



**Community  
Foundation**  
Tyne & Wear and Northumberland

# Tees Valley's Vital Issues 2017

Arts, Culture and Heritage

## 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 the Tees Valley, as well as their significance in terms of providing employment and business start-up opportunities, and attracting visitors to the area. Arts and culture have also been identified as strategically important to the growth and success of the Tees Valley, so it is important that communities and local organisations are able to make their voices heard in shaping the plans for the future.

### 1.2 A strategic priority

Increasing visitors and tourism through developing the sub-region's cultural base is one of the six priorities in the Tees Valley Combined Authority's (TVCA) Strategic Economic Plan, the aim being to *'change external perceptions of Tees Valley through the arts, cultural and leisure offer to create places that attract and retain businesses and business leaders and make the area more attractive to investors, workers and visitors'*.

The TVCA is working closely with Arts Council England, the Department of Culture, Media and Sport (DCMS) and local and regional cultural providers to increase the investment in arts and culture in the area, and to ensure that the benefits are felt in terms of employment, education, inclusion, health and well-being. The TVCA is also leading on a bid to become UK City of Culture 2025, with a view to using this to address the negative preconceptions some people have of the Tees Valley as an area to live, work and invest in.

TVCA has identified four key actions which are:

- Deliver joint programming of events and festivals across the Tees Valley
- Undertake a Cultural Conversation with communities and businesses
- Prepare for the City of Culture 2025 bid, and
- Support creative, cultural and digital businesses.

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 bodies and draw in external investment. Its remit is to provide a broad-based arts offer, particularly focusing on 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' has come 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 in terms of policy development, and also in providing volunteers, events and activities complementing Creative Darlington's offer.

Many of the larger arts venues also undertake significant amounts of outreach work, bringing the arts and culture into diverse communities. For instance, MIMA uses 'Arts Utile' (useful arts) as its driving theme, meaning that arts should be useful and engage with the public, and is currently doing work focusing around, and working with, the refugee community in Middlesbrough.

Given the high priority being given to arts, culture and heritage in the area, it would make sense for any additional funding and activity to be allied to the strategic priorities set, to maximise the possibility of match funding and ensure maximum impact and publicity.

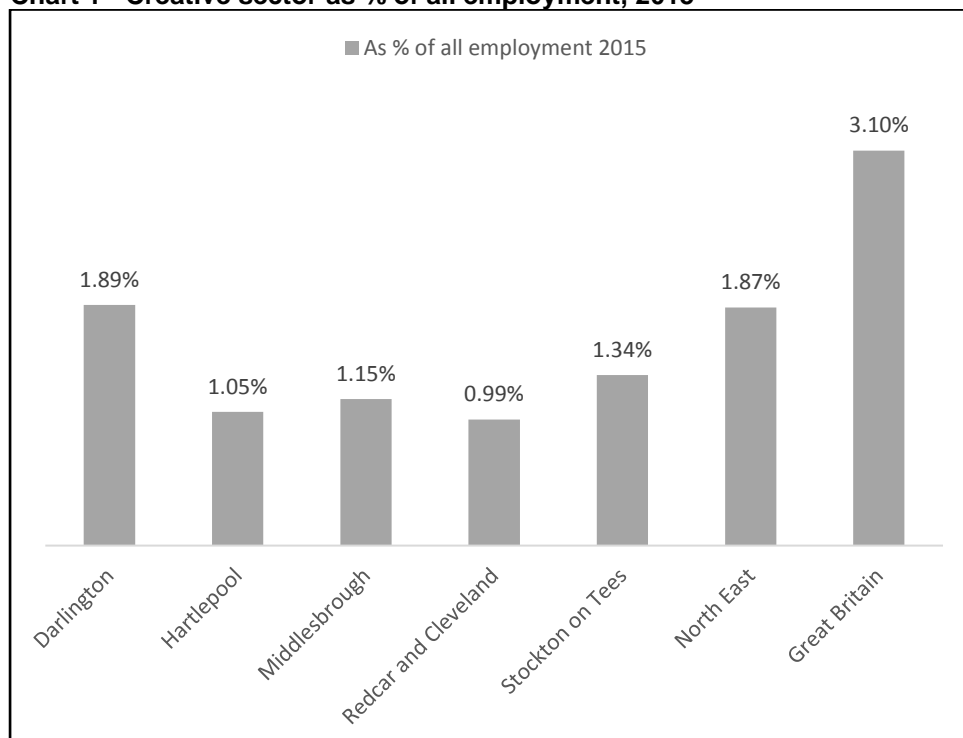
### 1.3 Creative sector employment

One of the key indicators of the strength of the arts and cultural sector is the number of people employed.

