

SEEDA's Achievements for: Culture 2002-2003



SEEDA, in partnership with the Cultural Consortium, hosted the Business of Culture Conference in November 2002 at the Brighton Dome, which attracted over 200 people.



Introduction

The creative, cultural and sport sector is an important contributor to the economic and social life of the region. Culture, arts, heritage, sport, museums, libraries and archives add to the quality of life and health of the South East for communities and visitors alike.

The richness and diversity of the region's cultural assets are major factors in attracting inward investment and the outstanding historic and natural heritage provides a unique resource for the tourism industry.

The role of the cultural sector in delivering many priorities in the Regional Economic Strategy (RES), has gained increasing recognition, and this is the basis for SEEDA's support for a wide range of culture related activities and projects. Support of cultural activities for their own sake is not a SEEDA function – this falls to others and notably the cultural agencies. Where the cultural sector contributes to economic, regeneration and inclusion objectives, SEEDA can, and does, become involved. This is a cross cutting issue, involving all parts of SEEDA.

- The South East is the home of 190 art galleries, over 250 performing arts venues, more than 12,000 sports clubs, 500 libraries, over 300 museums, and 218 registered archives.
- The South East accounts for approximately 10% of all domestic tourist visits, and 20% of all overseas visits. Fifty gardens in the region attracted more than 10,000 visitors in 1999, as did 12 country parks.
- Of 550 recognised arts festivals in England, one third take place in the South East. The region's identity is synonymous with a range of major sport and arts events including Royal Ascot, Henley Royal Regatta, Cowes Week, Gyndborne and Brighton Festival. There are 334 Historic Parks and Gardens on the English Heritage list, 40% of the South East's landscape is subject to protective designation and 5,400 historic buildings (in the region) are listed as Grade I or II.
- **Business of Culture Event - November 2002**
This event celebrated the contribution that the cultural and creative industries make to the South East economy. The conference drew attention to the value of the SEEDA approach to cluster development, the importance that Social Enterprises in the region and corporate social responsibility can play in promoting cultural regeneration in the region.
- SEEDA supported the Cultural Consortium in launching "The Cultural Agenda", a 93-point action plan endorsed by all the region's cultural agencies, launched at the Business of Culture event.
- SEEDA supported the Oxford Inspires bid for the Capital of Culture 2008 and worked with the teams to generate the maximum impact from the short-listing of the City.
- SEEDA has strengthened its central culture team, by jointly funding two specialist posts with the Arts Council England South East and the Sports Council South East. It has also appointed a senior adviser for the cultural and creative sector who leads on the development of SEEDA's strategic relationship with the Department for Culture, Media and Sport (DCMS), and on a number of projects.

- SEEDA has supported the setting up of a creative cluster based at Pinewood Studios.
- SEEDA, the Government Office for the South East (GOSE), Arts Council England South East and the South East England Regional Assembly ran a conference entitled 'Urban Renaissance – Action in the South East' in Reading in January 2003.
- A conference was held at South East England House in Brussels on Sustaining Success in Creative and Cultural Industries where Oxford's bid for European Capital of Culture was launched. More than 70 delegates attended from over 10 European countries.



South East England House held a programme of events to mobilise support for the European Year of Education through Sport in 2004. Shown above the English Institute of Sport site at Bisham Abbey hosted one of the events.
(Photo courtesy of Sport England).

- SEEDA has worked closely with South East England Cultural Consortium, and the cultural agencies to support the development and implementation of the Cultural Cornerstone, the regional Cultural Strategy, the Cultural Agenda and the Strategy Action Plan.
- In July this year SEEDA, in partnership with the Cultural Consortium, hosted the first of a series of cultural dinners engaging the cultural agencies to further build consensus and development of the cultural sector in the region.
- In February 2003 SEEDA participated in a South East England Regional Assembly event to explore the cultural dividend in regeneration. This event revealed the wide range of good practice already in place across the region (details of submissions to the Assembly are available on the Assembly website www.southeast-ra.gov.uk).



SEEDA is investing £1.5 million in the construction a new Heritage Centre and Museum in the Oxford Castle and Prison site. The former prison is being redeveloped into an 87-bedroomed four-star themed hotel together with 40 serviced apartments, six restaurants, a café and wine bar.

