

# The Role of Arts and Heritage in Social and Economic Regeneration



# The Warwick Commission

*The key message from this report is that the government and the Cultural and Creative Industries need to take **a united and coherent approach that guarantees equal access to everyone to a rich cultural education and the opportunity to live a creative life.** There are barriers and inequalities in Britain today that prevent this from being a universal human right. **This is bad for business and bad for society.***

*The Warwick Commission, Enriching Britain: Culture and Growth 2015*

# The North East Cultural Partnership

## The Case for Culture

THE NORTH EAST OF ENGLAND'S  
CASE FOR CULTURE

SUMMARY



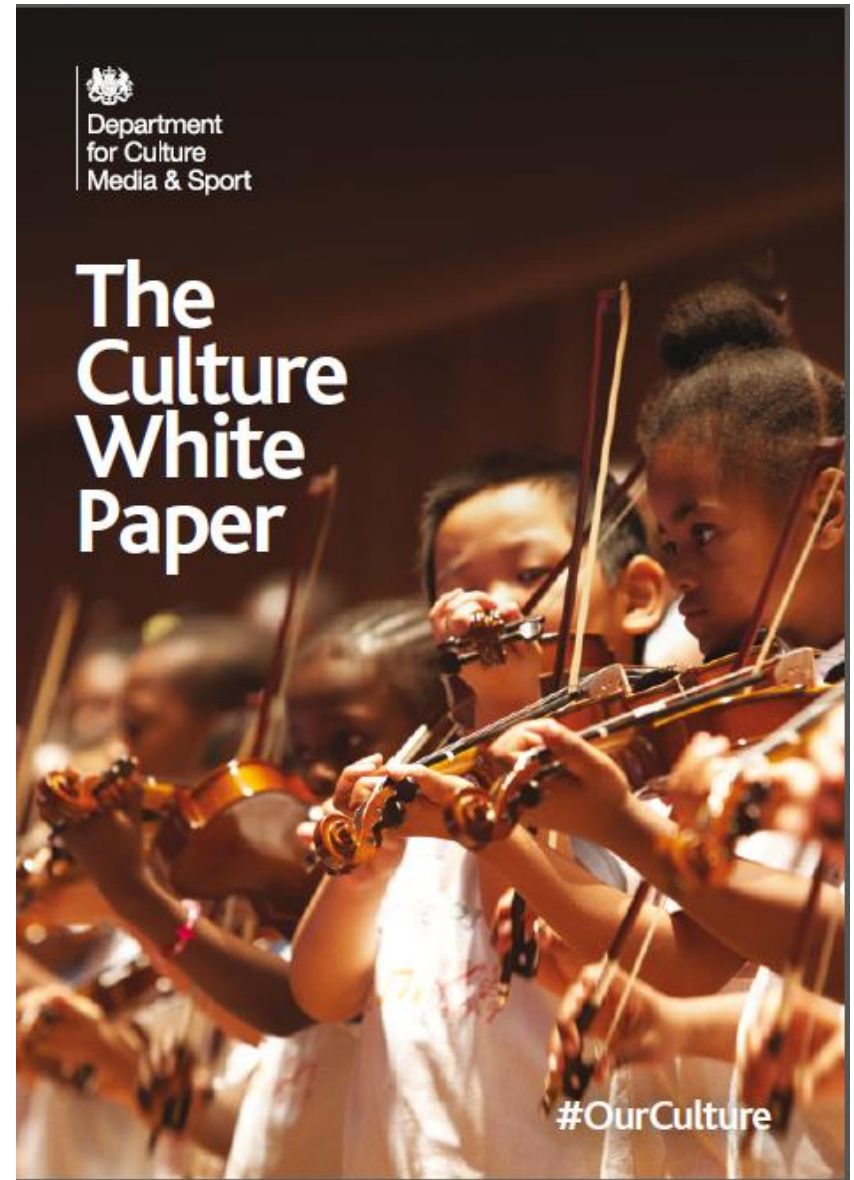
- The Case for Culture is a positive statement of ambition for the next 15 years, building on the strengths of our diverse communities and pointing to opportunities for further investment in arts and heritage right across the North East.

Culture White Paper

Creative Talent Plan 2017

The Durham Commission

Understanding the Value of Arts &  
Culture. The AHRC Cultural Value  
Project.