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.

As Chart 1, below, shows, the creative sector in the Tees Valley accounts for around 1-1.5% of employment. This is lower than the North East average (1.87%) and the England-wide level (3.1%). (However, it is worth noting that the England-wide figure is skewed by particularly high levels of creative employment in London – the average excluding London is closer to 2.2%.)

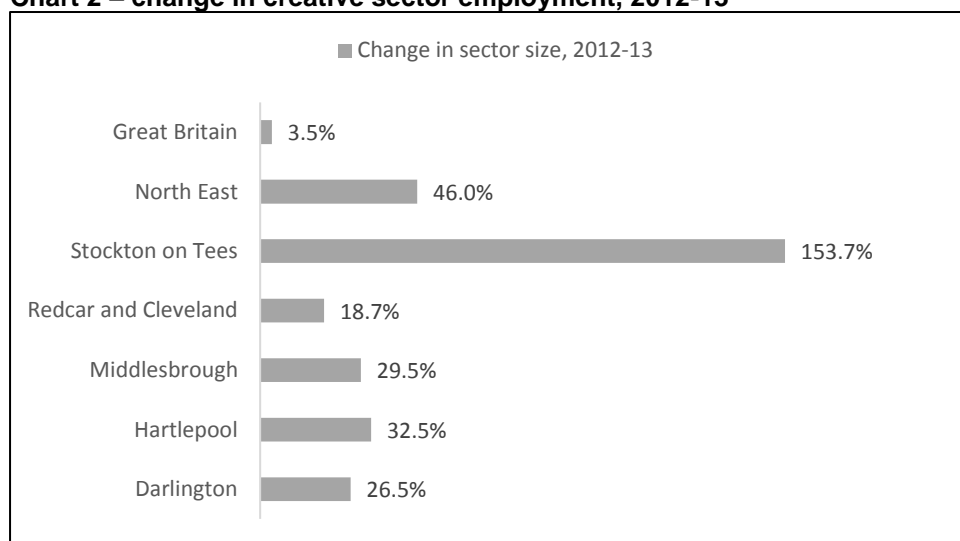
**Chart 1 - Creative sector as % of all employment, 2015<sup>iii</sup>**



Darlington has by far the highest level of creative employment in the Tees Valley, and exceeds the NE average rate.

However, a fuller picture is given by looking at the rate of change in employment in the creative sector. As Chart 2 shows, although growth across the whole country was 3.5% during the period 2012-13, every part of the Tees Valley saw far higher growth rates, with the lowest being 18.7% in Redcar & Cleveland, while Stockton-on-Tees saw phenomenal growth of 153.7%. There has been particularly impressive growth in digital services, including animation and games<sup>iv</sup>. If the creative sector continues to grow at these rates across the sub-region, the area will quickly outstrip other parts of the country in terms of creative employment.

**Chart 2 – change in creative sector employment, 2012-13**



#### 1.4 Cultural venues and investment

The Tees Valley has a number of significant cultural assets including the Hartlepool Historic Quay and the National Museum for the Royal Navy, MIMA at Middlesbrough, the Redcar and Cleveland Beacon and the Saltburn Funicular Railway, as well as successful festivals and events including Stockton International Riverside Festival, the Festival of Thrift, and nationally recognised theatres with the Arc at Stockton and the national centre of excellence for children's theatre at Theatre Hullabaloo in Darlington. However, the area has attracted a smaller proportion of regular funding from the Arts Council than other parts of the North East, for example receiving only 7% of the NE allocation in the 2014-18 round of National Portfolio Organisation (NPO) awards<sup>v</sup>.

