

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 the city and makes it different and shapes what people say about it. 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 provides the evidence of why culture matters to the city, its people and its visitors. Public sector investment backed by private sector support has created 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.

Culture Counts – at a glance

2.7 million participations at cultural events in 2010 -11
58% by residents; 42% by visitors to Brighton & Hove
Almost 1 million attendances at free events and exhibitions

Over £12m earned in ticket sales by 27 cultural organisations
£5.2m generated through hires, catering and other services
almost £800,000 through private sector investment and donations

£7.15m of public sector investment levered in Brighton & Hove by
27 cultural organisations

27 cultural organisations account for 256 permanent jobs in the city
and a further 625 freelance positions
5,684 days of work were created for artists
75 international artists and companies brought work to the city

Nearly 2,000 artists showed work in the annual Artists Open Houses
2789 people are volunteers with cultural organisations in the city

12.8% of Brighton & Hove's estimated income is from tourism
73% of visitors come for leisure and recreation
For 57% visiting 'attractions', including heritage sites and museums, is one of the most
popular activities
35% of visitors say that arts and culture is why they visit Brighton & Hove

Venues presented nearly 2,500 events, performances or exhibitions.
185 new commissions and 218 premieres
730 events were free, creating new experiences for city audiences

Festivals provide a strong return on investment. Public sector investment of just over
£1m in Brighton Festival, Brighton Festival Fringe, Artists Open Houses and
The Great Escape, generated over £24m for the local economy

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. Brighton & Hove's rich mix of cultural assets - 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 choice of property make it an attractive year-round proposition for business, leisure and as a place to live.

These are reasons why people come to the city in the first place and why they return – and important reasons 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

*source*³

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. 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 attenders spend on accommodation, food & drink, taxis and other items was valued at over **£4m in 2011**.

These cultural organisations support other local businesses in transport, hospitality and retail as well as financial and legal services and the many creative industries that they work with.

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 £24m 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. Brighton & Hove compares well against other cities in the percentage of residents attending cultural attractions (2010 figures).⁶

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:

- gives individuals a sense of achievement, aspiration, creativity, expression, health, knowledge of their culture, new skills
- brings communities together, creating a sense of identity, citizenship and pride and may help reduce crime
- shapes Brighton & Hove's national reputation
- 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 free events bring people in the city together adds value to their quality of life, and builds new relationships with where they live. Investing 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

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

sources⁹

The city is not without its social problems, and yet the vitality of its arts brings a lot to the city. Local people significantly contribute 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 larger percentage of audience, giving them a real sense of ownership, a sense of an inclusive community, bound through participation in culture. The Nightingale

Culture and Well-being

DCMS (*DCMS (2010) Understanding the Value of Engagement in Culture and Sport*), suggests that engagement with live arts events is associated with improved wellbeing.¹⁰ The city's cultural activities make it sociable and special - and generate pride in place and community, opportunities to meet friends and neighbours to get involved - leading to a stronger sense of place and identity. Shared experiences help strengthen communities.

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

source¹¹

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 decided to move to Brighton whilst working at Tate Britain. The commute was gruelling. I was delighted when 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 are 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 visitors¹². 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

source¹³

Volunteering adds value

Volunteering is increasingly valued, making people feel they belong and can give something back to society. ESRC research suggests that volunteering is increasingly associated with economic growth¹⁴. Brighton's cultural organisations are creating opportunities for an ever-increasing number of people who want to get involved.¹⁵

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 enjoyment¹⁶. 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.¹⁷ Creating opportunities for young and disadvantaged people is a core commitment for many of the city's cultural organisations, as well as creating opportunities for career development. It works to everyone's advantage,

organisations benefit from the energy and insights of young people and young people can see new possibilities and feel involved and connected to their heritage and community.

Engaging with culture expands ideas of what's possible and can help alleviate the poverty of aspiration experienced by many young people. 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.¹⁸

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

sources¹⁹

Many of Brighton & Hove's cultural venues are clustered around the cultural quarter, so they are easy to get to - important for 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 coverage²⁰ 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

Visit England research shows Brighton & Hove rates higher than the national average in visitor attitudes on the “availability of festivals, music, sporting and cultural events” as a destination.

Brighton& Hove fosters cultural innovation

Sharing and experiencing a cultural event leads to new appreciation of the role of arts and culture. This creates an environment for artists and audiences which opens up possibilities for cultural expression.

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

*source*²¹

Over 100 of these commissions and premieres toured to 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 have chosen to locate in the city and are hosted by Brighton Dome and Festival.

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.

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.

source²²

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.

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

source²³

New business and new talent

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

The Work Foundation highlights how vibrant creative industries drive successful cities, confirming the importance of placing culture and creativity high on Brighton & Hove's agenda to ensure that the city stays ahead.

Brighton & Hove attracts talent in the creative, cultural and digital industries, with a major cluster of creative businesses. In 2008 it had the UK's sixth highest level of business start ups. Much of this is driven by the interaction of culture, heritage with the city's creative industries and the considerable impact

of two universities with strong creative departments and 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*'.

source²⁴

It's a city with big ideas

Brighton & Hove recognises the need to 'stay ahead'. Clever investment lead to a reimagining of the city – from transforming the seafront and the Cultural Quarter to Brighton Festival's rising international reputation through the involvement of major figures such as Anish Kapoor and Aung San Suu Kyi.

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 enable plans to become realities, expanding the city's influence, nationally and internationally.

source²⁵

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 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.**

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

source²⁶

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 a 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

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 of the participating organisations

⁵ The May Effect, Brighton and Hove Council, sam 2010

⁶ 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

⁷ As for item 4

⁸ Brighton & Hove State of the City Report: Summary, June 2011

⁹ 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,

¹⁰ Understanding the Value of Engagement in Culture and Sport DCMS,2010 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 explore their potential for using well-being data to evaluate policy interventions

¹¹ As for item 4

¹² Brighton Photo Biennial Evaluation, A Fine Line, 2010

¹³ As for item 4

¹⁴ ESRC Seminar Series: Mapping the public policy landscape: The value of volunteering

¹⁵ As for item 4

¹⁶ As for item 4

¹⁷ Brighton & Hove State of the City Report: Summary, June 2011

¹⁸ CASE: Understanding the drivers, impact and value of engagement in culture and sport: An over-arching summary of the research, DCMS July 2010

¹⁹ The Economic Impact of Tourism Brighton & Hove 2009 Tourism South East Brighton & Hove Baseline Visitor Survey 2009 Tourism South East

²⁰ Everyone Benefits, the economic impact of Brighton Festival, sam, 2006

²¹ As for item 4

²² Brighton Digital Festival

²³ Wired Sussex

²⁴ Brighton Fuse press release, March 2011

²⁵ As for item 4

²⁶ As for item 4