

The Role of Culture in developing Talent, Tourism and Trade

Report for West of England Local Enterprise Partnership

Dick Penny 26th March 2013

1. Context

Culture and creativity are important drivers for personal development, social cohesion and economic growth. EC President José Manuel Barroso

Bristol and Bath are identified by NESTA as two of nine UK 'creative hotspots, areas which host clusters of creative businesses promoting innovation and economic growth across their region.' EU research on the contribution of culture concludes that 'Not only do cultural activities have direct economic impacts through the income generated and the number of people employed in the arts and at heritage sites, they provide multiple inputs into a wider range of creative industries, in the form of content, inspiration, skills and disciplines, intellectual capital and trained staff. Increasingly, cultural activities also provide a point of focus for creative networking and cluster development.' The CBI Growth Strategy 2012 identifies UK Creative Industries as a high growth sector with: 1.4m Direct Employment, 3.2% contribution to UK GVA, and a 10.6% share of UK exports.

Culture and heritage are also key factors in building our Brand to attract Talent, Tourism and Trade. To stand out on the international stage we need a world-class cultural offer to underpin a strong creative business economy – they are inter-dependent. We plan to invest in excellence of both activity and facility – people and buildings. We will invest with the confidence to lead with authentic points of difference, aware that sustained investment is necessary to remain competitive.

2. Development Approach

The LEP Board meeting of 7th November 2012 endorsed a development approach based on:

A1. Frame cultural investment thinking within economic development plans as well as social and educational strategies.

- Cultural strength and diversity an integral objective within the formation of new WoE economic development structures.
- Leverage the Bristol and Bath brands. Build on the unique combination of rural, coastal and urban heritage melding with urban creative unorthodoxy, to create a distinctive international city-region attracting tourism, talent and trade.
- Make WoE the cultural centre of the M4 high tech digital green corridor attracting and retaining business investment and talent.

A2. Grow the innovation impact of cultural and creative industries.

- Work with HE to extend knowledge exchange programmes building on Arts & Humanities Research Council funded initiatives like REACT react-hub.org.uk
- Create funding streams to invest in creative talent – emergent and established – to make WoE a place that attracts, retains and nurtures the ideas and people to make us a 21st century beacon of cultural and economic sustainability.

A3. Encourage cultural entrepreneurship.

- Build a robust and confident cultural sector to anchor networking and clustering across creative, technology, green and HE sectors accelerating the development and exploitation of new creative ideas, products and services.
- Invest in organisations, projects and producers at appropriate scale from local to global.
- Build diverse participation from our street culture to our international profile – one can lead to the other with the WoE becoming a canvas where ideas can flourish and grow.

A4. Maintain culture and heritage revenue investment at current levels as a minimum baseline to leverage growth investment.

- Maintaining capacity is essential to underpin future growth and protect against contraction. Cultural investment delivers significant direct and indirect economic return.
- Actively deploy temporary use permissions and rate relief strategies to encourage independent activity.
- Use Community Infrastructure Levy (106 agreements) and Enterprise Zone income to build on this base line investment and to encourage private sector investment.
- Use this strategic commitment to leverage investment from other sources.

A5. Prioritise capital investment towards making existing facilities world class.

- Create a shared priorities framework (to avoid duplication) where the facilities within each of the four Unitary Authorities are all contributing to a WoE infrastructure which is aligned with ACE and Heritage Lottery objectives so that we maximise investment and outcomes.
- Any investment in new cultural facilities must demonstrate additionality to the WoE region and must not place other valuable activity at risk through dilution or diversion of revenue investment.

3. Developing an Action Plan

To build on this approach an Action Grid has been developed to focus on areas with economic growth potential which add value to existing Unitary Authority investment and deliver on LEP strategic aims People, Business and Place.

WoE investment in arts and heritage delivers significant economic return:

- cultural & heritage turnover of c£100m
- essential driver of the visitor economy
- highly innovative and distinctive cultural and creative sector
- vital for attracting and retaining talent in knowledge intensive industries
- lead role in place making and marketing with many of the major 'brands' which are associated with WoE being cultural and creative industries:
 - Roman Baths, SS Great Britain or Tyntesfield
 - Bristol Old Vic, Bath Festivals or Wildscreen Festival
 - Aardman Animations, Portishead, Massive Attack, Banksy

The Action Plan framework below was endorsed at the 8th January 2013 LEP Board meeting. The Plan will focus on four areas and the relationships between them.



The four Unitary Authorities have been consulted on this framework to ensure that the LEP Action Plan will be designed to add value to the cultural offer supported by the individual UA's. The four elements will be:

AP1. Visitors : Grow visitor numbers and spend through the diversity of cultural offer to encourage more visits and longer stays: city, heritage, coast and countryside.

Key actions:

- Co-ordinated marketing and promotion strategy working with Inward Investment
- Co-ordinated festivals offer to create diverse highlights year round and to raise the international profile

Creates service sector jobs

Raises international profile

Festivals provide more opportunities for participation

AP2. Cultural Offer : A co-ordinated capital investment strategy to support LEP growth plans. This will be a medium term strategy to create the facilities to deliver on both visitor destination and resident quality of life objectives.