In the recently-announced 2018-22 NPO awards, the Arts Council England awarded funding to 48 organisations in the NE region, of which only six are in the Tees Valley, and their funding amounts to just 9.2% of the NE regional total. The funded organisations are given in Table 10 below.

No NPO awards have been made to organisations operating in Hartlepool or Redcar & Cleveland, and only one has been made in Darlington. The two largest awards were made to Teesside University and Stockton Borough Council Tees Valley Museum Group, suggesting there is a need for development of more third sector arts

and cultural organisations in the Tees Valley to ensure that high quality arts and cultural opportunities are available to people throughout the sub-region, and that the Tees Valley can access a fair share of the funding made available to the NE region as a whole.

**Table 10 –Arts Council National Portfolio Organisations awards, 2018-22<sup>vi</sup>**

Area	Awards	Organisation	Annual £	Total £	% NE total
Darlington	1	Theatre Hullabaloo	£250,318	£1,001,272	1.2%
Hartlepool	0		£0	£0	0.0%
Middlesbrough	2	Middlesbrough Town Hall Teesside University	£249,000 £510,757	£996,000 £2,043,028	3.5%
Redcar & Cleveland	0		£0	£0	0.0%
Stockton-on-Tees	3	Stockton Arts Centre Ltd Stockton Borough Council Tees Valley Museum Group Stockton International Riverside Festival	£306,091  £375,000  £301,356	£1,224,364  £1,500,000  £1,205,424	4.6%
<b>Tees Valley Total</b>	<b>6</b>	<b>TOTAL</b>	<b>£1,992,522</b>	<b>£7,970,088</b>	<b>9.3%</b>
North East	48	Various	£21,500,122	£86,000,488	

The TVCA concludes that the fact that the Tees Valley has historically had fewer cultural assets than the rest of the region has had a detrimental effect in terms of retaining musicians, artists and others, as there have been fewer opportunities for them in the sub-region, and the fact that people in the Tees Valley have been less exposed to opportunities to experience the arts and culture means they are less interested in it and so demand is lower, creating a vicious circle effect. They are aiming to try to break this circle through attracting large-scale investment in new assets for the area, including:

- Celebrating the 200<sup>th</sup> anniversary of the first steam passenger trains between Stockton and Darlington by creating a new heritage and environmental attraction
- Extending Hartlepool's maritime heritage attractions
- Developing Kirkleatham Hall and estate in Redcar & Cleveland, extending the existing museum and redeveloping the 17<sup>th</sup> century gardens and stable block
- Redeveloping the former home of Gertrude Bell
- Extending the Festival of Thrift and the Stockton International Riverside Festival, as well as encouraging the development of other music and food festivals.

In March 2017, the Tees Valley was one of 16 areas awarded Great Place funds (supported by the Heritage Lottery Fund and Arts Council England) to hold activities that will put arts, culture and heritage back into the heart of the community. The programme will see around £10m invested over a 5-6 year period to boost tourism, heritage attractions, festivals and events, and to support capacity building including training arts practitioners and providing apprenticeships for non-practitioners in the arts, such as arts management, programming, curating etc.

TVCA is particularly keen to engage young people in the arts, both to increase the general interest in and take-up of cultural activities, but also as a hook to engage them in wider education. Teesside University has a good reputation for its arts and creative courses but most students have traditionally left the area to find work once they graduate. As noted above, there is growth in creative employment in the area, but this will take time to expand. A fund has been established locally to identify and support young people in school who show talent in the arts, providing bursaries to enable 6-10 young people per year to develop their skills.

The Great Place fund will also focus on particular estates where the level of engagement in arts and culture is especially low, including North Ormesby and South Bank, funding work with young people to make films about themselves and their lives. Meanwhile other projects are also forging ahead, including £1m Heritage Lottery Fund money secured for the Skelton Heritage Project which is improving the High Street by reinstating and celebrating its Victorian aesthetic.

This suggests there may be a widening of opportunities for local groups and organisations to get involved in delivering activities, and to access match funds and expertise.

