



SUNDERLAND  
CULTURE



Northern Gallery for  
Contemporary Art



Arts  
Centre  
Washington



SUNDERLAND  
MUSEUM & WINTER GARDENS



University of  
Sunderland

MACSunderland <sup>S</sup>  
Music, Arts and Culture Trust

Sunderland  
City Council



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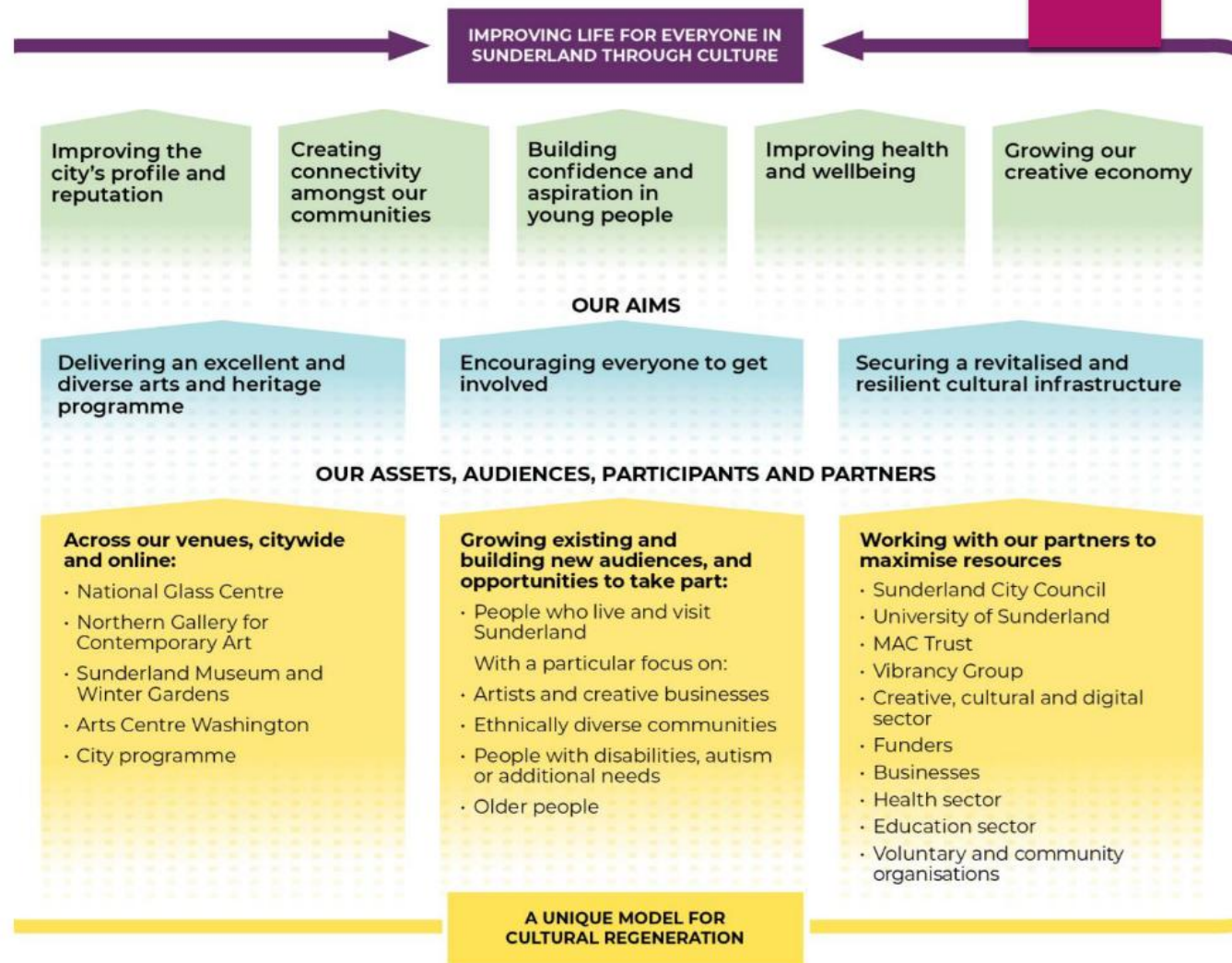
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# **UPDATE ON DEVELOPMENTS IN THE CULTURAL SECTOR AND CONTRIBUTION TO THE LOCAL ECONOMY**

