



**Community  
Foundation**  
Tyne & Wear and Northumberland



# County Durham and Darlington's Vital Issues 2017

Arts, Culture and Heritage

# 1 Arts, Culture and Heritage

## 1.1 Overview

The arts, culture and heritage are included in this report because it is important to recognise the range of cultural and heritage activities and opportunities that are available to local people living in County Durham and Darlington, as well as their significance in terms of providing employment and business start-up opportunities, and attracting visitors to the area. The development and success of Lumiere in Durham, Kynren at Bishop Auckland and Theatre Hullabaloo in Darlington indicate how important arts and culture can be to the growth and success of the area. It is important that communities and local organisations are able to make their voices heard in shaping the plans for the future.

## 1.2 Arts and culture across the area

County Durham and Darlington have always had a small number of very successful arts and cultural venues, including Beamish Museum, Bowes Museum, Durham Cathedral and Castle. In recent years, the range of venues and events has grown with the development of the Lumiere light festival in Durham City, the Kynren live action shows at Bishop Auckland, food, craft and music festivals throughout the year, and the Hippodrome and Theatre Hullabaloo at Darlington, to name just a few.

Some of these developments have been led by public bodies, others by individuals and trusts, and many rely on volunteers to perform, and to act as stewards and much more. The range of opportunities for individuals and groups to get involved in arts and cultural activity has grown dramatically.

The growth in arts and cultural opportunities has also brought an economic boost to the local area. The local authority recently reported that:

*"In 2015, County Durham attracted 18.67 million people - up 3% on 2014. The £777.5 million they spent helped to directly employ 8,776 people, with a further 2,185 jobs indirectly supported by tourism. Of those visitors 92% visited for the day, and spent £19.92 while 1.43 million stayed the night, spending on average £150.43 per trip. And each of those pounds and pence is multiplied in its effect, with knock on benefits for industrial output, employment and income.*

*"Every £1 spent in County Durham on arts and culture generates another £1.10 for the wider economy - 23p per pound more than London. And in meeting the 2020 target, £86.4 million more would be spent and another 1,630 jobs created."*

In Darlington, the local authority has created a separate agency – Creative Darlington – which is tasked with leading on and delivering arts activities across the borough. While the budget available through local authority funding is significantly lower than previously (due to the local authority reprioritising in the face of austerity measures), the new agency can work more directly with other agencies and draw in external investment. Its remit is to provide a broad-based arts offer, particularly focusing on arts work with children and young people, and developing Darlington as

a place where creative people and businesses choose to build their practice. Recent projects include the Darlington Arts Festival and the Festival of Thrift<sup>ii</sup>.

Alongside this, a more grass-roots organisation 'Darlington for Culture' came together, comprising a wide network of local arts groups. It initially formed as a campaigning group against the funding cuts the Council was proposing to make, but has now taken on a challenging role, holding Creative Darlington to account and providing useful input both in terms of policy development, but also providing volunteers to support events and activities.

Given the high priority being given to arts, culture and heritage in the area, it would make sense for additional philanthropic resources to be directed towards activity which is in line with the existing strategic priorities, to maximise the possibility of match funding and ensure maximum impact and publicity.

### 1.3 Creative sector employment

One of the key indicators of the size of the cultural sector is the level of employment it sustains.

The Department for Culture, Media and Sport (DCMS) defines the creative sector as encompassing a wide range of activities including advertising agencies, retail sale in commercial art galleries, reproduction of video recording, artistic creation computer programming activities, and television programming and broadcasting activities.

