cultural growth is leading to smaller-scale entrepreneurial activities, such as art fairs, galleries and theatre companies and to new artist-led spaces such as the Basement, which gives artists from across the UK and Europe the time, space and resources to make new work.

All this promotes the city's economic vitality⁴.

The 27 cultural organisations earned over £12m from ticket sales

Other sales and in-house catering generated over £3.5m

Sales from other sources – hires, services etc was £1.7m

The Great Escape (*excluded from above figures*) economic impact study shows Festival attendees spend on accommodation, food & drink, taxis and other items was valued at over **£4m in 2011**.

The work they produce supports an extensive supply chain of other local businesses in transport, hospitality and retail as well as financial and legal services and the many creative industries they work with. Their year round offer supports the local economy by creating reasons to come into the city for events and entertainment.

Bringing in investment

Culture brings in over £7.15m of public sector investment

Over £400,000 private sector investment, plus £390,000 in gifts and other income including advertising revenue

£486,000 from Trusts and Foundations

82% of organisations attract inward investment via Trusts and Foundations, gifts, in-kind sponsorship or advertising

43% of organisations are supported by Friends schemes with a further 13% anticipating setting up such a scheme in the future.

Three organisations have over 3,000 friends/members each

Public sector investment of just over £1m in Brighton Festival, Brighton Festival Fringe, Artists Open Houses and The Great Escape, generates over £23m for the local economy making the city's festivals great value for money, providing a strong return on investment⁵.

Brighton & Hove's doing well

Brighton & Hove had the second highest number of museum visitors outside of London in 2009. The Active People Survey for 2008 - 2010 shows a decrease in the percentage of people visiting museums and galleries (53.8% to 51.5%) and the arts (45.2% to 43.8%). Brighton & Hove has followed this pattern in levels of arts attendance (61.2% to 57.5%) but bucked the trend by maintaining the percentage of the population visiting museums and galleries.⁶

Brighton & Hove compares well against other cities in the percentage of residents attending cultural attractions (2010 figures).

Comparator cities	Museums and Galleries	Arts and Cultural events
Brighton & Hove	62%	58%
Birmingham	43%	35%
Bristol	61%	50%
Liverpool	56%	42%
Manchester	54%	40%
Newcastle	56%	40%

It's a city where people join in

2.7 million participations at cultural events in 2010-11

58% are by residents. 42% are by visitors from outside of the city

Almost 1 million attendances at free events and exhibitions

source

Participating in culture brings benefits on many levels:

- It gives individuals a sense of achievement, aspiration, creativity, expression, health, knowledge of their culture, new skills
- It brings communities together, creating a sense of identity, citizenship and pride and may help reduce crime
- It shapes Brighton & Hove's national reputation
- It changes how people think about the city and what they think of as valuable to pass on to future generations.

Culture in Brighton & Hove helps promote creativity, innovation, tolerance and free thinking. It is central to the city's identity - widely recognised for its thriving and pioneering cultural scene. South East Dance

A sociable city – a city of celebrations

Culture enriches communities

Half of Brighton & Hove's residents live in some of the country's 40% most deprived areas.⁸ The city's programme of free events is a catalyst for bringing people in the city together and building new relationships with the place they live in. Culture adds value to their quality of life, to the feel of the city. Investment in these free activities brings fun, excitement and new opportunities.

57% of attenders at Brighton Festival's Fire, Smoke and Mirrors outdoor event were first time attenders to an arts event

It's amazing to see The Level turned to a circus. Brighton audiences will love Park Life - it's groundbreaking and experimental and it's a new way of producing entertainment – and Brighton loves free events! Park Life Audience member

source⁹

The city is not without its social problems, and yet the vitality of the arts community makes a significant contribution to the city. The local population participates in creative ventures in and around the city. They make a significant contribution to events such as the Children's Parade, Burning the Clocks, White Night, the Great Escape and, unusually for a hosting city, make up the large percentage of audience attending Festival and Fringe events, giving them a real sense of ownership of the creative make-up of the city. They have a sense of an inclusive community, bound through participation in culture. The Nightingale

Public celebrations and Brighton & Hove City Council funded events - thousands take part

Cultural events and celebrations which make use of public space are an opportunity to transform the look and feel of the city. Such events are well received in the city.

