



TEES VALLEY
COMBINED
AUTHORITY

TEES VALLEY CULTURE AND TOURISM

The Role of Arts and Culture in Economic Regeneration

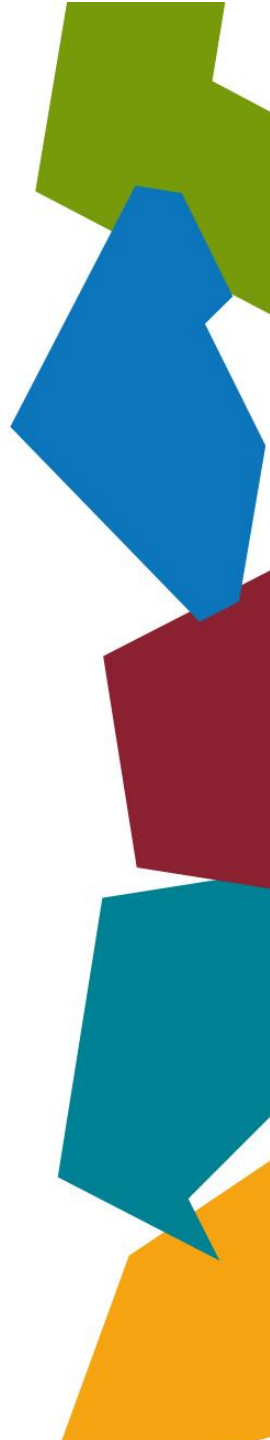
Linda Tuttiett
Head of Culture and Tourism

19th January 2018



INVESTMENT PLAN - FOCUS OF INITIAL CULTURAL INVESTMENT PROGRAMME:

- Investment which has the ability to leverage additional cultural investment
- Prepare the groundwork for the future cultural opportunities
- Create vibrancy, cultural infrastructure, capacity, workspace and Civic Pride
- Communicate powerfully about the great experiences Tees Valley can offer
- Deliver the SEP Objectives around Skills, Social Inclusion, Business Growth and Jobs



OUR FIVE AIMS

SHARED WITH NE CULTURE PARTNERSHIP

- 1) Participation and reach** – spreading the benefits of arts and heritage further to make sure everyone benefits.
- 2) Children and Young People** – ensuring we continue to innovate and broaden access to culture for children and young people, for all the benefits this brings to future generations.
- 3) Talent and progression** – ensuring we attract and retain the very best cultural and creative talent, and provide routes for career progression to grow a more skilled and diverse workforce.
- 4) Economic value** – harnessing our potential to support economic growth and job creation, and attract more visitors to our region.
- 5) Creating a vibrant and distinctive region with an excellent quality of life** – arts and heritage enhance quality of life through creating vibrant urban centres and rural areas. The right conditions for innovation and inward investment.

INITIAL INVESTMENT PROGRAMME

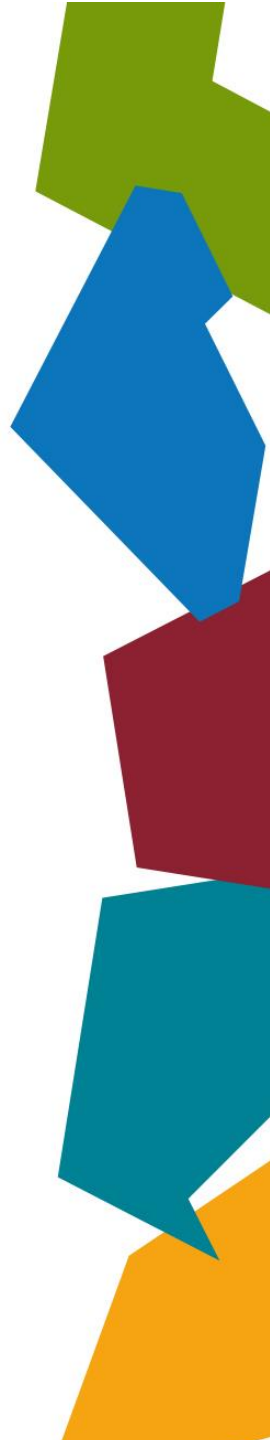
£1.8 MILLION

Festivals and Events:

- Invest in significant existing festivals giving national and international profile to Tees Valley: SIRF, Thrift, Illustration, T-Junction
- Build capacity for these festivals to reach out and include communities across Tees Valley
- Allows capacity to support new festival and event development: Waterfront, River Festival, Steel Heritage

