



Fast Forward...

Brighton Dome & Festival 2002–2006



Growth, Recognition, Reward

Brighton Dome and Festival is celebrating success.

Since Brighton Dome re-opened in 2002, we have seen incredible change and growth – a real fast forward. Brighton Dome's refurbishment created a major new cultural asset for the region; our programme now makes it one of the top ten performing arts venues in the UK. The benefits to Brighton Festival have been immense, enabling us to

present artistically acclaimed work in unequalled surroundings.

Our home is a creative city and it is this creativity which drives our organisation.

We are making Brighton and Hove an international focal point for arts from around the world.

Our artistic vision is ambitious and our team have the expertise and passion to make it a reality.

Experiencing truly stunning, ground breaking art and entertainment is

stimulating our eager local audience and drawing in new visitors from the UK and abroad. Our professionalism in delivering for our conference and private event customers is bringing real economic benefit to the city, whilst our adventurous education programme is building audiences for the future.

We have an impressive track record and, as you'll see from our figures, we show strong financial growth and a significant increase in audience numbers. As a not-for-profit charity we reward the confidence shown by our sponsors and funders through our artistic success, our contribution to the positive image of the City, the quality of life of its communities and the economic benefits we bring to business.

Brighton Dome and Festival have made a huge leap forward since re-opening. We are now recognised as a cultural leader, as a successful business and for our creative edge and energy.

All festivals and arts organisations face a challenging future and competition from other cities. Brighton Dome and Festival rises to meet this challenge through creating outstanding and innovative new work with world class partners, bringing extraordinary art to an extraordinary place.

Polly Toynbee, Chair
Nick Dodds, Chief Executive

Great Expectations

Spring 2002...Brighton Dome reopens and a crumbling historic municipal pile is transformed into a brilliant contemporary space for the arts.

"It was originally the stables to the Royal Pavilion, meant for the gentle exercising of royal ponies and horses rather than full orchestras, stand-up comedy, experimental dance, films with live soundtracks or rock and pop." The Argus

The elegantly restored historic facade, the rich reds of the new Dome Concert Hall and sparkling white foyer all mark a new chapter in the cultural life of Brighton and the South East.

"It is airy, comfy, gutsy, the new now nestles amid the old with ease."

The Independent

Igniting City culture

Celebrating the City's biggest ever cultural investment, Lord Bassam said, "Brighton is experiencing a cultural renaissance". Indeed, this new venture answered the City's most pressing need for top quality performance spaces able to attract artists from around the world and enable the South East to experience the very best arts and entertainment.

"Another distinctive building to check out for its stunning interiors as well as the strength and variety of the programme is the Brighton Dome."

Daily Mirror

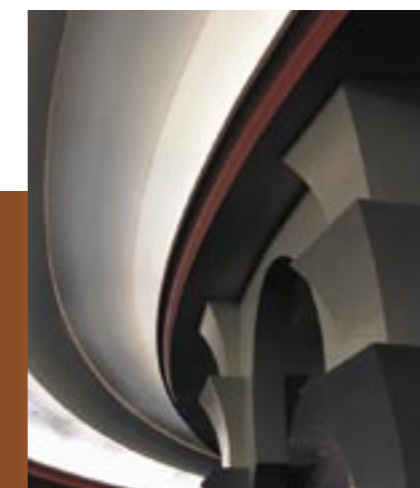
The £28 million refurbishment of Brighton Dome spearheaded the City's regeneration. Culturally, it helped put Brighton on the map – the catalyst for Brighton Dome and Festival to create and deliver a dynamic artistic vision epitomising the energy and individuality of the local community.

Runaway success

Every May this energy climaxes with Brighton Festival. The city is transformed into a cacophony of vivid sights and sounds. Now established as England's largest arts festival – our ambition is to become the most successful.

Between 2002 and 2006 the Brighton Dome and Festival have generated 2.7 million attendances at over 4,000 events involving more than 10,000 artists and performers. The benefits to the City and its businesses are substantial, with the Festival alone contributing over £20 million to the local economy every year.

Brighton Dome and Festival are the pinnacle of the City's achievements in the arts. They provide a source of civic pride; a destination for international artists and visitors and the life blood of the City's creative community.