White Night brought over 40,000 people into the city centre in 2010. This boosts the city's night-time economy, benefits local businesses and creates commissions for artists to make work. It ensures that the city centre is used by a broader demographic of residents and visitors and increases access to the arts, 69% said the event made the city centre feel safer.

White Night also brings EU Interreg funding into the city.

Burning the Clocks attracted 25,000 spectators in 2010

Brighton Festival Children's Parade: 4000 schoolchildren (nearly 10% of children in the city) and 73 schools took part with creative activities across the months leading up to the event.

The Big Dance involved nearly 1000 participants as well as 143 schoolchildren working with 6 artists to create 13 new productions in 51 workshops: it attracted an audience of 1600.

sources¹⁰

Culture and Well-being

Evidence generated by DCMS (*DCMS (2010) Understanding the Value of Engagement in Culture and Sport*), suggests that engagement with live arts events is associated with improved wellbeing. The research converted the rise in well-being into a monetary figure, using an approach known as 'income compensation'. They found infrequent arts attendance equated to a £3,700 increase in annual household income. More regular (weekly) engagement is associated with bigger increases in wellbeing; which equates to a £9,000 increase in annual household income. These figures are highly tentative. Nevertheless DCMS are using them to explore the potential for using well-being data to evaluate practical policy interventions.¹¹

The city's cultural activities make it sociable and special - and help generate pride in place and community. Events provide an opportunity for residents to meet friends and neighbours to get involved and take pride in their home city - leading to a stronger sense of place and identity. Shared experiences help strengthen communities.

Socially, culture contributes to and informs the cohesiveness of the city and its identity. Emotionally it gives meaning and value to the city's inhabitants and visitors. Economically its impact is hugely significant in terms of the income it generates.
Phoenix Gallery

It is important to recognise the benefits the arts have on communities. White Night attracts a wider audience who would not usually experience theatre and exhibitions. The Photo Biennale and the Festival Fringe also make art accessible for people from all social and economic groups and help to remove preconceived notions of what constitutes 'art'. Blast Theory

Brighton & Hove: a good place to live and work

The 27 cultural organisations account for 256 permanent jobs in the city and a further 625 freelance positions

Many of these are high value creative posts

Touring productions and exhibitions brought in by city venues provide further work for artists, companies and supporting professionals

source¹²

You've got this fantastically eclectic and energetic cultural life, with weird one-off events that you don't get anywhere else. You've got shops that you don't get anywhere else in the country, and then you've got the Downs 15 minutes in the other direction.
Chris Maltman, Opera singer www.guardian.co.uk 05/10

A strong cultural mix of events and venues makes the city an attractive opportunity to develop careers and for people to develop their potential. Brighton & Hove can attract and retain clever people:

I made the decision to move to Brighton whilst working at Tate Britain. Although I thoroughly enjoyed this job, the commute was certainly a gruelling experience. I was delighted when only six weeks after moving here the perfect post came available at Brighton Dome and Festival. It was encouraging to see that employment and career development opportunities within the cultural sector are available in Brighton and of the same calibre as in London. Marilena Reina, Brighton Dome and Festival

From the perspective of professional theatre makers and performers, we regularly encounter the view that 'we have always wanted to perform in Brighton' The Nightingale

Brighton is recognised internationally in the photography world as a hub of excellence. The cultural sector creates jobs and wealth. Visitors to the Brighton Photo Biennial (estimated at 60,000) have an average spend of £55. 57% came from outside Brighton and 6% were international visitors¹³. Photoworks & Photo Biennial

Creating employment in the cultural industries

5,684 days of work were created for artists

Over 75 international artists and companies brought work to the city

Nearly 2,000 artists showed work in the annual Artists Open Houses

source¹⁴

Volunteering adds value

Volunteering is increasingly valued. It makes people feel they belong and can make a difference by giving something back to society. ESRC research suggests that volunteering activities are increasingly associated with economic growth¹⁵. Brighton's cultural organisations are creating opportunities for an ever-increasing number of people who want to get involved.¹⁶

2789 people are volunteers with cultural organisations in the city

Volunteering is an opportunity to acquire new skills and knowledge, to create self-esteem and enjoyment¹⁷. It also increases people's employability:

South East Dance employs 13 people plus several freelancers and artists at its Brighton office and has provided 1993 volunteering opportunities for young people in the last three years. Many of these opportunities have been based in Brighton and Hove, and several volunteers have gone on to permanent jobs as a direct result of their experience with us. South East Dance

Finding a voice

55,000 young people live in Brighton & Hove. Many experience poverty and difficulty.¹⁸ Creating opportunities for young and disadvantaged people is a core commitment for many of the city's cultural organisations. It works both ways, to everyone's advantage.

