

The Culture Business: The Value of Arts and Heritage in West Sussex

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tom fleming / creative consultancy /



The Culture Business

The Value of
Arts and Heritage
in West Sussex



West Sussex Arts Partnership commissioned research by sam, in association with Dr Tom Fleming, to create a clear picture of the scale and scope of arts and heritage across the seven Districts in West Sussex. The Partners wanted to see if the arts and heritage sectors make a significant contribution to the economy of the county. The findings, shown here, profile the creative sector in the county, map the current provision and suggest ways forward to build a creative county.

West Sussex: a creative place

West Sussex has a fantastic cultural offer, ranging from stately homes and castles to beautiful villages and outstanding countryside. It boasts stunning coastal towns, thriving communities and excellent arts education opportunities. Close to London, Brighton, Portsmouth and Southampton, with global links through Gatwick Airport, West Sussex is well placed to become a leading centre of creative endeavour. With 3,000 arts and heritage businesses, a significant local supply chain and above average spend on leisure, the county has great creative potential.

A great opportunity

The research highlights the enormous creative potential of the county. There are opportunities to

- position creativity and culture at the heart of learning, skills and planning policy
- support new creative businesses to develop markets and partnerships with the established arts and heritage sectors - to connect the historic to the present.

West Sussex is becoming recognised as a creative place – a place to do creative business, a place to invest, a place with a high quality of life and a place to enjoy a rich arts and heritage offer.

West Sussex is establishing itself as a centre for creative learning and business development – with internationally recognised courses in the Higher and Further education sectors and innovative approaches to teaching and learning for everyone, such as pioneering programmes that help young people into work.



Pallant House Gallery *Autumn Leaves* – Nina Saunders



Chesworth Arts Farm



Millennium Seed Bank - Wakehurst Place – Royal Botanic Gardens, Kew



Cass Sculpture Park – Interreg

Valuing arts and heritage

West Sussex is a largely rural area, with many lifestyle and heritage attractions and an affluent, highly educated population. There are many knowledge-based and creative workers and a population with relatively high levels of disposable income, a large proportion of which is spent on cultural activities.

The arts and heritage sectors provide,

- **an annual turnover of over £200m for West Sussex, 25% of which is from the Chichester District;**
- **a secondary economic impact of at least £262m per year within West Sussex;**
- **employment for over 10,000 people within the county;**
- **opportunities for 10,000 volunteers within the county's cultural sector.**

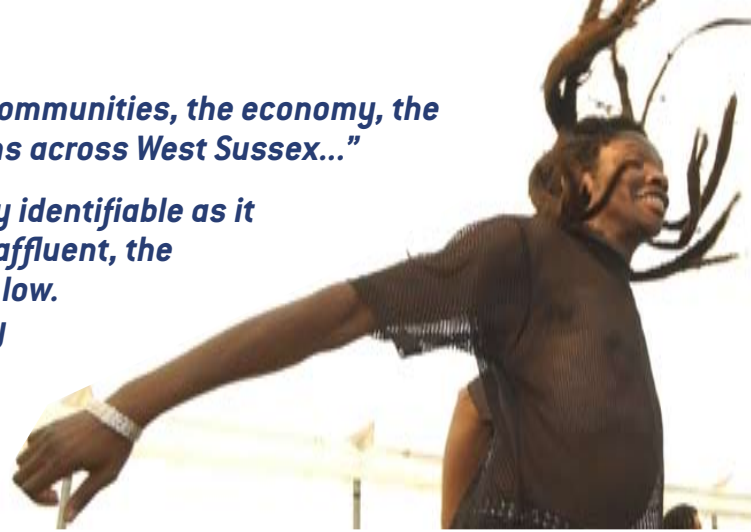
And more widely,

- **employment for over 114,000 people in the creative industries across the South East;**
- **employment for 1.9m people in the UK creative sector, as of June 2002;**
- **total global exports of £13 billion in 2004, from UK creative industries' exports (4.3% of all goods and services exported);**
- **an innovative and transforming sector based on the development of new ideas and products with commercial potential on which the county can capitalize.**

“Investing in cultural development can enrich the communities, the economy, the environment and the well being of individual citizens across West Sussex...”

“‘Need’ in West Sussex is not as obvious or as easily identifiable as it is in many parts of the UK. The county is relatively affluent, the economy is strong and unemployment is generally low. Cultural provision and quality of life for the majority is excellent. But the county is not without its economic, social and health problems”.

[The Cultural Strategy for West Sussex 2003-2008]



Mela Festival, Crawley – The Hawth

Creative assets in West Sussex

- ✓ **West Sussex has an increasingly wide-ranging selection of arts, heritage and newer creative businesses.** By building on these, the county can become a confident and distinctive centre for the creative sector
- ✓ **West Sussex provides a unique landscape for culture-led development.** For example, the coastal towns have significant potential for culture-led regeneration, providing an attractive and distinctive environment for incoming creative firms
- ✓ **West Sussex has a strong heritage offer.** For example Petworth House, Leonardslee Gardens and Arundel Castle all bring experience and knowledge of cultural markets and could themselves benefit from working alongside new creative businesses
- ✓ **West Sussex is already changing in many positive ways.** An increasingly diverse place with energy and dynamism, from the global connections of the ‘Gatwick Diamond’ to coastal areas and rural communities
- ✓ **West Sussex benefits from a transformation in the delivery of learning and skills.** Parts of the county, such as Worthing and Bognor Regis, have the opportunity to shape an agenda that prizes and invests in creative learning opportunities, wants to keep new graduates in the area and works to incubate creative business ideas. University College Chichester has a highly regarded range of arts courses and facilities



The Big Heritage Draw West Sussex at Amberley Working Museum – Matthew Andrews



Leonardslee Lakes and Gardens



Roots Around The World



Patrick Stewart, Chichester Festival Theatre – Manuel Harlan

Five Steps Forward to a bright future

Arts and heritage play a crucial role in West Sussex – adding to the quality of life, bringing communities together, building the economy and ensuring the county is recognised for its distinctive cultural offer.

