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

Rebecca Ball
Chief Executive





SUNDERLAND CULTURE

Partnership

Venues

Programme

Mission

IMPROVING LIFE FOR EVERYONE IN SUNDERLAND THROUGH CULTURE

Improving the city's profile and reputation Creating connectivity amongst our communities Building confidence and aspiration in young people Improving health and wellbeing Growing our creative economy

OUR AIMS

Delivering an excellent and diverse arts and heritage programme Encouraging everyone to get involved

Securing a revitalised and resilient cultural infrastructure

OUR ASSETS, AUDIENCES, PARTICIPANTS AND PARTNERS

Across our venues, citywide and online:

- · National Glass Centre
- Northern Gallery for Contemporary Art
- Sunderland Museum and Winter Gardens
- Arts Centre Washington
- The Fire Station
- City programme

Growing existing and building new audiences, and opportunities to take part:

- People who live and visit Sunderland
- With a particular focus on:
- Artists and creative businesses
- Black, Asian and other Ethnically Diverse communities
- People with disabilities, autism or additional needs
- Older people

Working with our partners to maximise resources

- Sunderland City Council
- University of Sunderland
- MAC Trust
- Vibrancy Group
- Creative, cultural and digital sector
- Funders
- Businesses
- Health sector
- Education sector
- Voluntary and community organisations

A UNIQUE MODEL FOR CULTURAL REGENERATION

'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







Journal Culture Awards Winner Best Venue2022

Shortlisted for Civic Trust Awards

Supporting the Growth of the Creative Industries

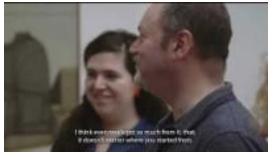
- Collaboration with Sunderland City Council City Development Team, NE BIC, University of Sunderland and Sunderland College
- During 2021/22 offered 126 training mentoring and capacity building sessions with artists and creatives in the city
- Support £150,000 in successful applications from individual 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....

<u>Annual Review - Sunderland</u> <u>Culture</u>



ANNUAL REVIEW 2021-22







Northern Gallery for Contemporary Art











sunderlandculture.org.uk