- Organisations benefit from the energy and insights young people bring.
- Young people can see a role for themselves and feel they are being listened to; new cultural experiences can develop their creativity as cultural producers and consumers and connect them to their heritage and community.

Engaging with culture expands ideas of what's possible and can help alleviate the poverty of aspiration that many young people experience. Participation in arts activities has been shown to improve academic attainment in secondary school students; early literacy skills and young people's cognitive abilities and transferable skills.¹⁹

It makes a huge difference to young people's lives. A young offender we worked with at the Dome just got into the National Youth Theatre and we found some funds to help him. Someone who was one of our Young Critics has written a musical and is now at the Royal College of Music. Brighton Festival and Dome

Culture gives people a reason to visit Brighton & Hove

Our culture makes us more than a 'party' city, gives broader appeal to audiences interested in a spectrum of arts. The heritage and diverse mix of innovative, commercial, cutting edge, large and small arts projects give the city a gravitas and make it stand out from other destinations. Theatre Royal

The 60 festivals, events and exhibitions draw visitors into the city and benefit the local economy and opportunities for residents.

12.8% of the city's estimated income is from tourism.

Over 8 million tourist visits were made to Brighton & Hove in 2010. Tourism brought in around £988.8 million to the City in 2009. Tourism value is up by 5.3% from 2010.

Spending on city attractions and entertainment accounts for £88,435,000.

73% of visitors come to Brighton & Hove for leisure and recreation. For 57% visiting an 'attraction', which includes heritage sites and museums, is one of the six most popular activities

35% of visitors say that arts and culture, events, city heritage and plenty of things to do is the reason they visit Brighton & Hove

sources²⁰

Many of Brighton & Hove's cultural venues are clustered around the cultural quarter, so they are easy to get to - important to day and short break visitors who need to find their way around.

Cultural events are central to its success. It is one of the primary reasons why the city is so vibrant and one of the UK's top tourist attractions. Take that away and Brighton becomes what it was in the 70's and early 80's, a second rate and rather sleazy tourist attraction. Brighton Early Music Festival

Cultural activity makes the news

Brighton Festival 2011 achieved over 200 pieces of national and international media coverage²¹ and Brighton Photo Biennial received media coverage valued at £1 million.

At VisitBrighton we monitor domestic and international travel coverage on Brighton & Hove. In 2010/11, this coverage has achieved an 'AVE' (Advertising Value Equivalent) of over £1.5million covering print, online and broadcast media coverage. As a guide, the 'cultural' aspects of the city accounts for around one third of the total, making it a vital part of the city's visitor offer. Moreover, cultural activities, exhibitions, events and festivals are a key driver for national & international media visits to the city and we actively use these as a 'hook' to encourage media visits to Brighton & Hove.

A key point to note is that this media coverage presents Brighton & Hove in a positive manner and helps to set the "brand" of the city; not just for visitors, but for potential students, residents and business investors. John Carmichael, VisitBrighton

The extent of the cultural activity in Brighton & Hove is positively reflected a recent national *Brand & Satisfaction Tracker* study released by Visit England in which Brighton & Hove rates far higher than the national average in visitor responses to a question on the "availability of festivals, music, sporting and cultural events" in the destination.

Brighton& Hove fosters cultural innovation

Sharing and experiencing a cultural event and visiting or living in a city where artists and creativity is valued leads to new appreciation of the role of arts and culture. This creates an environment for artists and audiences and opens up the possibilities for all forms of cultural expression.

Brighton's strength is its cultural environment and an audience who will make the leap to engage with the kind of experimental and innovative work that will place the city in the international cultural framework and create an urban excitement. Developing this critical audience, being a free-thinking place for artists and attracting critical media acclaim are essential if the city is to realise its cultural ambitions.