Key actions:

- A ten year investment strategy to sustain the quality and diversity of cultural infrastructure required to deliver an internationally competitive cultural offer – it will formulate an agreed prioritisation of investment need to create new facilities

where necessary and to maintain the quality of existing facilities deemed important

- The economic and cultural sustainability of facilities will be an essential test for inclusion
- The first phase will be a 'music cities' initiative to underpin development of a new Arena, to complete the re-development of Colston Hall, and to address the need for improvement of mid scale performance facilities in Bath – this will reflect the diversity of demand from talent and audiences

While this is an action plan for culture it is recognised that there is synergy with sporting and leisure facilities. Therefore through working with the four UAs we will include aspirations for key sporting and leisure facilities in the prioritisation. In creating this list we will be drawing on existing strategies and consulting with the relevant regional and national bodies. See Appendix for listing of Cultural Strategy papers that we will be reviewing. We will also be reviewing the Sport England funded sports strategy reports currently underway for Bristol / B&NES / South Glos.

The prioritized list will provide a focus and context for investment from a range of funding sources including ACE and Heritage Lottery.

Diversity of excellent facilities supports the development and showcasing of talent and ideas.

High quality facilities provide the infrastructure for a world class cultural offer.

AP3. Talent : A creative entrepreneurship programme to identify, nurture and grow future talent and emergent ideas – evidence in Europe and US makes it clear that future jobs are dependent on start-ups and SME growth. Cultural and creative industries have major potential for growth from individual artist, through start-up business to another Aardman or Internet Movie Database, both of which grew out of the distinctive local culture and remain headquartered here.

This programme will be responsive to the needs of the individual talent and complementary to more conventional skills/training/education provision. It will cater for small numbers who have high and often distinctive potential.

Key actions:

- A matrix of producing organisations to talent spot, nurture and showcase
- Mentoring and incubation of ideas/talent by industry professionals
- Investment in creative entrepreneurs to develop local cultural and creative business ideas
- A network of partners to encourage the cross over between creative and technology sectors
- A creative computing programme for young people 16-19
- Deliver through a matrix of cultural/creative organizations and FE/HE

This area will be developed as an extension of skills programmes leading into business development.

Increases the supply of talent/ ideas and attracts talent with ideas.

AP4. Exports : A cultural and creative industries export strategy to project local talent, ideas, content and services to the global market. We can grow exports in animation, design, music, wildlife film etc and can build exports in areas from touring theatre, to interactive games, to future city systems.

Key actions:

- Support talent to attend and showcase at key industry events
- Marketing support for exporters to promote our talent base working with Inward Investment
- Partner with British Council/ UKTI/ ACE to develop a culture led international relations strategy

Increases investment in local production.

Generates export earnings.

Promotes talent and brand to the world.

Supports visitor strategy.

4. Delivering the Action Plan

The Action Plan for all four areas will need to integrate with existing and emerging LEP strategies for Infrastructure, Skills, Place Marketing, Inward Investment and Innovation so that culture is positioned to make a major contribution to developing Talent, Tourism and Trade.

The Plan will support all three LEP strategic aims. It will develop People through the Creative Entrepreneurship Programme; develop new Business opportunities through Export and Visitor growth; and improve Place through enhanced cultural facilities, marketing and place making.

The development work will be undertaken over the next six months led by Dick Penny working with a wide range of stakeholders. Regular progress updates will be provided to the LEP CEO with the expectation of bringing a developed Action Plan to the September Board meeting.

Appendix : CULTURAL STRATEGY REPORTS

Bath and North East Somerset

BATH AND NORTH EAST SOMERSET CULTURAL STRATEGY 2011-2026

Bristol

CITY LIFE: A CULTURAL STRATEGY FOR BRISTOL [2003]

BRISTOL'S CULTURAL AMBITION [2011]

South Gloucestershire

MORE TO LIFE: SOUTH GLOUCESTERSHIRE CULTURAL STRATEGY [2009]

North Somerset

CORE STRATEGY FOR NORTH SOMERSET: CULTURE, LEISURE AND
TOURISM [2007]

Further Strategic Documents and Reports to Note

ECONOMIC IMPACT OF CULTURAL ACTIVITIES IN B&NES - Report for Bath
Cultural Forum and Bath Festivals

BATH & NORTH EAST SOMERSET COUNCIL ARTS DEVELOPMENT
STRATEGY [2011-2014]

PEOPLE, PLACES AND SPACES: A Cultural Infrastructure Development Strategy
for the South West of England [2008]

THE CASE FOR CULTURAL LEARNING [2011]

YELLOW RAILROAD REPORT [2010]

MAPPING THE CREATIVE INDUSTRIES IN THE WEST OF ENGLAND [2007]

STATE OF TOURISM SOUTH WEST [2006]

REGIONAL ECONOMIC STRATEGY FOR THE SOUTH WEST [2006 – 2015]

JUST CONNECT: AN INTEGRATED REGIONAL STRATEGY FOR THE SOUTH
WEST 2004-2026

IN SEARCH OF CHUNKY DUNSTERS - A CULTURAL STRATEGY FOR THE
SOUTH WEST [2003]