- Tees Valley Culture – Task and Finish Group report
- City of Culture bid 2025
- Culture a strategic priority in TVCA SEP

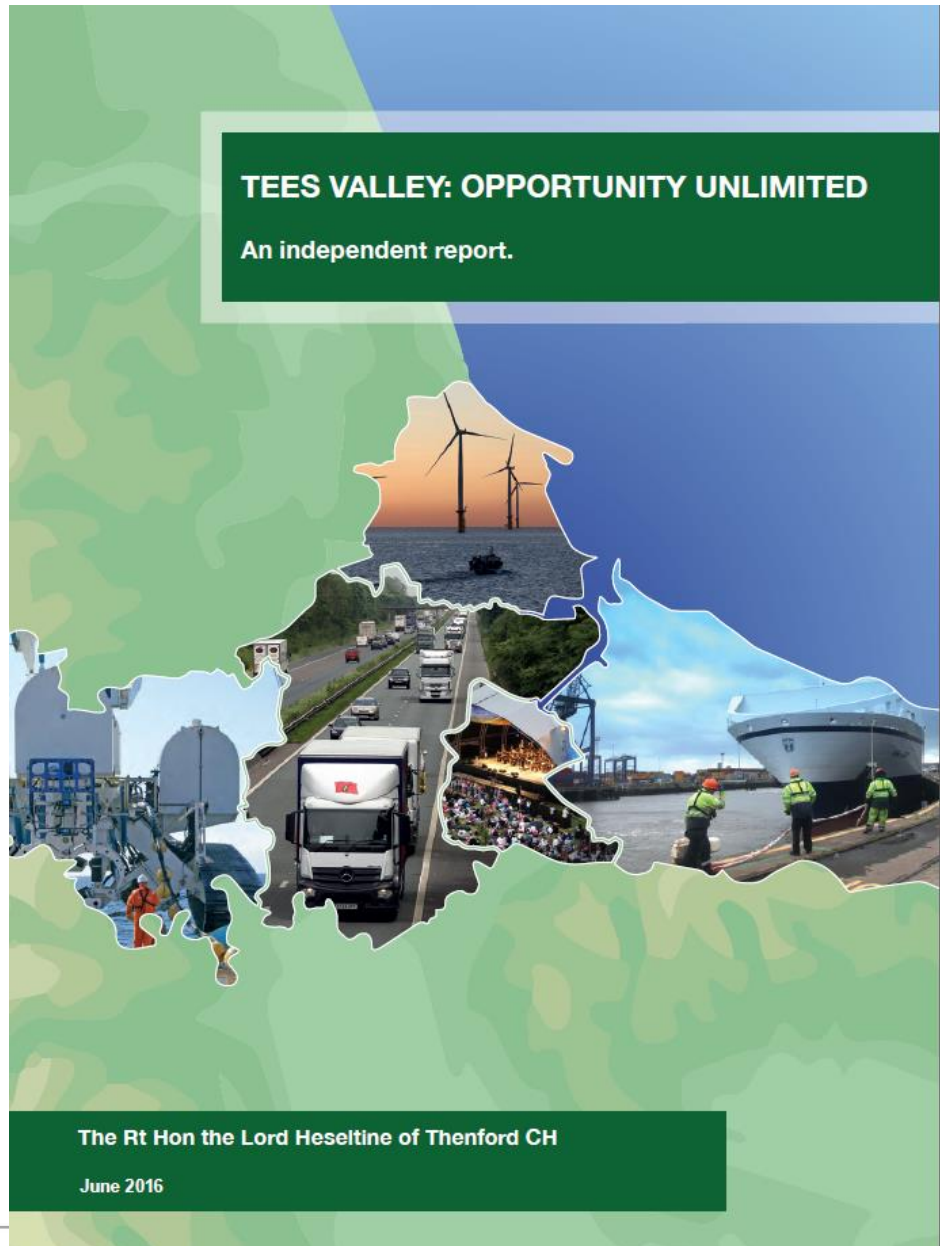
Universities work with employers to address skills gaps.

Look to models such as Ruhr Valley ( creative and cultural and heart of regeneration strategy)

Role of HDAs

TVCA to demonstrate leadership in culture and tourism

Build on devolution deal commitment – find a framework where ACE and TVCA can jointly invest in strengthening cultural infrastructure.