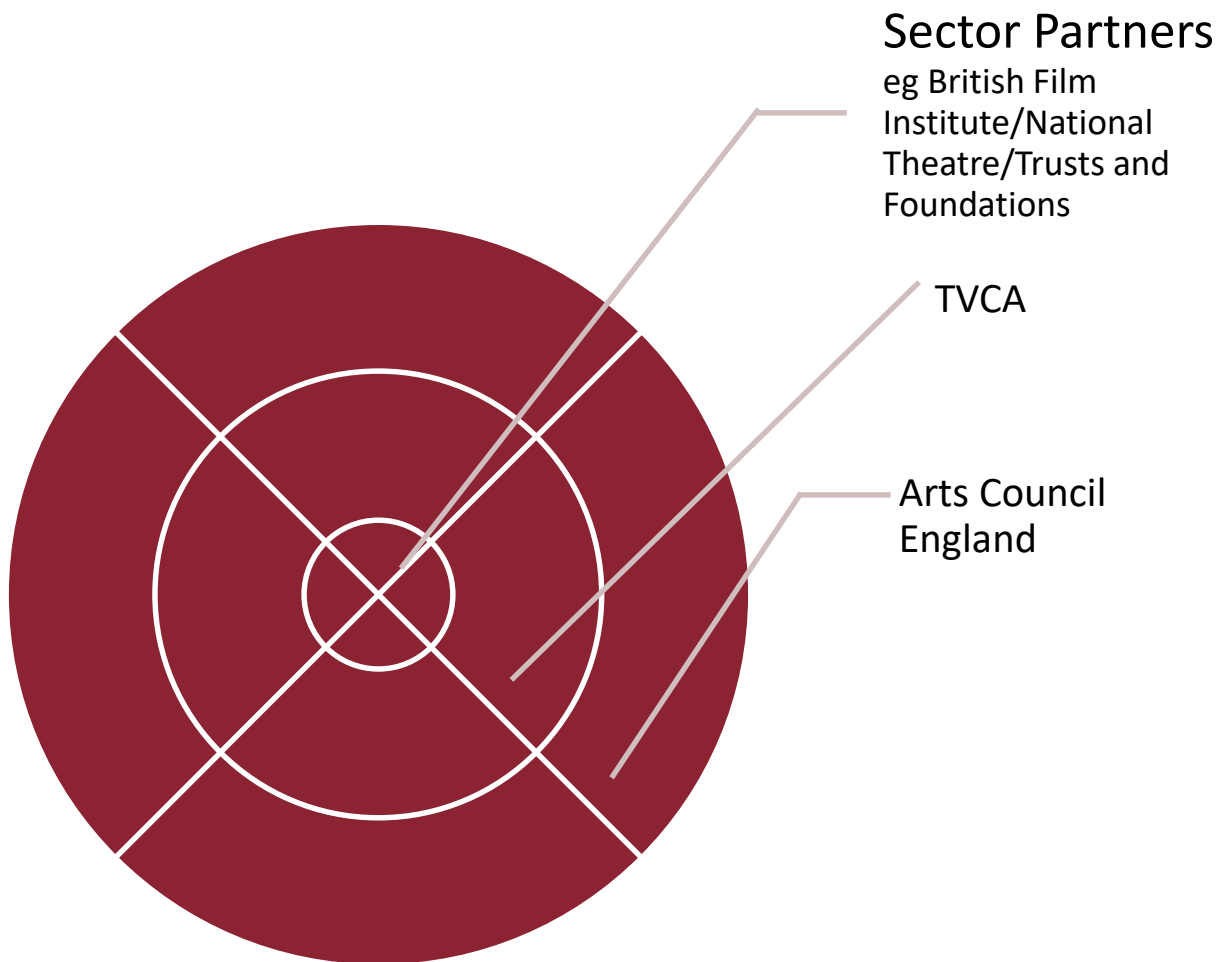
Cultural Capacity Building:

- Partnership developments across art form and cultural organisations
- Research into potential large event space and infrastructure needs
- Capacity building within the cultural sector – building skills, increasing the number of cultural practitioners, engaging creative businesses, reaching wider audiences



CAPACITY BUILDING

CREATING A STRONGER ECOSYSTEM FOR CULTURE DEVELOPMENT
THEATRE, DANCE, MUSIC, LITERATURE, OUTDOOR ARTS – FESTIVAL, HERITAGE, FILM, VISUAL ARTS





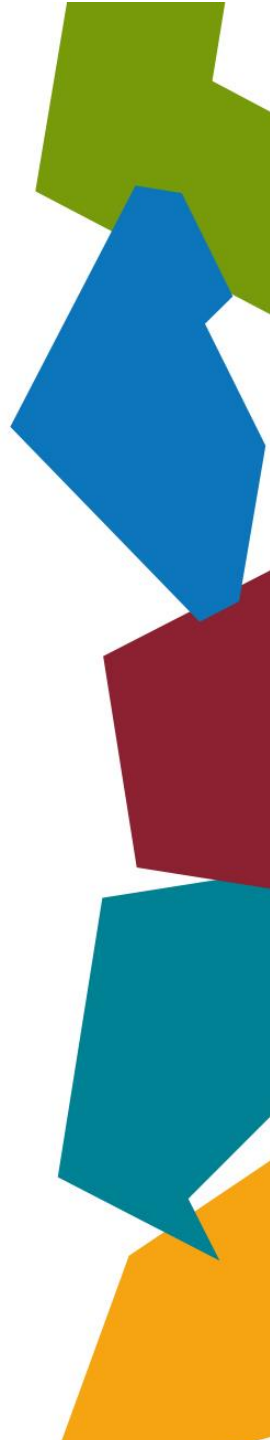
INITIAL INVESTMENT PROGRAMME

Destination Marketing function:

- Create a national and international profile. Change perceptions. Encourage longer length of stay. Build business confidence
- Small and efficient, embedded within the Combined Authority with access to many resources around economic conditions, inward investment, design, business support

Heritage and Attraction Investment:

- Invest in world class heritage and attractions capital projects of longer timescales in readiness to meet with our future ambitions
- Prepare feasibility, business planning, interpretation and architectural design options to underpin attracting wider capital investment



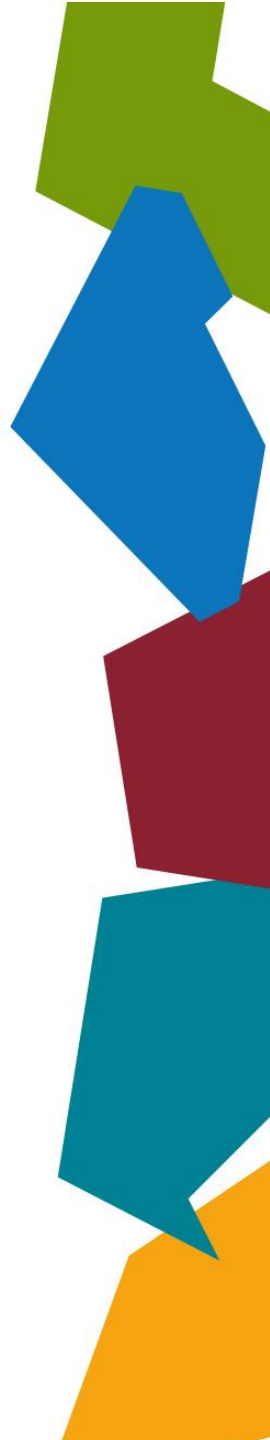
OUR HERITAGE

Heritage and Attraction Development:

- World class heritage and attractions capital projects – invest now in readiness for 2025
- Ensure powerful heritage with the potential to attract national and international visitors is a focus of investment and develop Tees Valley's strongest stories with the potential to reflect local identity and become significant attractions.

The initial major opportunities for investment with the potential to attract significant additional visitor numbers:

- The North Road Railway Heritage site connected with interpretation at related sites in Stockton, Darlington, Shildon and Middlesborough Station.
- Maritime Heritage on Hartlepool Waterfront.
- The 17th Century landscape and buildings at Kirkleatham - strengthening the cultural offer and tourism potential.