Chart 1 – Creative sector as % of all employment, 2015<sup>iii</sup>

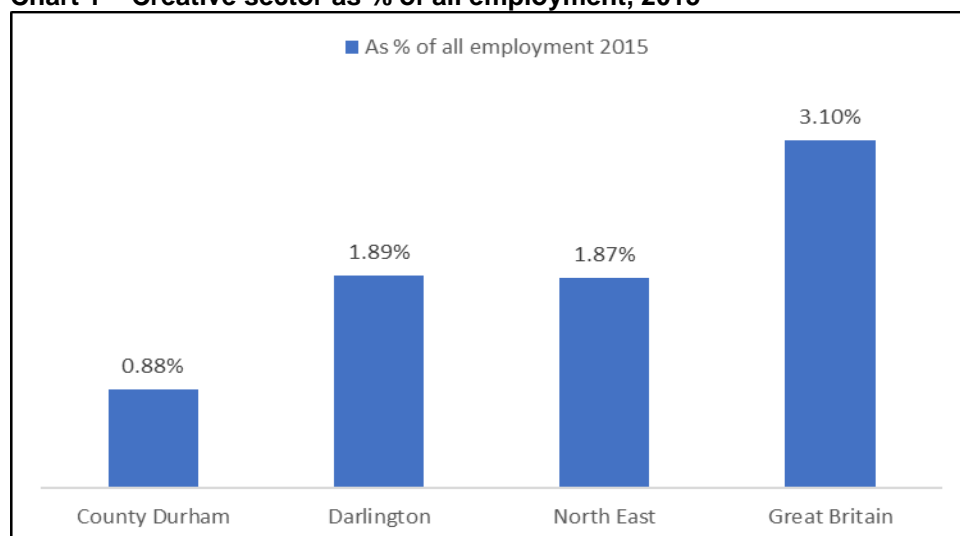
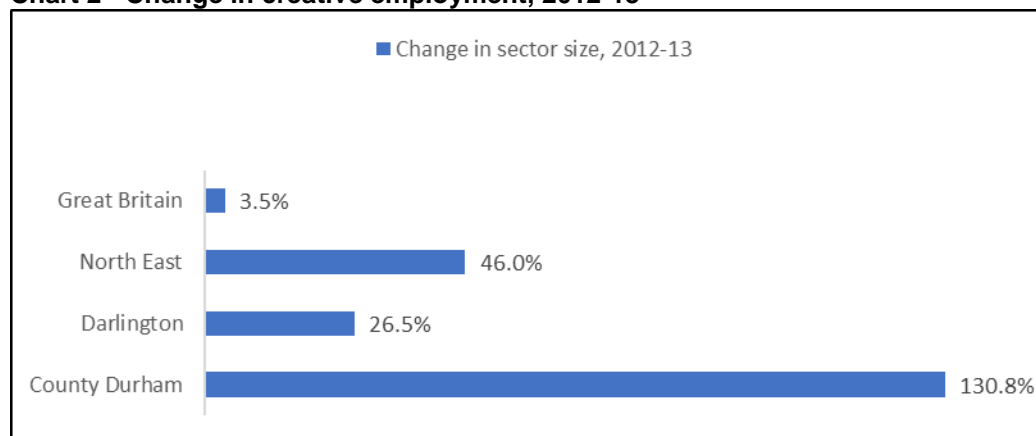


Chart 1, above, gives the % of all employment that is in this sector for 2015.

This demonstrates that, although Darlington has more than twice the % of employees working in the creative industries compared to County Durham, and surpasses the regional average, both Darlington and County Durham have significantly fewer creative workers than the country as a whole (though it should be borne in mind that the national figure is likely to be skewed by the high concentrations of creative industries in London).

**Chart 2 - Change in creative employment, 2012-13<sup>iv</sup>**

To gain a fuller picture, it is also worth looking at the rates of change in employment in this sector. Chart 2, above, gives a very clear indication that Durham is enjoying a huge increase in creative industry employment, with the sector growing, albeit from a very small base, by over 100% in a single year. If this rate of change continues, Durham will very soon outstrip the regional average.

#### 1.4 Cultural venues and investment

As noted above, the number of cultural assets in the sub-region has grown recently, particularly with the development of Locomotion and the Hippodrome.