Andrew Comben, Brighton Dome and Festival

Venues presented nearly 2,500 events, performances or exhibitions

730 of these were free, creating new experiences for city audiences

185 were new commissions

218 were premieres

source²²

Over 100 of these commissions and premieres went on to be shown in other places: showing off the city's talents as a cultural producer.

Brighton & Hove is a city of opportunities for artists and creative professionals. Artists of international significance such as Hofesh Schechter and Jasmin Vardimon have chosen to locate in the city and are hosted by Brighton Dome.

Dreamthinkspeak's *Before I Die*, commissioned by Brighton Festival in 2010, went on to the Holland Festival

Hydrocracker's *The New World Order* seen at the 2011 Barbican autumn season

Fabrica's commissions for John Grade and Stephane Cauchy were shown in Lille and Belgium

Brighton Digital Festival 2011

16% of Brighton's creative industries workforce is employed in digital industries. Brighton Digital Festival drew together arts organisations, creative digital companies, designers, developers and community groups, highlighting the city's role as a leading digital destination. Internationally renowned digital artists included Blast Theory, semiconductor, Ben Frost, Joshua Davis, and Random Dance. Coordinated by Lighthouse, the Festival brought in funding from Arts Council England and European sources. Over 60 events attracted over 5,000 attendances.

source²³

Opportunities to spark off ideas with other creative people, to experience innovative cultural product and to interact with creative professionals and artists make Brighton & Hove a creative city and encourage aspiration and ambition. It has also led to recognition of the need to strengthen career progression routes for young people so that talent can be realised.

Wired Sussex research into the creative industries indicates that Brighton & Hove's lifestyle and cultural offer is a significant incentive to start or join a business in the city's digital sector.

The City provides a supportive base for creative businesses and is now home to major creative industries with international reputations. **Relentless Software** grew from two entrepreneurs in 2003 who created the BAFTA award winning game Buzz!™ in their front room. They now employ over 100 people and are an industry leader.

source²⁴

New business and new talent

Brighton & Hove is a place where talent can go forward: driving innovation and creativity

The Work Foundation highlighted the importance of vibrant creative industries in driving city success and growth, confirming the importance of placing culture and creativity high on the Brighton & Hove City agenda for planning and strategy to ensure that the city maintains this competitive advantage.

Brighton & Hove attracts talented people in the creative, cultural and digital industries, with a major cluster of creative businesses in the city. In 2008 the city had the UK's sixth highest level of business start ups. Much of this is driven by the interaction of culture, heritage and the creative industries in the city. The considerable impact of two universities with strong creative departments on the city's cultural businesses is demonstrated by the extensive partnerships between the academic and cultural sectors.

The Brighton Fuse project funded by £1m AHRC grant will bring international, expert knowledge into the city to develop new ways to connect the research and graduate talent emerging from Brighton and Sussex Universities with the city's cluster of small digital and creative businesses. The project will boost opportunities for businesses and graduates. David Willetts, Minister for Universities and Science describes the project as helping *'to inspire the next generation...and create the next generation of entrepreneurs'*.

source²⁵

It's a city with big ideas

Brighton & Hove recognises the need to 'stay ahead' and to reinvent itself. Clever investment led to a reimagining of the city. The traditional look and feel of the seafront has been transformed through public art, the Fishing Museum and new art galleries in the arches. Brighton Festival has grown its artistic status through the involvement of major international figures such as Anish Kapoor and Aung San Suu Kyi to gain international reputation.

A 'we can make this happen' attitude National and international partnerships

Partnerships are vital – they make things go a lot further. They lead to innovative ideas, financial or political support and they enable plans to become realities. Their scale and diversity is expanding the city's influence, nationally and internationally.

The **Great Escape** Festival has commercial links with lead music industry businesses - NME, HMV, PRS and UNCUT and with major brands like Ted Baker.

South East Dance has partnerships and collaborations with 31 dance and arts companies; 2 screen based organisations; 9 higher education organisations; 15 Festivals, venues and galleries; 8 local authorities and 6 Non Governmental Organisations.

Carousel has international partnerships in the Czech Republic; South Australia and Canada. **Fabrica** has links with the Flemish Government.

Many organisations have inspiring working relationships with the **Universities of Sussex and Brighton**.