### 1.5 Cultural amenities

A composite score can be calculated to allow comparison of the level of cultural amenities available in localities across the UK. This includes sports arenas, zoos, cinemas and other venues. A wider amenities score is also available, which includes cultural amenities alongside national heritage sites and retail facilities.

**Table 11 - Cultural and other amenities scores<sup>vii</sup>**

Area Name	Amenities: score (2013)*	Amenities (cultural): score (2012)**	No of Heritage sites (2007)	Listed buildings per sq km (2007)
Darlington	130.68	131.15	5.08	2.64
Hartlepool	210.05	503.89	10.64	1.61
Middlesbrough	540.27	637.92	18.52	2.33
Redcar and Cleveland	98.45	175.75	8.16	2.51
Stockton on Tees	136.6	63.32	0	2.28
North East	69.99	85.4	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.

The scores for Tees Valley are given in Table 11 above, and suggest that the breadth of cultural opportunities available to local people varies considerably across the Tees Valley. In terms of cultural amenities, all parts of the Tees Valley except Stockton-on-Tees appear to be very well served, with Hartlepool and Middlesbrough

scoring very highly. The split is similar in the general amenities scores too, although here Redcar & Cleveland is slightly below the national average.

However, there are differences in local patterns, with rural areas having fewer amenities, including banks, GPs, post offices and shops, all of which impact on the quality of life for people in more remote areas.

Overall, this analysis suggests that parts of the Tees Valley are lagging behind in terms of the range of cultural opportunities available to local people, with Darlington, Redcar & Cleveland and Stockton-on-Tees, and in particular rural areas, scoring less well than other areas. Given that the Tees Valley is still securing less investment through the Arts Council than other parts of the NE region, there is significant scope for work to develop the cultural sector in the sub-region.

### 1.6 Participation in cultural activity

DCMS carries out an annual survey of participation in cultural activities, and reports on these at a regional level. Table 12 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.

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 donated, 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.

**Table 12 - Participation in cultural activity, 2010-11 and 2015-16<sup>viii</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%

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 of this survey's results indicates that those living in the most deprived areas are least likely to participate in all aspects of cultural activity.



However, 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.

In addition, one of the specific issues facing smaller 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 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 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).

There are also many community-based organisations and activities which use art as a means of drawing people together to encourage community cohesion, to allow people to express themselves, and to explore or address problems. In the Tees Valley, there is a rich tradition of arts and culture and this is being continued with organisations like Tees Valley Arts working with women from the Thorntree Estate to empower them to improve their lives and community, and working in local prisons to help inmates develop new skills and confidence, while IncludFest is designed to bring together all sections of the community through music, dance, theatre and fun.

One growth area 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>ix</sup>. Examples from the Tees Valley include the 'Staying Out' programme delivered by ARC which aims to tackle social isolation and reduce hospital admissions in those aged 65 years and over who are living with a long term health condition, by offering them a weekly opportunity to attend an activity that stimulates creative and social engagement in a supportive environment.

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

Although the Tees Valley has some very high quality arts provision, there are clearly gaps in terms of geographical spread and access to funds. Specific areas where philanthropic giving could be beneficial include support for:

- Encouraging more people to set up creative businesses, especially in Redcar & Cleveland and Hartlepool.
- On-going support for smaller businesses and cultural organisations to help them access funds and expertise to make them more sustainable.
- 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.
- Encouraging more people from more deprived communities to access arts and cultural activities, and making arts and culture more accessible to them.
- Cultural or creative activity that engenders social change, encourages improved physical or mental health and/or emotional resilience.

<sup>i</sup> **Tees Valley Combined Authority (2016)** *Strategic Economic Plan*, downloaded from: <https://teesvalley-ca.gov.uk/wp-content/uploads/2016/12/TVCA207-SEP-Document-Full-WEB.pdf>, 1/6/17 10:03

<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> **Stockton College (2017)** *Creative designs on digital future*, downloaded from: <https://www.stockton.ac.uk/2017/01/31/creative-designs-future-digital-careers/> 14/7/17 11:59

<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> **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>vii</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

<sup>viii</sup> **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 11:34

<sup>ix</sup> <http://www.artshealthandwellbeing.org.uk>