One of the main sources of funding for developing and sustaining arts programming is Arts Council England's National Portfolio Organisations (NPO) scheme, which provides funding for periods of up to four years to selected arts organisations around the country. The NE benefits from around 3% of the national pot, however, the funds tend to be concentrated in the North of the region (primarily in Newcastle and Gateshead).

In the recently-announced 2018-22 funding round, 48 organisations in the NE region were made NPO awards, of which 7 are in County Durham and Darlington (see table 8).

**Table 8 –Arts Council National Portfolio Organisations awards, 2018-22<sup>v</sup>**

Area	Awards	Recipients	Annual £	Total £	% NE total
County Durham	7	Beamish Museum	£436,776	£1,747,104	6.6%
		Durham County Council	£415,000	£1,660,000	
		National Youth Choirs of Great Britain	£55,297	£221,188	
		The Bowes Museum	£367,807	£1,471,228	
		The Forge	£57,496	£229,984	
		TIN Arts	£81,453	£325,812	
		Darlington	1	Theatre Hullabaloo	
<b>Durham and Darlington</b>	<b>8</b>		<b>£1,664,147</b>	<b>£6,656,588</b>	<b>7.7%</b>
NE Total	48	Various	£21,500,122	£86,000,488	

The largest awards were made to Beamish Museum and Durham County Council, both of which had been funded in the current NPO round too. In fact, all the 2018-22 recipients listed had previously been NPO funded, apart from the Bowes Museum.

Although County Durham and Darlington organisations are to be recipients of just under 15% of the awards made in the NE region, in value these total only 5.7% of the total NE awards (just over £86m over four years). This suggests there is work to be done to ensure that County Durham and Darlington can secure a fair share of national funding for the arts and culture.

By contrast, County Durham has secured significant amounts of funding from the Heritage Lottery Fund. In 2014-15 45% of total grant spend (£13.64m) in Co. Durham came from the Heritage Lottery Fund, including a recent £10.75m grant to Beamish Museum.

### 1.5 Cultural and other amenities

A composite score can be created for each area which reflects the cultural amenities available in the locality. The score in table 9, below, considers a wide range of cultural amenities including performing arts venues, sports venues, zoos, high quality restaurants and cinemas. A wider amenities score is also provided which encompasses these cultural amenities but also includes facilities such as shopping centres and national heritage sites.

Both scores are indexed so that the national average score is 100.

**Table 9 - Cultural and other amenities scores<sup>vi</sup>**

Area Name	Amenities: score (2013)*	Amenities (cultural): score (2012)**	No of Heritage sites (2007)	Listed buildings per sq km (2007)
County Durham	44.68	67.67	4.94	1.36
Darlington	130.68	131.15	5.08	2.64
North East	69.99	85.40	7.47	1.41
England & Wales	100	100		2.64

\*This indicator takes into consideration: cultural amenities (as below); national heritage sites; retail floor space; employment in amenities-provision (as a proxy).

\*\*This indicator takes into consideration: sports arenas; cinemas; zoos; theme parks; major event venues; Visit England attractions; Michelin starred restaurants; performing arts venues; cathedrals.

On these scales, the NE region scores quite low, with a score of just below 70 for general amenities, and slightly better at 85 for cultural amenities. Darlington does much better, with above average scores for both measures, suggesting it is well resourced in terms of cultural and general amenities. In contrast, County Durham has an extremely low amenities score at 44.68, (although this is significantly higher than Northumberland's score at 27.12). This reflects the nature of the county and the indicators chosen to make up the score, as they are more likely to be found in larger conurbations rather than in villages, meaning predominantly rural areas are always going to achieve a lower score.

It also indicates that people must travel further to access the kind of facilities which people in more built up areas take for granted. Where public transport is limited (and expensive for those on low fixed incomes) this creates a barrier to access (see section 3 – environment).