GREAT PLACE AWARD

- Tees Valley successful in winning one of 16 national awards made by HLF, ACE, Historic England.
- £1,350,000 awarded with essential match funding of £150,000 from Tees Valley authorities giving a total fund of £1.5 million over three years.
- 10 major projects to be undertaken including work with young people on identity, increasing carnival activity in each borough, creating arts 'settlements' where people can come and create new art with support from locally based arts practitioners, community heritage work on our railway and steel heritage, spaces for digital and creative businesses to thrive, work on our relationship with the River Tees, place based work with Church St in Hartlepool and CCAD students, creating more capacity through training 30 cultural practitioners through ARC.
- This funding allows us to begin community engagement which will underpin the development of the bid to be UK City of Culture.

GREAT EXHIBITION OF THE NORTH NEWCASTLE GATESHEAD SUMMER 2018

- Tees Valley in discussions with GEOTN on participating in one of the three 'walking route' elements of the Exhibition: arts, design or innovation. 1.75 million visitors expected plus large on-line 'attendance'.

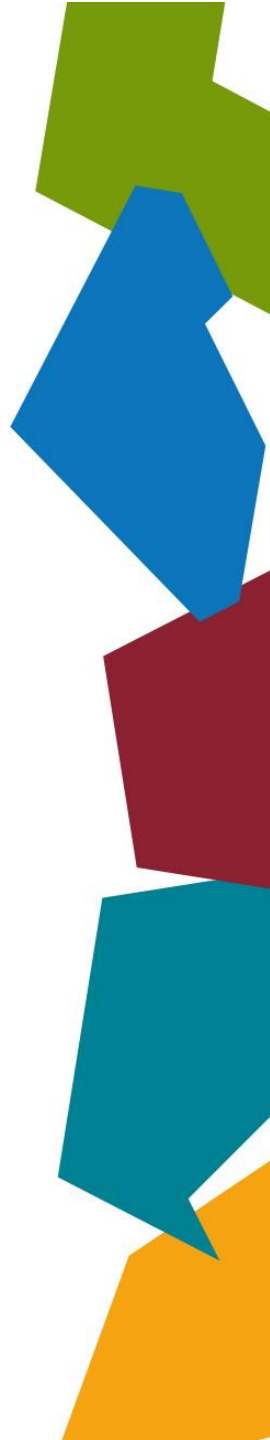
NORTHERN CULTURAL LEGACY FUND £15m

- Three or four awards of £3-4 million will be made by DCMS
- Tees Valley CA considered three major proposals for submission to this post GEOTN fund. Projects must be capital, offer a legacy to the region, cultural and have strong business engagement. Going forward is the Railway Heritage Project with its immediate needs at North Road.



WHAT IS STEAM?

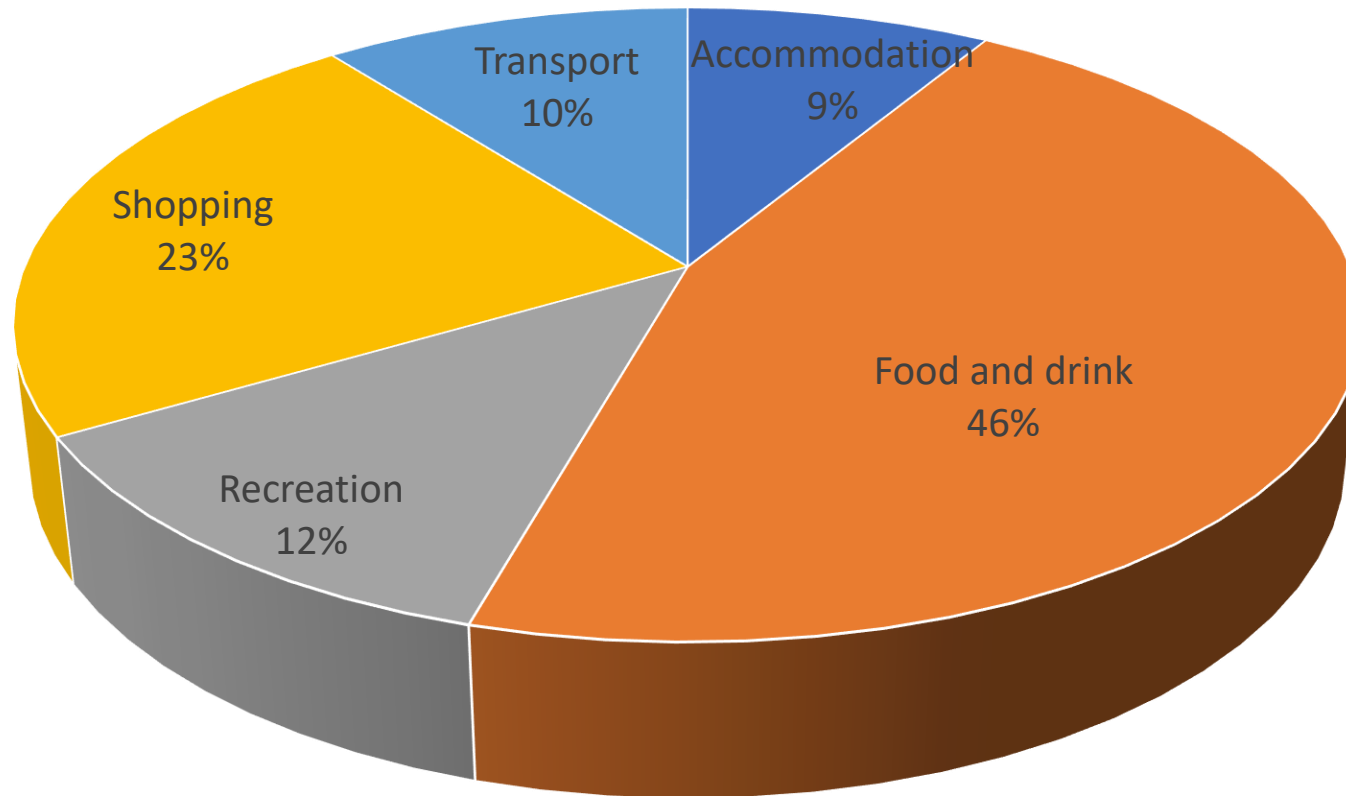
- STEAM is an economic impact model used to measure visitor numbers, expenditure and employment used by most destinations in Britain.
- STEAM is a bottom up model using local data sources where available.
- Inputs include:
 - Occupancy data
 - Attractions footfall
 - Event data
 - Local bedstock