Local businesses offer sponsorship and support: Southern Water; American Express; Brighton & Hove Albion; Aldridge Foundation.

White Night is a partner with Nuit Blanche Amiens, bringing EU Interreg 4 funding into the city.

Brighton and Hove City Council and **Arts Council England** have built supportive and helpful partnerships with many organisations.

source²⁶

Facing the future with confidence

The cultural organisations in this study (Autumn 2011) were asked how confident they feel about the future of their organisations:

67% feel confident that their organisation will grow

28% are unsure what their future will bring

source²⁷

Culture is the heart, soul and life blood of the city that makes it an utterly unique place to live and work. It attracts the most inspiring creative, passionate and unique individuals I have met and why I couldn't imagine living anywhere else. White Night

Methodology

- An on-line survey to the organisations as specified by Brighton & Hove City Council and Brighton & Hove Arts Commission
- One-to-one interviews with a range of stakeholders

This study does not map the physical infrastructure and its spread across the city; or its opportunities and limitations; the location of the cultural businesses; the levels and extent of the city's community arts organisations; or provide an analytic profile of the audiences for culture as these areas are outside the brief. Such analysis may form the subject of further studies, taking advantage of the rapidly developing understanding of audiences in Brighton & Hove's larger cultural organisations.

Information sources

¹Participating organisations in Culture Counts

Artist Open Houses
Blast Theory
Brighton Centre
Brighton Dome & Festival Ltd
Brighton Early Music Festival
Brighton Festival Fringe
Royal Pavilion
Brighton Museum & Art Gallery
Hove Museum
Booth Museum
Preston Manor
Photoworks (includes Brighton Photo Biennial)
Carousel
Cine City
Duke of York's Cinema
Fabrica
HOUSE Festival
Komedia Productions
Nightingale Theatre
Phoenix Gallery and Studios
Same Sky
Soundwaves Festival
South East Dance
The Basement South East LTD
The Great Escape
Theatre Royal (Ambassadors Theatre Group)
White Night

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- ² The Work Foundation No City Left Behind? The geography of the recovery – and the implications for the coalition, Cities 2020 Neil Lee with Katy Morris, Jonathan Wright, Naomi Clayton, Ian Brinkley and Alexandra Jones 2010
- ³ DCMS Creative Economy Programme: Infrastructure Working Group, Final Report, Introducing the Creative Grid: Connecting Creative Places for Global Competitiveness
- ⁴ Figures are aggregated from the sam culture survey with the participating organisations listed above
- ⁵ The May Effect, Brighton and Hove Council, sam 2010
- ⁶ The Active People Survey 2008-10 Sport England
- ⁷ As for item iv
- ⁸ Brighton & Hove State of the City Report: Summary, June 2011
- ⁹ Brighton Festival: Fire Smoke and Mirrors: The Audience in View , sam culture 2009
- ¹⁰ Data for
White Night: Illumination: White Night 2010 Evaluation, sam 2010
Burning of the Clocks: Same Sky Administration
Brighton Festival | Children's parade: Head of Learning, Access and Participation for Brighton Dome & Festival,
- ¹¹ Understanding the Value of Engagement in Culture and Sport DCMS,2010
- ¹² As for item iv
- ¹³ Brighton Photo Biennial Evaluation, A Fine Line, 2010
- ¹⁴ As for item iv
- ¹⁵ ESRC Seminar Series Mapping the public policy landscape: The value of volunteering
- ¹⁶ As for item iv
- ¹⁷ As for item iv
- ¹⁸ Brighton & Hove State of the City Report: Summary, June 2011
- ¹⁹ CASE: Understanding the drivers, impact and value of engagement in culture and sport: An over-arching summary of the research, DCMS July 2010
- ²⁰ The Economic Impact of Tourism Brighton & Hove 2009 Tourism South East
Brighton & Hove Baseline Visitor Survey 2009 Tourism South East
- ²¹ Everyone Benefits, the economic impact of Brighton Festival, sam, 2006
- ²² As for item iv
- ²³ Brighton Digital Festival
- ²⁴ Wired Sussex
- ²⁵ Brighton Fuse press release, March 2011
- ²⁶ As for item iv
- ²⁷ As for item iv