There may, therefore, be a need for action to either provide transport for people in more rural areas to enable them to access services elsewhere, or to provide mobile services into more rural communities. A scheme is currently being developed in Teesdale to provide a regular theatre group, where transport is provided to take local people to the theatre in the Tees Valley, Sunderland or Newcastle, thereby reducing isolation and encouraging new friendships.

### 1.6 Participation in cultural activities

The Department for Culture, Media and Sport carries out an annual survey of participation in cultural activities, and reports on these at a regional level. Table 10 below shows how the NE region has fared in 2010-11 and in the latest survey in 2015-16. Scores are given for participation in arts, heritage, museum/gallery and library activity, as well as for giving to the cultural sector, and include both the NE % participating, the national average, and the NE region's ranking out of the nine regions.

**Table 10 - Participation in cultural activity, 2010-11 and 2015-16<sup>vii</sup>**

Area of participation	North East		England	North East		England
	2010-11	Rank/9	2010-11	2015-16	Rank/9	2015-16
Engaged with the arts in the past year	70%	9	76%	72%	7	76%
Visited a heritage site in past year	71%	5	71%	72%	7	73%
Visited a museum or gallery in past year	47%	4	46%	51%	6	53%
Visited a library in past year	39%	5	40%	33%	6	33%
Made a charitable donation to a cultural cause in past year	35%	3	33%	24%	9	30%

Engagement with the arts, heritage sites and museums / galleries has risen in % terms both England-wide and in the NE region, and the NE's ranking has risen from 9<sup>th</sup> to 7<sup>th</sup> for arts, though fallen behind some other regions for heritage and museums / galleries.

In common with other areas, library attendance has dropped as library services have been reduced in the face of ongoing austerity. Only 1/3 of the population is now accessing a library at least once a year.

However, the biggest change is in charitable giving to a cultural cause. In 2010-11, 35% of the NE population had made a donation, making the NE region the third highest in terms of numbers of people donating. This has slumped in the past five years to 24%, the lowest rate in the country.

There is clearly work to do in terms of encouraging more people across the NE region to participate in cultural activities. Low levels of participation will, to some extent, reflect the relative deprivation of the region, as DCMS analysis indicates that those living in the most deprived areas will be least likely to participate in all aspects of cultural activity. With fewer people in the region now able to make financial donations to cultural activity, it is likely that this situation will worsen, as providers will be less able to provide as wide a range of opportunities, and those who do will need to charge more for participation to make ends meet.

One of the issues facing arts organisations is the lack of access to finance, advice and guidance to help them develop as an organisation. Arts organisations cannot access Awards for All funding for arts activity, which limits the range of options for start-up and project finance. There are also few networking and information-sharing opportunities for small arts groups. It is therefore important that they are able to tap into the resources available to support small businesses / enterprise development, as well as VCS infrastructure where it exists (see section 9 – strong communities).

There is, therefore, a clear need for additional resources in order to sustain and grow the range of arts and cultural activities available and ensure they remain accessible for all.

### **1.7 Arts and social change**

The arts have a long history of using creative forms to comment on or reflect the state of society, draw attention to an issue, or to encourage social change. There are many examples from professionals including works of literature (1984, The Ragged Trousered Philanthropists), films (I, Daniel Blake) and visual arts (Banksy).

In Durham and Darlington, there is a long history of arts, culture and music being associated with work-life, for instance creation of colliery banners and brass bands, the Miner's Gala, and local carnivals, fairs and agricultural shows.

Nowadays, UCRE8 uses a creative approach to working with all kinds of organisations through music, visual arts and creative writing, The Forge aims to create artistic and cultural experiences to inspire young people to become creative, confident individuals, and IncludFest is designed to bring together all sections of the community through music, dance, theatre and fun. The Bowes Museum and MIMA have also been developing a new project bringing together children from hill farming communities with those from traveller and refugee communities, to explore issues and reduce barriers to accessing arts and culture.