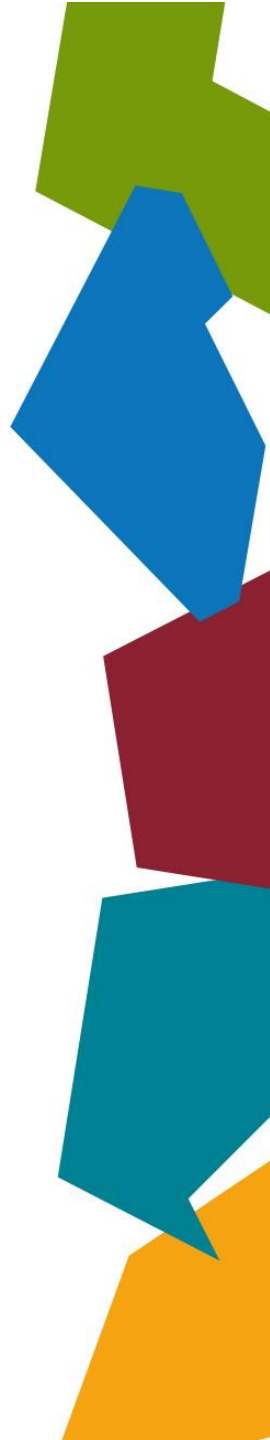
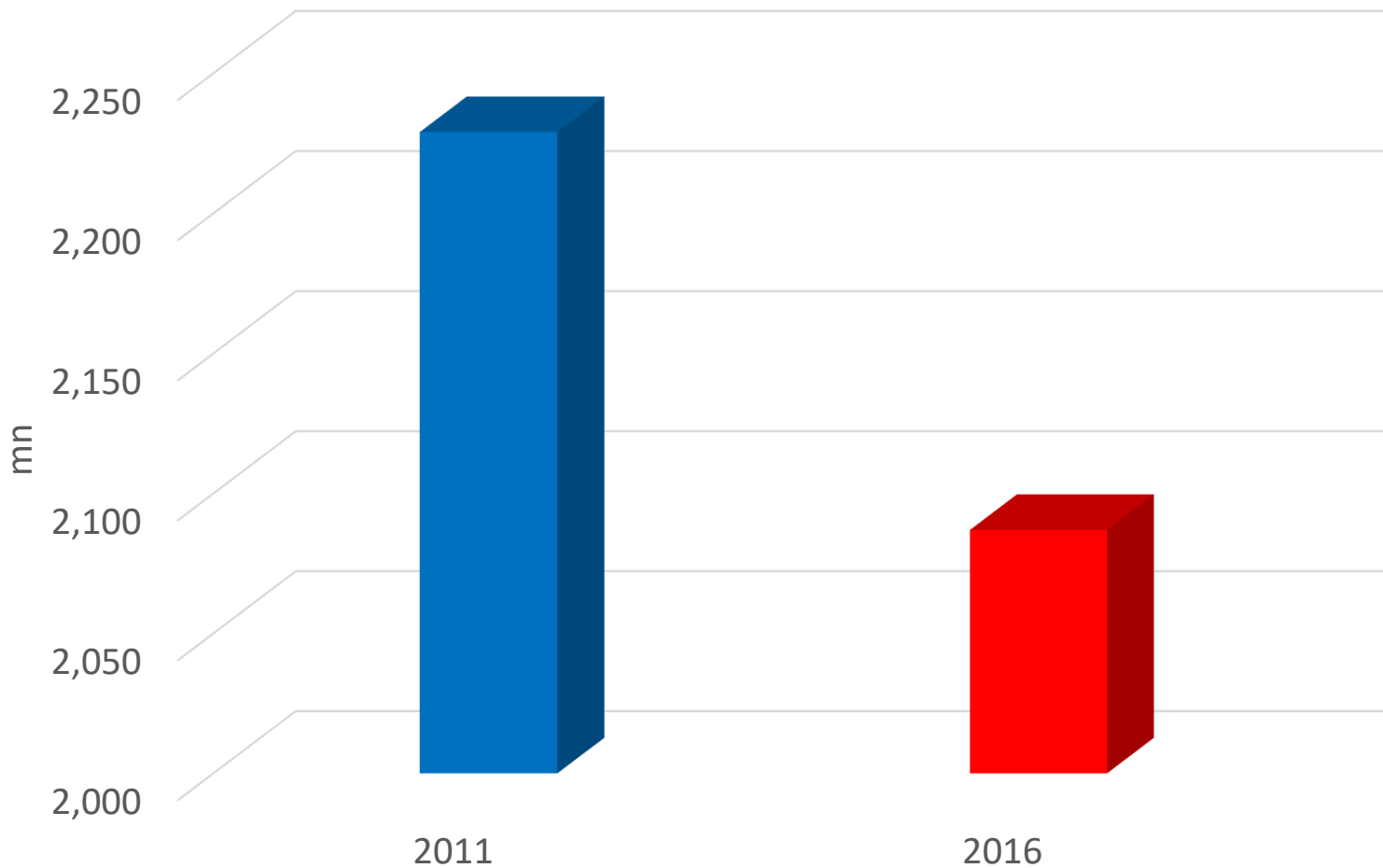
STEAM HEADLINES

- Tees Valley welcomed 18.67mn visitors in 2016 up by 2% on 2011
- This was led by growth in day visits with overnight visitor numbers down by 7%
- Visitor expenditure stood at £864mn up by 17%
- Tourism employs 11,431 people up by 8% on 2011.