In 2002 SEEDA, the Cultural Consortium and the cultural agencies commissioned an economic impact study to review the contribution of creative and cultural industries (CCI) to the South East economy. This study revealed:

- Cultural and Creative Industries in the South East have a combined annual turnover of £46.5 billion.
- Employment in the Cultural and Creative Industries grew by over 28% in the South East between 1995 and 2000; the sector currently employs 560,000, 13.2% of the region's workforce.
- 51,000 VAT registered CCI businesses and organisations are located in the South East.

Vibrant Communities

SEEDA's urban renaissance agenda involves a variety of activities and projects which recognise and support the contribution that design, creativity and the built heritage can make to the regeneration of our towns and cities.

Sport 4 NRG (Thanet)

Following an increase in juvenile crime within the area, a sports programme was developed following feedback from the young people. The young people identified that they were keen on sport but felt they lacked choice. The project is located at the Ramsgate Sports Centre, and targeted at young people aged 13–17 on final warnings from the Police for drug and alcohol misuse. Four sports were offered (archery, boxercise, fencing and football) on an eight-week cycle. Referrals onto the programme were made by the Youth Offending Teams (YOT), the Police and the Safe Schools Co-ordinator. Following the pilot, only one of the 11 participants re-offended once the project had ended. The young people are being offered the opportunity to join sports clubs (sponsored by YOT) following the eight-week programme.

The Isle of Wight is home to the leisure marine industry, including ocean racing.



Competitive Businesses

SEEDA's Marine Technology Sector Group has recognised the value of the leisure marine industry on the Isle of Wight and along the Solent. This has led to the formation of a SEEDA-backed business cluster. The value of this approach was outlined in a case study presented by Jonathon Williams, Managing Director Marine Tech South and SEEDA Marine Technology Sector Co-ordinator to The Business of Culture Conference. He pointed out that within the last 20 years the marine industries have undergone a metamorphosis into a high value adding, knowledge-based, multi-diverse industry. Cluster development is helping the industry to progress by building relationships with universities and the wider community, and sharing technologies and know-how.

The marine industry cluster is a key driver of economic development on the Isle of Wight, which is one of most deprived parts of the region. Within the cluster, ocean racing has been driven by sporting success, particularly after the last Olympics. The ocean racing cluster has also shown that design is key to sporting success. This is not just true for sailing but also applies to other technology dependent sports such as motor racing and cycling.

Successful People

SEEDA both recognises the needs to develop skills of people working in the cultural sector and the value of cultural activity creating pathways into lifelong learning.

All Ways Learning

All Ways Learning was launched in 2000 and received £125,000 from the SEEDA fund for Learning and Skills 2001-2002. The programme currently collates and disseminates information and provides a mix of short courses, seminars and learning fairs in response to identified learning needs.

St. Luke's Community Sports Centre

HRH Prince Andrew opened St Luke's Community Sport Centre, Portsmouth in July 2001. The Centre has been highly successful and now attracts nearly 60,000 visits a year. Due to its location, the Centre has had a very positive impact on educational attainment. The self-esteem of pupils has been increased through the provision of high quality facilities in this deprived area and through the extensive range of sports opportunities.

Platform One, Isle of Wight

Platform One is an artist-led organisation that provides an accessible platform and opportunity for young people (and the wider community) to be involved in exciting and innovative arts initiatives on the Island.

Initially, Platform One developed and established a range of arts programmes, initiatives and activities with, for and by young people with a particular emphasis on those at risk and those experiencing social exclusion. As an organisation it earned increasing respect from agencies and partners on the Island for the quality of its work with young people, for the increasing range and diversity of funding sources to support its work and from young people themselves as a credible youth arts organisation.

As part of this project a Youth Arts Resource Base was established in Newport and opened for business in January 2003.

The organisation runs a diverse annual programme of projects targeted at risk and excluded young people - with progression routes built into further development including the formal education route. It now runs BTEC Music Technology courses as a franchised training provider for the Isle of Wight College and have also managed the *New Deal for Musicians* programme. Its current programme includes arts training and community initiatives in film & video, website design, recording, performance & composition, DJing, digital imaging, photography, script writing, drama, information technology, arts management, advice, guidance and mentoring across the Arts.