Brighton Dome 2002 – 2006

In the past four years, 750,000 people have attended over 2,500 events at Brighton Dome. From classical concerts, comedy, dance, drama and contemporary music to conferences and community events. The size and versatility of the Concert Hall (1,850 seats), Corn Exchange (up to 1,200 standing) and Pavilion Theatre (230 seats) make such a rich mix of programming possible.

First see, must see!

"Brighton people will increasingly see things before the rest of the country. And artists will tour the UK and the world carrying Brighton's name."

The Argus

Contrast a night where 350 singers and musicians fill the Concert Hall during Brighton Festival for the spiritual intensity of John Taverner's *The Veil of the Temple*, with a night where the seats are rolled back and everyone dances to Scissor Sisters, or when international stars such as Mariza, Wynton Marsallis and the Lincoln Centre Jazz Orchestra, bring the audience to their feet.

Our year-round artistic programme is a major success, ahead of trends in experimental and world music.

"I got the sense that I was listening to a new form of music.... weird melodies and mechanical stompings of bedroom electronica but played out on instruments of timbre and beauty."

Big Chill.com reviews Warp and London Sinfonietta

The reputation and relationships we nurture with artists and performers through the Festival spill over to create an edgy, dynamic programme for Brighton Dome.

As a major venue for classical concerts in the South East, Brighton Dome offers superb acoustics. Two resident orchestras – London Philharmonic and Brighton Philharmonic – present concert seasons. While visiting international stars have included Kirov Orchestra and Warsaw Philharmonic Orchestra alongside leading ensembles such as the Brodsky Quartet and City of London Sinfonia.

To add to this already impressive array of musical masterpieces, 2006 saw the return of Brighton Dome's famous organ 70 years after its first performance in 1936.

"Brighton Dome's new acoustic is one of remarkable immediacy and clarity, richer and warmer than the Barbican or Festival Hall, but never approaching overload." The Independent

Whatever you want, we've got it

Brighton Dome shows the very best in contemporary dance. International stars like Merce Cunningham, Grupo Corpo and regular visits from Richard Alston, Random Dance and Akram Khan are making Brighton a magnet for dance audiences.

"My Company love being at the Dome. The stage is large and open, a great space for dancers, and the audience always has a buzzing celebratory air about it - lively people and, happily for us, noisily appreciative." Richard Alston

For many families a seasonal highlight is the Christmas visit of St Petersburg Ballet, an alternative to the traditional pantomime.

Involving young people in theatre really matters to us. We inspire and delight them with events that have variously re-invented Shakespeare or adapted best selling children's author Jacqueline Wilson, alongside our own Brighton Dome Youth Theatre productions.

Brighton based Stomp have been a regular part of our performance programme producing spectacular experiences for our audiences, alongside Australia's Circus Oz and visits from the National Theatre.

A real achievement has been to forge a successful partnership with the Paramount Comedy Festival, an autumn fixture and visitor attraction, featuring the very best of British and international talent such as Jack Dee, Lee Evans, Jo Brand and Peter Kay.

It took no time for Brighton Dome to establish itself on the touring circuit for pop and rock concerts, with great nights from Brian Wilson, Elvis Costello and The Ordinary Boys.

And not just entertainment. Through Brighton Dome, the region has gained an important new venue for conferences and trade exhibitions attracting major organisations as diverse as Microsoft Corporation and the National Trust. Community events, school speech days, graduations and charity concert organisers are also finding that Brighton Dome is a very special place. We pride ourselves on our creative approach to corporate and community events and the professional team that manage them.



Brighton Festival 2002 – 2006

“Brighton is the defining moment in the festival year” The Guardian

Festival audiences are adventurous and like to be the first to experience anything new. Year on year our programme meets and exceeds these expectations. Between 2002 and 2006 Brighton Festival brought 30 world premieres, 29 UK premieres and 20 specially commissioned performances from around the world.