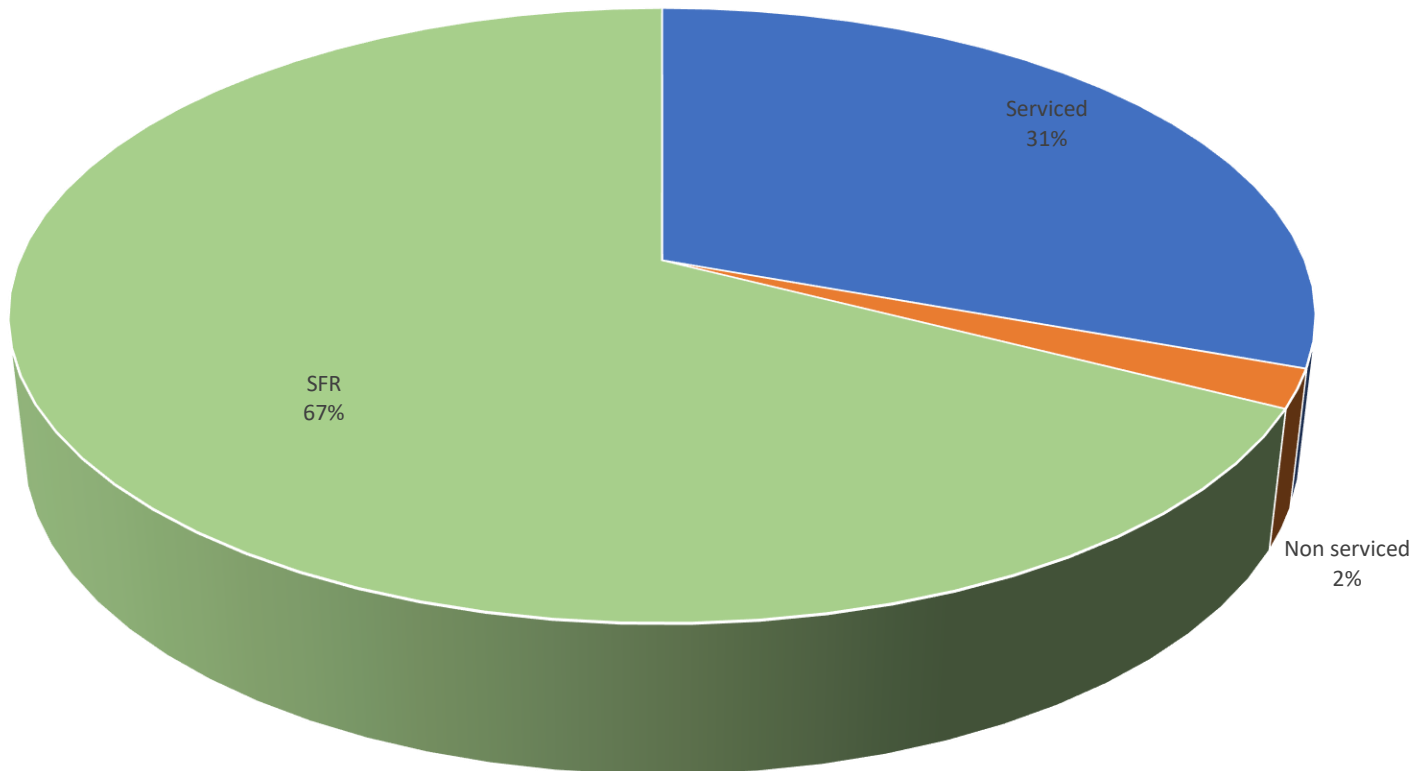
EXPENDITURE BREAKDOWN



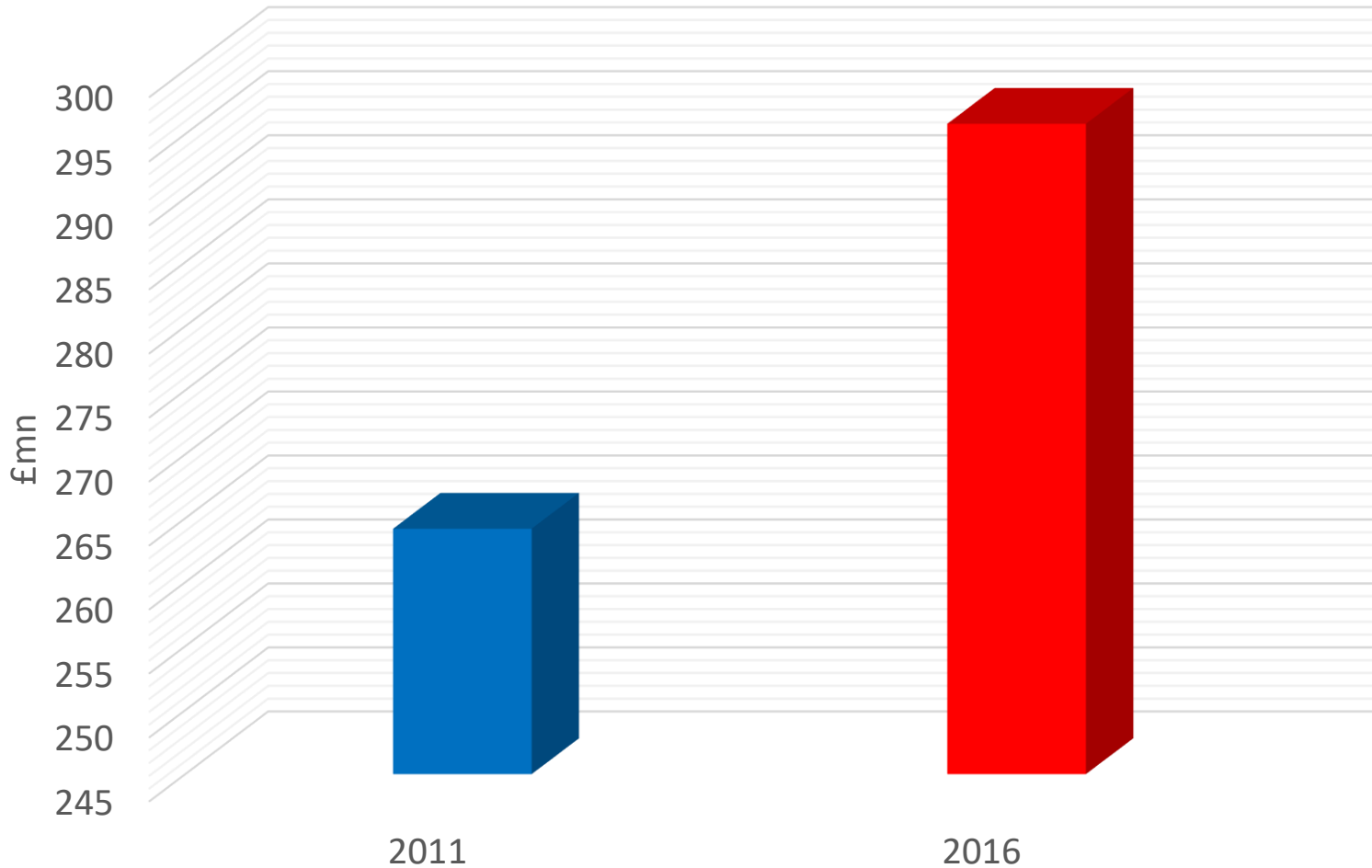
OVERNIGHT VISITOR COMPARISONS



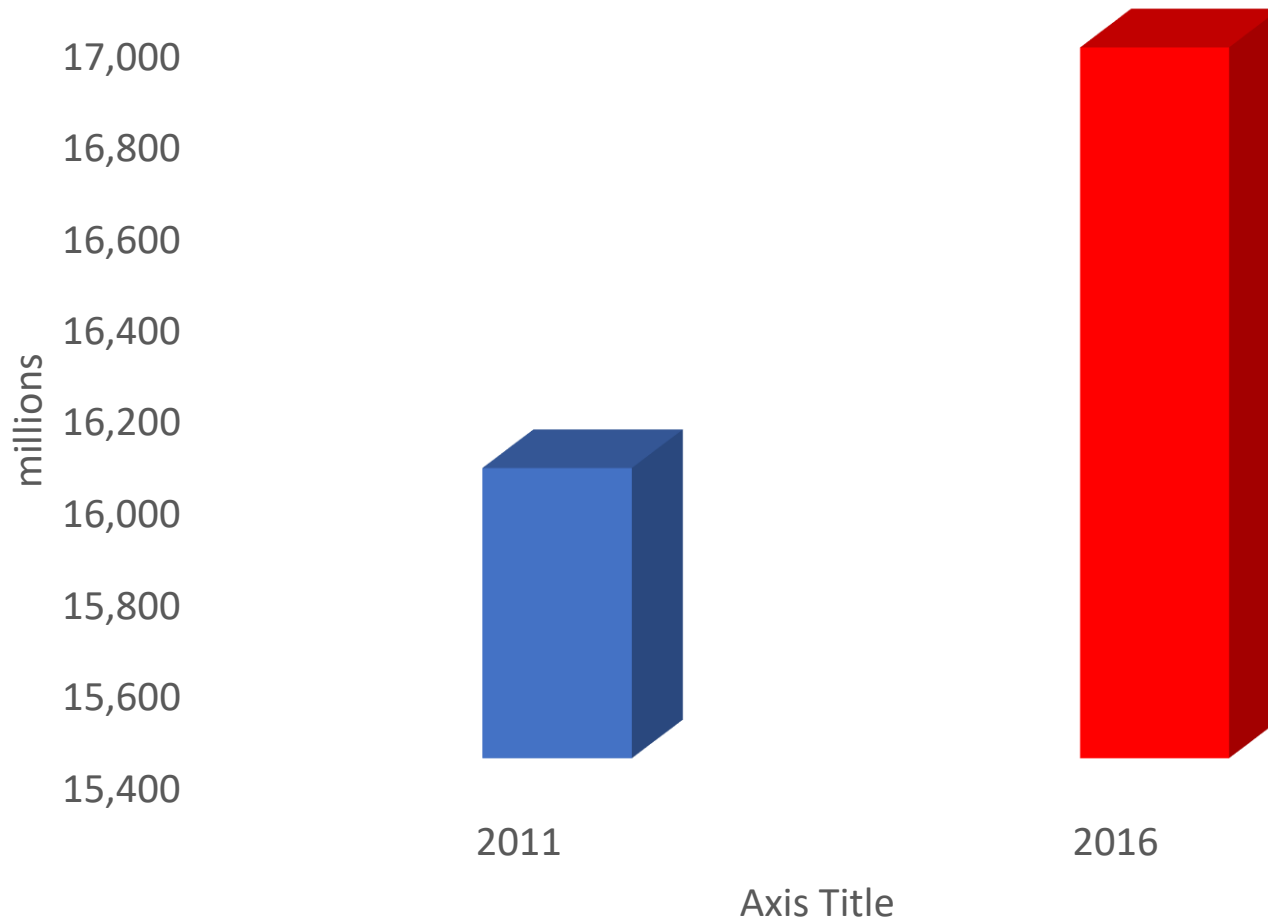
OVERNIGHT VISITOR BREAKDOWN



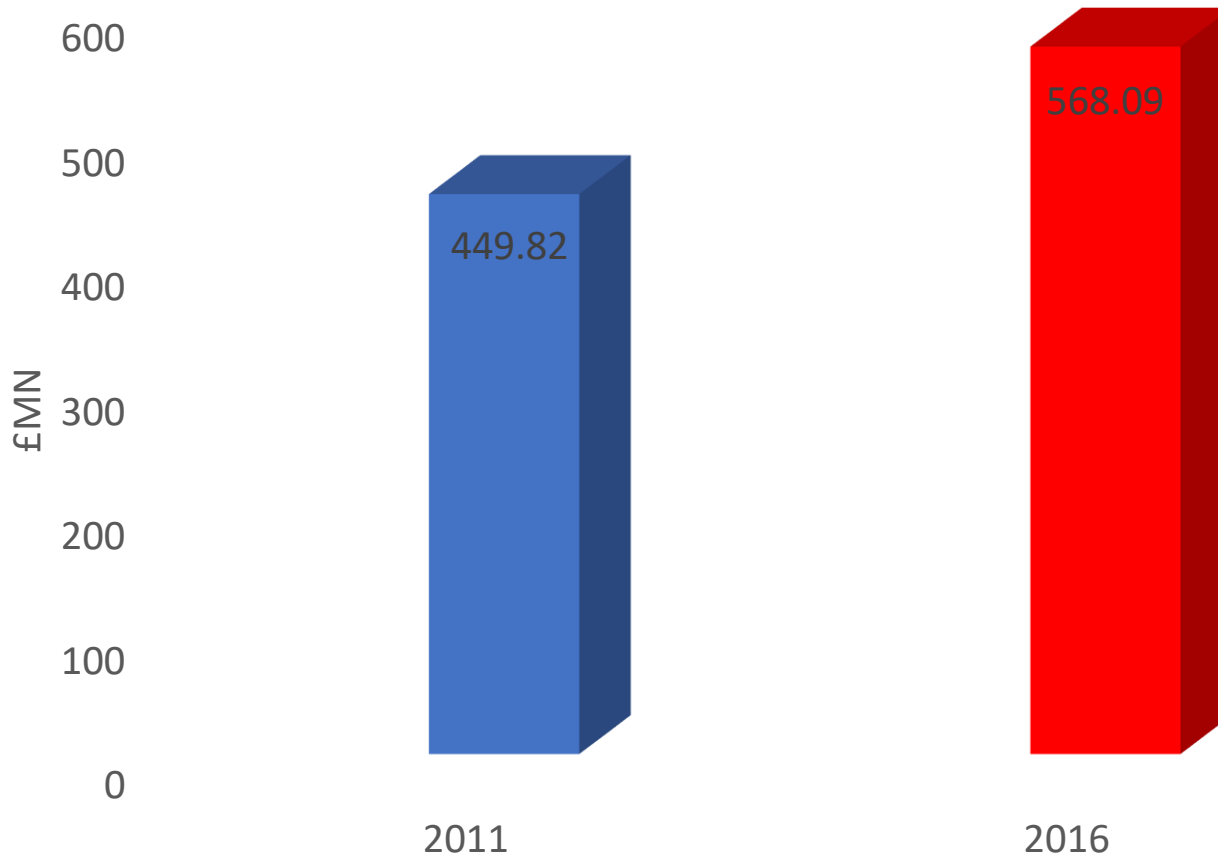
OVERNIGHT EXPENDITURE



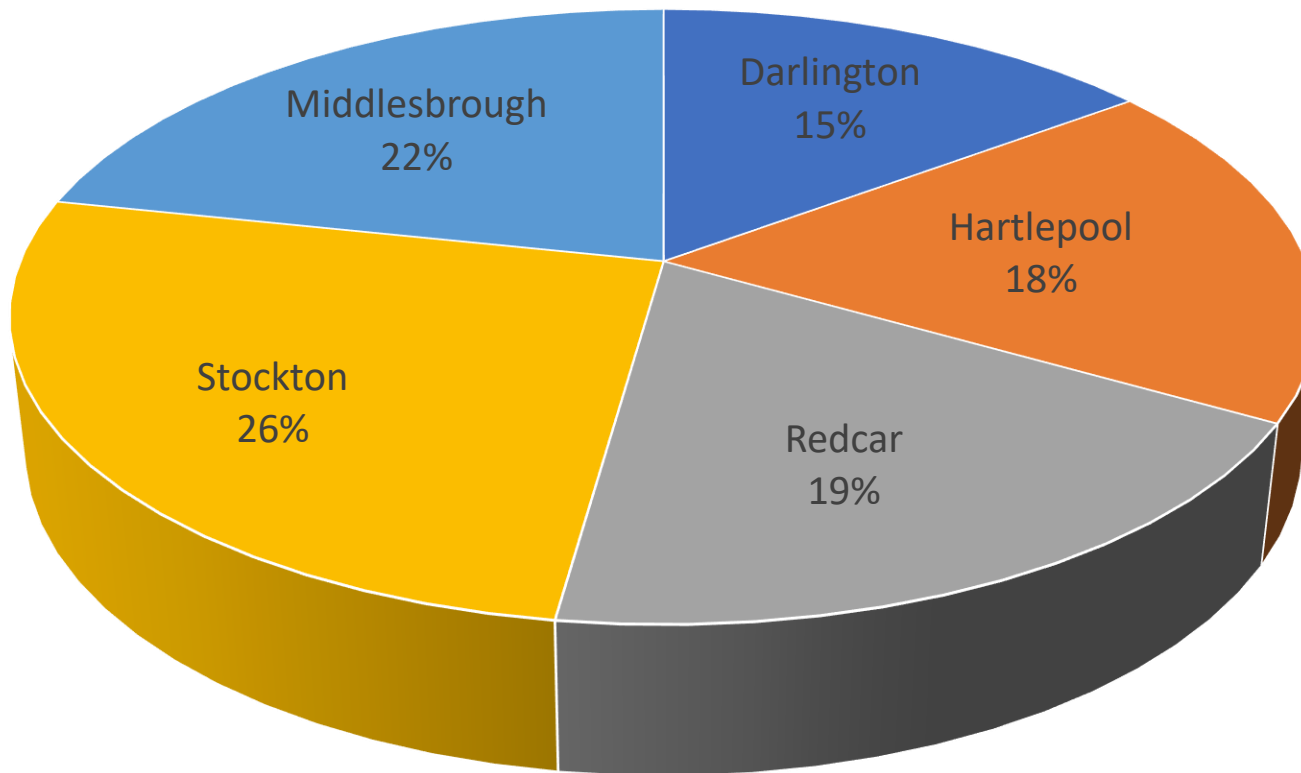
DAY VISITOR NUMBERS



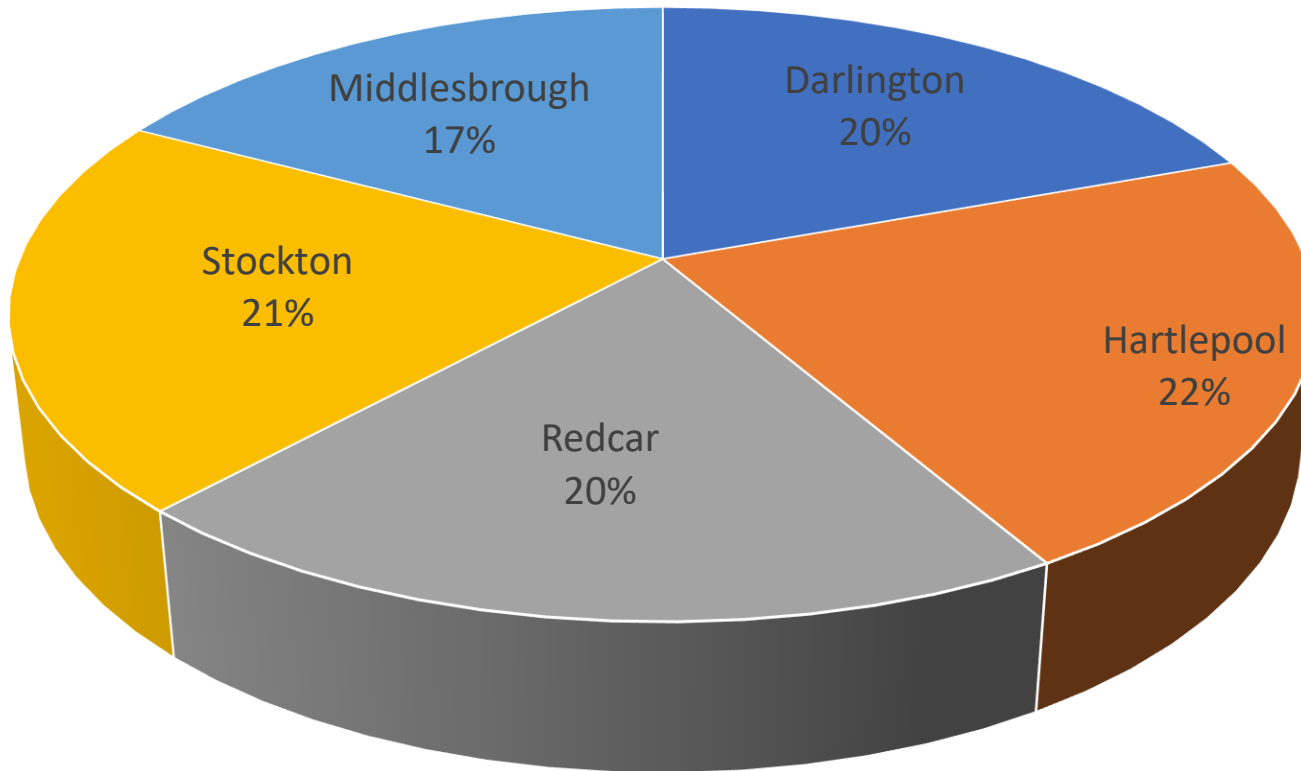
DAY VISITOR EXPENDITURE



VISITOR BREAKDOWN



EXPENDITURE BREAKDOWN



NORTH EAST TOURISM PICTURE

TEES VALLEY AND NEWCASTLE GATESHEAD

- In 2011, Tees Valley accounted for 22% of all visits to the North East (includes all Tyneside, Wearside, Northumberland, County Durham and Tees Valley), 17% of visitor expenditure and 16% of tourism employment in the North East.
- The last full report produced for Tees Valley was the 2011 report. These figures are given below, with comparable figures for 2011 for **Newcastle Gateshead** given in brackets. The report stated that:
 - 18.3 million visitors spending 20.1 million days
 - (*Newcastle Gateshead 17.6 m visitors; 20 million days*)
 - Visitor expenditure of £714m
 - (*Newcastle Gateshead £1.26 billion*)
 - Direct employment of 8,230 with total employment of 10,503 attributable to tourism
 - (*NewcastleGateshead 18,321 jobs*)
-

DESTINATION MARKETING TEES VALLEY

Coming soon: www.enjoyteesvalley.co.uk

The destination marketing function:

- Will help change perceptions and create a national and international profile
- Introduce Tees Valley to new audiences and encourage longer length of stay
- Will capitalise on our existing strengths and assets and project our offer more clearly around defined experiences to attract more visitors
- Benchmarking, Organisational resilience, Making it easy for the trade to sell our product, Joint Marketing, Making it easy for partners to work with us
- Encourage business confidence and investment in, and upgrading of, facilities
- Create a place where visitors have great experiences, people enjoy working, businesses are confident to invest and grow, and local people can enjoy their leisure time
- Will put Tees Valley and its distinct towns, culture and landscapes on a level playing field with other destinations – able to attract investment and participate at a national level with VisitBritain. The team will work with our neighbouring destinations in the North – Welcome to Yorkshire, Visit County Durham, NewcastleGateshead.

SUCCESSFUL DESTINATIONS



- Partnership working
- Shared vision and joint investment
- Understand the impact of culture and the arts
- Encourage artist engagement
- Welcome visitors – café culture, loos, events and evening entertainment
- Interpretation of heritage
- Interesting retail offer
- Local food, drink and crafts make a place distinctive



CURRENT TRENDS IN TOURISM