**Rebecca Ball  
Chief Executive  
Sunderland Culture**

- ▶ Partnerships
- ▶ Programme
- ▶ Venues
- ▶ Mission



# Impact and reach – 2022/23

750,000 visitors

421 exhibition performances and events

35,000 participants

83 Arts Awards

1173 volunteer hours

750,000 web visitors

900 paid artists days

47 grants or bursaries for creative businesses

# Connecting communities across Sunderland and the UK

- ▶ The Odyssey – Theatre Nations Partnership



# Supporting Health and wellbeing

- ▶ Creative Age groups for people effected by Dementia at Arts Centre Washington and Sunderland Museum and Winter Gardens





# Culture Start

A new programme of arts and cultural opportunities for children and young people living in Sunderland





## Impact of Arts & Culture on Children and Young People

'Evidence demonstrates that the arts enrich young lives, making them happier and healthier. Children who engage in the arts are more resilient, healthier, do better in school, are more likely to vote, to go to university, to get a job and to keep it'

'Children with an arts deficit are disadvantaged right from the start of their lives educationally and economically'

Professor Chris Pascal, Director Centre for Research in Early Childhood



# Deprivation

Growing up in poverty makes it much more difficult to enjoy an inclusive childhood; restricting choices, opportunities & ability to participate fully.

- ▶ In 2021/22, almost 190,000 (35%) babies, children and young people across the North East were living below the poverty line – this is an increase of around 51,000 since 2014/15. Up from 26% in 2014/15, this remains the steepest rise of anywhere in the country over that period. (North East Child Poverty Commission)
- ▶ 30.8% of children are living in low income (relative measure) families in Sunderland compared to 18.7% nationally. The number of children in Sunderland living in relative poverty has increased steadily over the past five years (Sunderland Joint Strategic Needs Assessment)

# Culture Start

- ▶ Culture Start has been designed to increase equality of access to arts and culture for children, young people & their families living in poverty in Sunderland, through removing barriers to participation



# The Partners

- ▶ InspirED – Local Cultural Education Partnership
- ▶ University of Sunderland's Institute of Social & Economic Inclusion
- ▶ Sunderland College
- ▶ Together for Children
- ▶ Children North East
- ▶ North East Youth
- ▶ MAC Trust
- ▶ Gentoo
- ▶ Sunderland Culture
- ▶ Delivery partners across culture, VCS, Youth sector



# Four Key strands

- ▶ Pop up activities for children and their families in schools and community spaces across the city
- ▶ Regular activities in cultural venues for primary school aged children and their families to build confidence and creativity
- ▶ Programme for secondary school aged children developing skills, aspiration and pathways into further / higher education and employment
- ▶ Capacity building, poverty proofing, research and evaluation.



# Investment & timetable

- ▶ 3 year programme, starting in 2024
- ▶ Estimate £1.5m programme
- ▶ £1.2 million investment secured from Arts Council England
- ▶ Investment secured from Trusts and Foundations – Sir James Knott, Gillian Dickinson Trust, Sir Tom Cowie Trust, through Community Foundation



# UK Shared Prosperity Fund

- ▶ Communities and Place
- ▶ Partnership between Sunderland City Council, MBC Arts, Cultural Spring and Sunderland Culture
- ▶ Supporting cultural participation and engagement across the city
- ▶ Paving the way for Culture House
- ▶ Building visitor numbers and participatory opportunities within Sunderland Culture, through a new website, developed by Substrakt, and a new senior learning and participation lead working across the venues
- ▶ Unlocked £1.8million in NPO funding from Arts Council England

# Creative Economy

- ▶ Compact steering group, with reporting to City Board
- ▶ New Creatives Forums
- ▶ Creative development awards supported through UKSPF Business Support





Thank you

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