# Creative Industries

- Creative Industries Federation
- Creative Industries fastest growing sector
- Worth £87.4 billion to the economy
- Industrial Strategy – early sector deal

## NESTA 2016/17

Employment in Creative Industries grew by 19.5% (2011-5) compared to 6.3% in wider UK (Creative jobs TV - 2% of total)

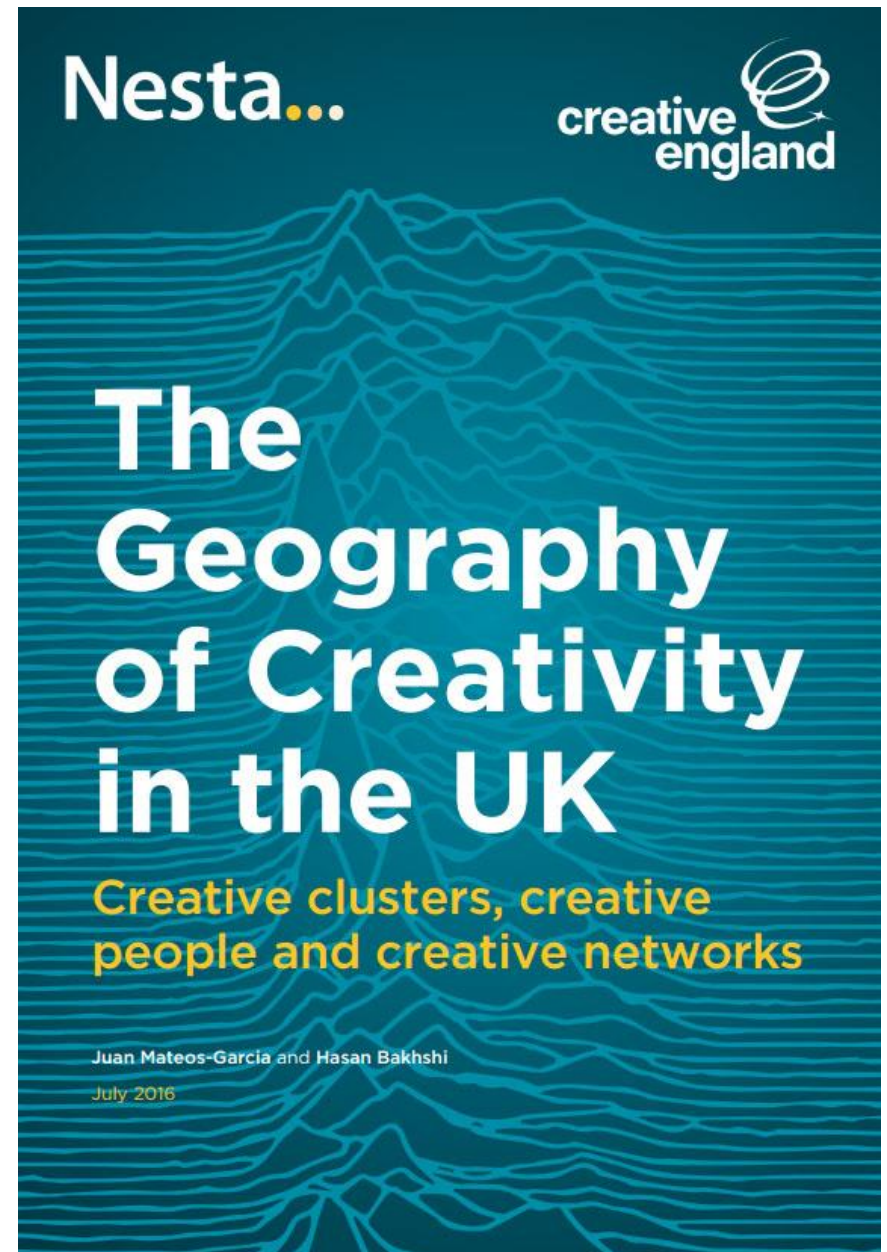
Average size of creative company in the North East 2-3 people

Middlesbrough and Stockton rated 5<sup>th</sup> highest potential sector growth in UK.

Growth Areas expected to be publishing, services, architecture

Jobs in software and design

Universities as hub for collaboration





**Initial Report**  
June 2017



Creative  
**FUSE**  
North East

# AHRC funded Creative Fuse North East Creativity Works

# A thriving cultural ecology.....





*Ensuring access to a creative education and cultural experience will enable our region to grow a population that is more economically and socially active*

*Case for Culture July 2015*

Great Art for Everyone:  
A commitment to excellence



- What we are proposing here is an approach to cultural policy that moves beyond the deficit model (taking great art to the people, ‘the democratisation of culture’) and instead seeks to achieve cultural democracy.





- Art with a civic agenda
- Art that addresses things that matter
- Art that makes a difference
- Creativity for everyone in ordinary life



New ways of thinking, new ways of working, new business models

Capacity and infrastructure  
Gathering the evidence  
User experience  
Future proofing the sector:  
Skills and expertise – CPD  
Social Enterprise  
Partnership working  
Digital technologies





Better together:  
Build networks and partnerships  
Align with regional and national  
initiatives