- Walking
- Cycling
- Outdoor Adventure
- Local Food and Drink
- Culture breaks
- Nature tourism
- Staycation
- Exploring personal interests
- Short breaks
- Heritage and roots

Motivations for travelling

- Having fun with friends
- Feeling healthy and close to nature
- Creating memories with family
- Spoiling ourselves
- Learning and inspiration



VISITBRITAIN'S FOCUS

Moving people's thinking from:

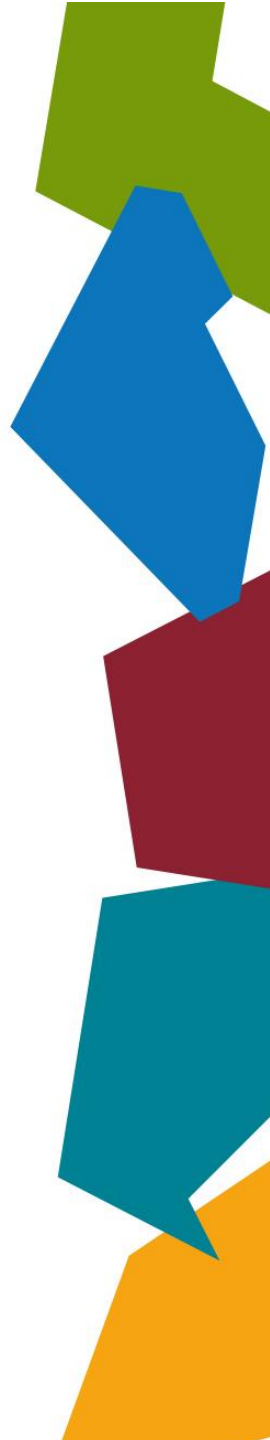
'The icons of Britain that I'll see one day'

Foreign travellers feel they know exactly what to expect from Britain

to

'Britain bursting with things to experience now'

The World's most wonderful unexpected island



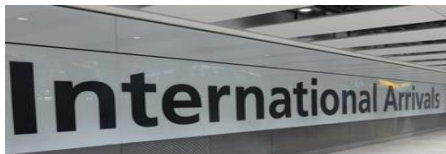
WE HAVE AMAZING PRODUCT



SO MANY EXPERIENCES TO OFFER



VisitBritain



Office for
National Statistics



VisitEngland™



Department for
Digital, Culture
Media & Sport

Together we can build this destination

