

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

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Chief Executive



**SUNDERLAND
CULTURE**



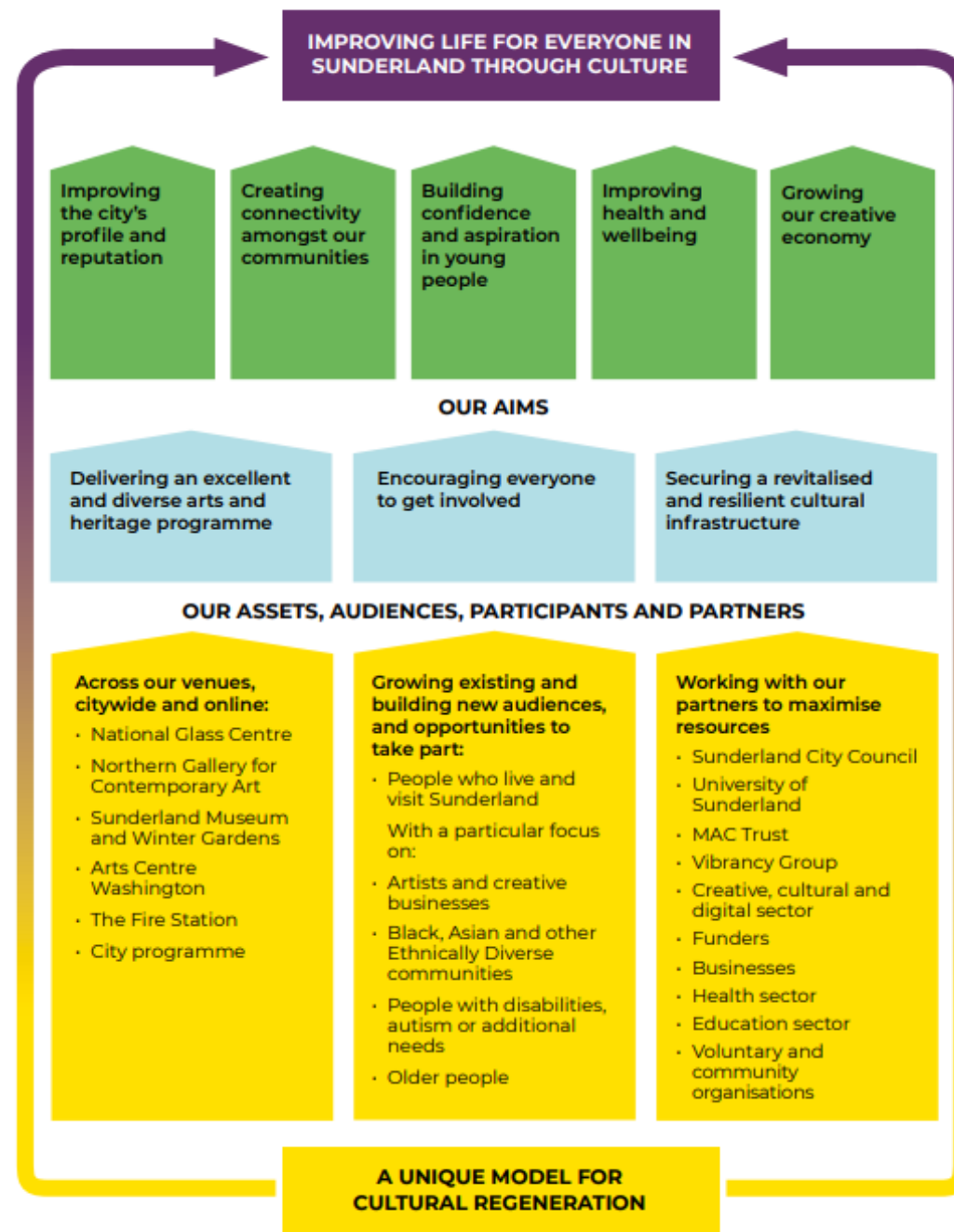
SUNDERLAND CULTURE

Partnership

Venues

Programme

Mission



‘The creative industries and cultural sector combined are worth just under £1.5 billion in gross value added to the north-east economy. That shows how much the sector contributes, and, more importantly, how much room there is for growth and how far investment has the potential to go. We have seen a 43% increase in the economic value of the creative industries in the north-east over the last 12 years’

Julie Elliott MP, Wednesday 9th November 2022

[Creative Industries: North-east - Hansard - UK Parliament](#)

Visitors & Audiences

Total 2021/22 = 422,783

- National Glass Centre & NGCA 153,334
- Sunderland Museum & Winter Gardens 184,976
- Arts Centre Washington 73,937
- Fire Station & Non Venue programmes - 10,536

2022/23 Year to Dec = 475,000

Single CRM and Box Office





The Fire Station

- Opened in December 2021
- 147 public ticketed events
- 21 private hires
- Sold 43,300 tickets
- Taken £900,000 in ticket sales
- 55% ticket buyers are from Sunderland postcodes



Journal Culture Awards
Winner Best Venue2022

Shortlisted for Civic Trust
Awards

Supporting the Growth of the Creative Industries

- Collaboration with Sunderland City Council City Development Team, NE BIC, University of Sunderland and Sunderland College
- During 2021/22 offered 126 training mentoring and capacity building sessions with artists and creatives in the city
- Support £150,000 in successful applications from individual artists in Sunderland to Arts Council England
- 42 small grants distributed to creative businesses through CLLD programme



Building Cultural Confidence with Young People

- Celebrate Different Collective
- Bright Lights
- Creative You
- Building our future work force



Indirect Economic Benefits

Arts, Health & Wellbeing

- Partnership with Groundworks, Sunderland Carers, GP Alliance, Sunderland City Council, Everyone Active, Equal Arts
- 2021/22 delivered 127 arts based social prescribing sessions including dance, singing, theatre and craft
- Weekly Creative Age session for those effected by dementia



Attracting inward investment for culture

- Arts Council England National Portfolio Organisation funding increased from £325,000 p/a (2017) to £634,200 p/a (from 1st April 2023)
- Additional NPOs Southpaw Dance and Surface Area Dance
- Major National Trusts and Foundations investing in culture in the city now include – Garfield Weston, Art Fund, Jerwood Arts, Henry Moore Foundation, Museums Association, National Academy for Social Prescribing

Beyond Sunderland Culture

- Sunderland Empire
- North East Screen
- The Athenaeum
- Pop Recs
- MBC
- Cultural Spring
- We Make Culture
- Business Investment District

And on the horizon...

- Culture House
- Museum Redevelopment

Working closely with colleagues in City Development



Find out more....

Annual Review - Sunderland
Culture



ANNUAL REVIEW
2021-22



Northern Gallery for
Contemporary Art



sunderlandculture.org.uk