“Every town has a festival these days and we have to make Brighton Festival stand out. It is essential that we develop our own identity through quality performances you can't see elsewhere.” Nick Dodds

Amazing events, unusual places

In fact, performances and events in new and unexpected places are our speciality. Ground breaking work is created to reflect the bold and audacious character of Brighton and Hove. Using the seafront toilets (Semper Fi's Ladies and Gents) or a derelict hotel (Frantic Assembly's Dirty Wonderland), exploring the eerie underworld of the Theatre Royal (dreamthinkspeak's Underground), or taking a night time stroll through Stanmer Park and Village (Wildworks' Souterrain) have all been unique Festival experiences, triumphs that will be talked about for years.

Our collaborations and artistic partnerships are making Brighton Festival the destination for major figures of the world stage. From the Maly Theatre of St Petersburg to Peter Brook's La Mort de Krishna to Sydney Theatre Company and the bizarre and inspired marionettist, Ronnie Burkett, international companies seek out Brighton to premiere their work.

Classical music was very much Brighton Festival's starting point 40 years ago. Today, major international orchestras such as San Francisco Symphony Orchestra, St Petersburg Symphony Orchestra and Australia Chamber Orchestra are complemented by inventive commissions such as Battleship Potemkin, which combined music and film performed amongst the steam turbines at the Engineerium in Hove to a new score by Ed Hughes.

Brighton is a place where music matters. Established stars like Lou Reed, Pat Metheny and Patti Smith are regular visitors. The inspired approach to programming leads to remarkable events, Asian Dub Foundation's live film soundtrack to The Battle of Algiers, and real coups such as Harold Budd's final performance. Artists are choosing to premiere their work at Brighton Festival: Nick Cave, Laurie Anderson and Rufus Wainwright in Hal Willner's exploration of Leonard Cohen's songs, or global phenomenon Stomp's exhilarating co-production, Lost and Found Orchestra.

International contemporary dance is now a vital element of Brighton Festival. Our dance programme is of the highest quality. We commission bold new work and bring international companies to the City for special visits. Sweden's Culberg Ballet, France's Ballet

National de Marseille, America's Trisha Brown Dance Company and Australia's Sydney Dance Company all brought UK premieres to Brighton Festival during the past four years.

Issues of the moment and hot topics are explored in the stimulating books and debate programme mixing international authors, politicians and commentators such as Edward Said, Seymour Hirsch and Tariq Ali with writers and raconteurs such as Eric Sykes, Richard E Grant and Irvine Welsh.

On your doorstep

Street arts are also synonymous with Brighton Festival. Our partnership with Streets of Brighton attracts hundreds of performers each year who come to the City from all over the world showcasing their work, bringing surprises round every corner.

“Where can you run into a 10ft tall Roman centurion and a team of astronauts while being accosted by a giant prawn.” The Argus

For many, the highlights are our free outdoor events, when everyone comes out and the sky lights up. French Groupe F's pyrotechnic display and projections, made on an enormous scale, created an unforgettable artistic spectacle in 2006 attracting 70,000 people.

And increasingly we take Brighton Festival out across the City – to Whitehawk in East Brighton for a Spanish Fiesta, to Hove for 26 Letters to celebrate children's

writing and to Brighton Marina for a seaside extravaganza, the Big Splash.

In all, since we relaunched Brighton Festival in 2002, over 2 million attendances at Brighton Festival and Fringe make it the largest arts festival in England. As the quality and international content of the programme builds year on year, Brighton is taking its rightful place in the premier league of festivals around the world.

“the programmers have raised an edifice of cultural activity to rival even the Royal Pavilion in lavish opulence...” The Telegraph

Brighton Festival Fringe

Supporting a growing and thriving Fringe is a key element of the Festival's vision. In 2006 the Fringe was the biggest yet with over 500 events. The combination of the strong artistic programming of the Festival with the opportunities for anyone to participate in the Fringe brings choice and variety for residents and visitors.

“this year's Fringe is a tour de force of eclectic creativity and magnificent showcase of the city's talents.” Rocks Magazine

The new independent business structure for the Fringe is set to enable its growth and major expansion. An explosion of activity is forecast, driven and supported by Brighton Dome and Festival.



Investing In Success

The success of Brighton Dome and Festival is based on the trust and confidence of a public and private sector that invest in a sustainable growing concern.