One area of growth for the arts in recent years has been in arts and health. There is an increasing evidence-base which demonstrates the wide range of health benefits that can result from engagement in creative activity<sup>viii</sup>. Examples from County Durham include the 'Colour Your Life' programme delivered by a consortium of third sector providers which is available through social prescription and provides creative, learning and volunteering activities to promote mental health and emotional resilience.



Given the levels of deprivation and health issues in County Durham and Darlington, philanthropic support for any creative and cultural activities which also seek to create social change or improve health would be particularly helpful.

### Potential roles for philanthropy

People in County Durham and Darlington have fewer opportunities to engage in arts and cultural activities than those in other parts of the country and take-up of opportunities is low. Philanthropic support would be helpful for:

- activity to encourage more people to set up creative businesses, especially in County Durham.
- the development of arts organisations and providing the kind of support that will enable them to successfully bid for recognition and funding from the Arts Council and similar national funders.
- improvements to access to arts and cultural activities for those in isolated areas. This could include encouraging touring and outreach activity or transport to enable people to access to activities in other areas.
- activity to encourage more people from more deprived communities to access arts and cultural activities.
- development support and funding for smaller arts organisations to enable them to sustain and grow activity.
- cultural or creative activity that engenders social change, encourages improved physical or mental health and/or emotional resilience.

## References

<sup>i</sup> **Durham County Council (2016)** *Culture drives economic growth in County Durham*, downloaded from: <http://www.durham.gov.uk/article/8318/Culture-drives-economic-growth-in-County-Durham> 1/6/17 10:02

<sup>ii</sup> **Creative Darlington (2017)** – see website: <http://createdarlington.org.uk>, Accessed 31/5/17 13:45

<sup>iii</sup> **Office for National Statistics (2017)** *The Business Register and Employment Survey*, analysed using Grant Thornton Analytics and downloaded from: [http://gt-placeanalytics.org/placeanalytics/\(S\(jekylm55sns5bs45jk4jsa45\)\)/paweb/ShowIndicatorDetails.aspx?spatialId=18&indicatorId=810](http://gt-placeanalytics.org/placeanalytics/(S(jekylm55sns5bs45jk4jsa45))/paweb/ShowIndicatorDetails.aspx?spatialId=18&indicatorId=810) 2/6/17 15:46

<sup>iv</sup> **Office for National Statistics (2017)** *The Business Register and Employment Survey*, analysed using Grant Thornton Analytics and downloaded from: [http://gt-placeanalytics.org/placeanalytics/\(S\(jekylm55sns5bs45jk4jsa45\)\)/paweb/ShowIndicatorDetails.aspx?spatialId=18&indicatorId=810](http://gt-placeanalytics.org/placeanalytics/(S(jekylm55sns5bs45jk4jsa45))/paweb/ShowIndicatorDetails.aspx?spatialId=18&indicatorId=810) 2/6/17 15:46

<sup>v</sup> **Arts Council England (2017)** *National Portfolio 2018-22*, downloaded from: [http://www.artscouncil.org.uk/NPO\\_3/7/16](http://www.artscouncil.org.uk/NPO_3/7/16) 11:21

<sup>vi</sup> **Grant Thornton Analytics (2017)** *Amenities scores*, downloaded from: [http://gt-placeanalytics.org/placeanalytics/\(S\(2jqxotrjyuekaeu3qxwpnd55\)\)/paweb/ShowAllIndicators.aspx?spatialLevel=18&indicators=195](http://gt-placeanalytics.org/placeanalytics/(S(2jqxotrjyuekaeu3qxwpnd55))/paweb/ShowAllIndicators.aspx?spatialLevel=18&indicators=195) 23/06/2017 15:12



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vii **Office of National Statistics (2017)** *Taking Part 2016-17 quarter 2 data tables*, downloaded from:  
<https://www.gov.uk/government/statistics/taking-part-201516-quarter-4-statistical-release-10/6/17>  
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viii <http://www.artshealthandwellbeing.org.uk>