Activities To Look Out For In The Future

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■ The Hastings Five Point Plan

The development of the Hastings and Bexhill Five Point Plan and masterplan demonstrates SEEDA's clear commitment to recognising and implementing the strategic role that culture has in regeneration.

One of the seven principles behind the masterplan, now accepted by local partners and out to consultation is the creation of an 'arts quarter'. In addition, a Media Centre is planned in central Hastings to help attract and grow new media and creative business, as part of an overall regeneration strategy.

The future of Higher Education and Further Education, building on the Hastings College of Arts and Technology, and bringing a new University facility to Hastings, has a major focus on IT, media and the Arts.

Business cluster development is expected to include new media companies, to be supported by an Enterprise Gateway.

Artist's impression of Ropetackle. The Ropetackle site has been purchased by SEEDA as part of a programme of coastal regeneration and is currently being developed by Berkeley Homes to provide a collection of riverside apartments and low cost housing.



Hastings - At the centre of the major regeneration Five Point Plan, developed by the SEEDA-led Task Force.





The project will create a community arts space on the Ropetackle site in Shoreham. A community facility on the ground floor of a three-storey building is being provided as part of the development. Local negotiations have decided that this building will be for arts use and be equipped to accommodate performance and workshop activities. The upper two floors of the building are planned by SEEDA to house an Enterprise Gateway, which exists to develop local industry through the encouragement and support of new businesses. There is clear potential for synergies between the Gateway and the Arts Facility through links with creative industries and through educational opportunities. It will also contribute significantly to the sustainability of the Arts Facility by contributing to the management and service charges of the building.

The project will provide a focus for the high level of artistic activity, which currently takes place in and around the Adur district. Facilities provided in the building will provide educational opportunities for artists and community members in a range of traditional art forms as well as video and multi-media. High quality professional equipment will enable artists to develop their art form skills and improve the quality of live performance work. A modern and comfortable presentation space will provide opportunities for consolidation of artistic programmes and development of new audiences. The project overall will be a good model of the role which artistic and cultural activity can contribute to the regeneration of an area not only in physical terms but also in terms of strengthening the artistic infrastructure with the object of increasing the quality, quantity and range of artistic activity and creating new opportunities for lifelong learning.

- SEEDA will be working with the Cultural Consortium and the cultural agencies to research the evidence base for cultural projects. This will create a better understanding of how cultural activity feeds into industry supply chains, creates a better climate for inward investment and increases the attraction of the region to skilled and enterprising individuals and their families. It will also seek to establish a model, together with the cultural agencies, for assessing the value of cultural inputs to projects and strategies for regeneration, social inclusion, and other objectives, and the way in which the cultural dimension of these activities contributes to the social and economic benefits achieved.
- A top level publishing conference will be held in Oxford in November 2003 which will be addressed by the leaders of the South East's highly successful publishing industry. The conference will look at the factors that make Oxford and the county world leader in academic, scientific and other forms of publishing and identify further steps which can be taken to build on this success.
- SEEDA will support the Brighton International Creative Clusters Conference in April 2004. Building on the successful conference held in Sheffield in November 2002, this event is expected to attract over 300 high level delegates from the creative sector and cluster development agencies, drawn from the South East, the rest of the UK and the world. It will showcase the best that the South East has to offer for the creative sector and consider strategic policy and practical issues underlying the development of creative clusters with leading thinkers and practitioners drawn from around the world.
- SEEDA and the South East Museums Libraries and Archives Council (SEMLAC) will be sharing a joint post to take forward strategic developments in the museum, library and archive field.
- SEEDA, ScreenSouth and SEMLAC will be investigating possible income streams from archives to utilise and develop these valuable resources in the South East.
- SEEDA and Arts Council England South East are working in partnership to establish an awards programme to recognise regional talent and encourage excellence in commissioning of art for public places in the South East. The scheme also aims to support artists at three stages of their development, from the student, to the new graduate and early career artists so they can go on to an established career. The scheme will be launched in November with a publication on public art schemes in the South East.
- SEEDA will be displaying South East talent in visual arts and crafts in SEEDA's offices in Guildford and Chatham.

Printed on totally chlorine-free paper, 75% recycled and 25% from sustainable forests.



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