Our private sector sponsors and supporters are impressed by Brighton Festival's artistic reputation, credibility and integrity – and they also share our ambition. They know we can guarantee large and lively audiences, national media attention and distinctive networking opportunities.

Premieres, unique collaborations and unusual events offer excitement alongside safe, tried and tested events of world class standard. We have years of expertise in delivering a VIP experience for sponsors and their guests. Events sell out, so it's not hard to get caught up in our success. It's good business and great fun.

"Our investment in Brighton Festival makes a positive, lasting impact on the local community as well as rewarding our employees. Events like this can really help to create healthy, energetic communities."

Travers Clarke-Walker,
Director of Business Development, EDF Energy

Sponsorship is changing dramatically. Increasingly, we have to demonstrate the benefits of sponsorship to business and support our case with robust evidence. We place great importance on delivering the agenda a sponsor might want to address: corporate social responsibility, supporting brand and company values, creating a competitive edge and offering PR opportunities to impress the people who matter. We aim to maximise private sector income to Brighton

Festival by matching sponsorship benefits to business objectives. The success of this approach is clear, generating £1.5 million over the past four years plus over £500,000 from in-kind support. We listen, we act, we deliver and our sponsors keep coming back – we now have an 86% retention rate.

Our public sector supporters recognise and reward the success of Brighton Dome and Festival. We give Brighton and Hove the creative edge which makes it different from elsewhere, boosting the City's lively and positive image. Our economic contribution is significant and our audiences bring substantial benefit to local business. We work with education, health, regeneration and the cultural sector to make the City a desirable place to live and work.

"Brighton Festival provides a great showcase for the city and really sums up what it is all about." Simon Burgess,
Leader Brighton & Hove City Council

The investment by Arts Council England, South East enables us to sustain our position as a cultural leader.

"Brighton Festival has a tremendous international reputation. It is one of the most important artistic elements of the region, bringing innovative, challenging and high quality work from around the world while also nurturing local and national creative talent"

Felicity Harvest,
Regional Executive Director,
Arts Council England, South East

Reaching Out

For many in the City their first contact with the arts will be through Brighton Dome and Festival.

Brighton Dome and Festival Education Unit works to ensure that their experience is positive and rewarding. Our role is to engage with the wide and diverse communities around the City and to find stimulating new ways to involve them in the artistic programmes led by the sense of playfulness, innovation and opportunism which characterises the arts. Since reopening, we have worked directly with over 10,000 young people.

Celebration lies at the heart of our work, shown at its best at the Children's Parade which opens the Festival each May. In 2006 over 4,000 children took part from schools and communities all across the City, singing a specially commissioned song City by the Sea.

Literature and literacy is an important focus for our work. We run an annual Young Critics project to review the Festival and our ground breaking 26 Letters festival of writing attracted 4,000 people and involved over 40 children's authors. We are delighted that our projects and aspects of our work are being taken up and adopted nationwide, for example Adopt An Author – a celebration of writing bringing together young readers and established writers.

"It's a brilliant idea, hits just the right note and really inspires the children. It's been one of the highlights of my teaching career."

Dave Butler, Cottesmore School, Brighton

Nurturing new talent is a key part of our work. In creating Brighton Dome Youth Theatre, we are enabling gifted young people to work with leading professionals to build their skills and expand their horizons.

"Next year I'd like to be a stagehand... I found I was more daring than I thought." Drama workshop participant

The partnerships we create with a range of organisations as diverse as the London Philharmonic Orchestra, National Theatre Shell Connections, the Brighton Minority Ethnic Young Peoples Group and The Foyer Project bring arts and young people together in exhilarating experiences.

Money is a perennial issue for young people. We encourage sensitive ticket pricing and special offers so that even the most financially disadvantaged young people can come to see live performance or take part in workshops in theatre, circus, dance and music.