With just five steps, this opportunity can be pursued by:

- **Linking ‘the old’ to ‘the new’.** Finding ways to integrate the heritage sector with creative businesses so that the heritage offer plays a strong role as a contemporary cultural asset.
- **Making the ‘creative coast’.** Positioning culture and creativity at the heart of the regeneration process along the coast, prioritising business development and creative learning.
- **Networking for creativity.** Connecting creative businesses and organisations effectively so they can share knowledge, build markets and showcase collectively.
- **Nurturing skills for creativity.** Maximising the role of creative learning in the education sector and developing connections between education institutions and creative businesses.
- **Positioning culture and creativity at the heart of planning and place-shaping.** Presenting culture as a uniting force in the physical landscape and a generator of ideas and connections in the arts and cultural landscape.

West Sussex Arts Partnership is the partnership between the borough, district and county councils that works together to raise the profile of the arts across the county. It acts as the arts development agency for the county and advocates for the benefits the arts bring to social, economic and wellbeing agenda.

The Cultural Landscape of West Sussex by District

Adur is seeing a cultural renaissance with a significant number of new creative business start-ups, particularly in IT. The developing community of visual artists is creating an increasingly vibrant district. Ropetackle Arts Centre opened in 2007 in Shoreham providing a 150 capacity multi-use venue plus investment in public art at the harbour-side site. Adur Festival, established over 20 years, provides a diverse annual arts programme. The distinctive industrial landscape in central Shoreham provides a unique 'heritage' offer alongside the art deco Shoreham Airport building.

Arun's progressive approach to culture-led regeneration includes Arun Business Partnership which supports all businesses, including Creative Industries. Regeneration in Bognor Regis is focusing on creating a new "leisure heart" a significant town centre development. Bognor hosts a number of cultural events such as "End of the Pier International Film Festival". The innovative design of Thomas Heatherwick's East Beach café at Littlehampton contributes to waterside regeneration and has attracted national media acclaim. Arundel Castle is a strong heritage offer and the Festival brings vitality to the town.



East Beach Café, Littlehampton – Andy Stagg

Chichester – As a famous cathedral city with a world-class heritage offer, Chichester has an opportunity to build on this base and establish itself as a contemporary creative city with a rich and valued historic quality. Key assets across

the District include the newly extended Pallant House Gallery, Petworth House, Fishbourne Roman Palace, Chichester Festival Theatre and the University of Chichester - with its specialist Creative Industries courses. The major challenge for Chichester lies in balancing the heritage offer with contemporary culture.



Mela Festival, Crawley – The Hawth

Crawley – Key arts and cultural assets include the regionally established Hawth Theatre, a developing Museums Service including the fully restored Ifield Watermill and the exciting new Library complex. Over 240,000 people each year participate in arts and heritage activities in Crawley. The town is proud of its diverse Festivals programme including the acclaimed International Mela. Crawley has developed an extensive portfolio of Public Artworks which contribute greatly to the local townscape. New mixed use developments present new opportunities to make Crawley a creative and dynamic place.

Horsham's distinctive arts and heritage includes Leonardslee Gardens, Amberley Working Museum, Parham House and the Capitol Theatre. The many artists and makers deliver an excellent 'Open House' programme and studios at Chesworth Farm and Denne Road provide for new and established artists. A community recording studio serves a burgeoning youth music scene. With significant

public art, an established heritage trail and new cultural engagement planned in association with imminent building development, the district is characterised through a vibrant cultural community.

Mid Sussex has an excellent cultural mix of heritage, natural landscape and arts and cultural features: Wakehurst Place with the Millennium Seed Bank, Borde Hill, High Beeches, Standen, The Priest House and the Bluebell Railway. Chequer Mead Arts Centre in East Grinstead is a modern multi-use venue. New media businesses in the District are thriving with an increasing client base. Major housing developments and revitalisation projects in the three main Towns bring opportunities to instigate new arts and cultural initiatives and ensure incoming communities share the District's quality of life.

Worthing – Culture plays an important role, with three theatres, the Museum and Art Gallery, a refurbished Dome Cinema and an impressive seafront promenade with listed Pier. The Museum & Art Gallery achieves its Centenary in 2008 and is seeking funding for redevelopment. Active artist-led networks run regular events and a growing number of 'new media' companies work in the town. Northbrook College is a regional centre for arts education. As a changing coastal town Worthing has potential as an attractive location in which culture can help build a strong, distinct identity.



Worthing Pier – WBC



West Sussex Arts Partnership – a collaboration between the local authorities of West Sussex with Arts Council England, South East.