Proving Our Worth

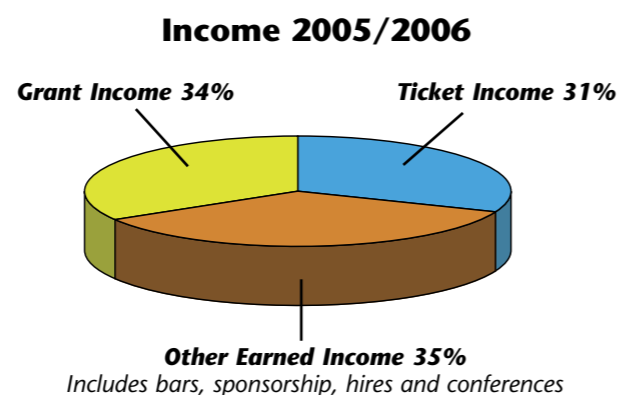
Brighton Festival began in 1967. In 1999 Brighton and Hove Council leased Brighton Dome to us so that we could refurbish it and create a year round artistic programme for the City. Since reopening, we have established ourselves as one of the top ten regional arts centres in the UK.

What differentiates us is the combination of year round artistic excellence and an internationally significant festival.

In 2005 we changed our name to Brighton Dome and Festival Ltd, integrating the individual companies in the group to better reflect our key activities.

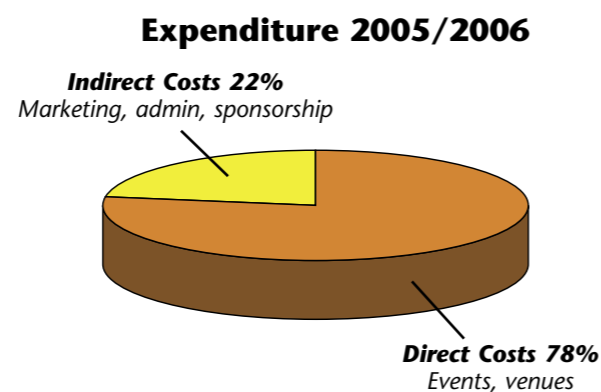
- In 2001 the company's turnover was £2.6 million; in 2006 it is £6.28 million, 136% growth in five years
- Brighton Dome income has grown by 146% since 2002 to £4.16 million last year, with growth in earned income at 233%
- Brighton Festival income has grown by 120% since 2001 to £2.12 million, with growth in earned income of 146%
- Before Brighton Dome reopened there were 20 people working for the organisation; today there are nearly 260

Where the money comes from



Brighton Dome and Festival's income comes from three main sources: ticket sales income; sponsorship, bars and conference income; and public funding. We earn 66% of our income through ticket sales, sponsorship, hires, conference and bars and 34% from public grants.

How we spend it



78% of Brighton Dome and Festival's expenditure is spent on presenting performances with 22% covering marketing, administration and sponsorship.

Counting On Us

Brighton Dome and Festival is flourishing. During the past four years we have demonstrated significant growth in our turnover, size of audience and investment from both public and private sector.

Since March 2002:

- 2.7 million attendances at Brighton Dome and Festival
- 136% growth in Brighton Dome and Festival turnover since 2002, to £6.28 million
- Over 4,000 events involving more than 10,000 artists and performers
- £2 million worth of sponsorship

Brighton Dome:

- 750,000 people have attended over 2,500 events at Brighton Dome
- Brighton Dome audiences have grown by nearly 20% from 167,043 in our first year to 197,786 in 2005/06
- 56% of our audiences come from Brighton and Hove, 38% from London and the South East
- 1 in 6 Brighton households annually attend Brighton Dome
- Every year, nearly one third of our audiences are new

Brighton Festival:

- Audiences have doubled in size since 2001 to reach a record 500,000 in 2006
- Nearly 40% of the Brighton Festival audience travel to the City from all over the UK and abroad
- 30 international and 29 UK premieres and 20 new specially commissioned performances from around the world
- £20 million spend into the Brighton and Hove economy each May
- 65% of the audience are aged 25-54

"B-right on! Well worth the train journey." Evening Standard





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Brighton Dome and Festival would not be possible without the support of our sponsors and funders to whom we are deeply grateful.

Copies of this review and our annual accounts are available as PDFs at www.brightondome.org/review



This review was produced by **sam** T: 01273 882112 E: shaun.romain@sam-culture.com

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