



Birmingham's Cultural Capital

The Arts Manifesto
Birmingham Arts Partnership
October 2009



‘We’re at the beginning of a revolution on a par with the industrial revolution. Most people, not least politicians, find it very hard to grasp that the spearhead of our economy is now the creative industries, but that is the case ... These creative industries are slowly taking over from the heavy industry, offering our best hope for future employment.’

Melvyn Bragg at the launch of the Manifesto for the Arts
National Campaign for the Arts

What makes a great city?

A city with a unique character? A city that becomes a magnet for visitors, a place that people are proud to be part of, where people want to live, work, do business and study?

It is culture. Cities rich in arts and culture bring opportunities for quality moments, for the tingle factor, awe, wonder, fun, inspiration and joy, for shared experiences, exchange, celebration and pure escapism.

Culture is what attracts people, it's what makes places memorable; it's what defines the international city; it's what draws attention and it's what cultivates pride.

73%

or 2.8 million people agree that the cultural provision in Birmingham makes it a vibrant and exciting city to live, work, study and visit¹





78%

or 3.3 million people agree that cultural provision in Birmingham provides opportunities to learn new things¹

'Birmingham should seek to raise the quality of life for individuals living within the city centre'

Big City Plan

Shopping, conferences, business and sport might be why visitors discover a city, but it is culture that makes them want to keep coming back or even settle. It's what gives them something to talk about and what helps them distinguish one city from any other.

'The Big City Plan will consider further investment in culture and sport as a means of promoting the city's national and global reputation' (Big City Plan)

Culture generates personal, social and societal benefits that are essential for great cities and make up the fabric of Birmingham.

Culture can, and should, infuse every element of our lives, from education, health and architecture to housing and social services.

Culture underpins quality of life in the community and therefore lies at the heart of any great city.

Investment in Birmingham's culture also has immediate tangible economic benefits.

It is already contributing **£271 million** to Birmingham's economy².

Every £1 invested in the arts by Birmingham City Council generates a **£29** return on investment through jobs created, services bought and visitor spend in the city³.

52%

or 2.3 million agree that cultural provision makes you reflect on your own opinions and beliefs¹

76%

or 3.3 million people agree that the cultural provision in Birmingham provides opportunities for people to come together and enjoy a shared experience¹



Image courtesy of mac

44%

or 2 million agree that cultural provision in Birmingham improves quality of life¹

'Links with social, cultural and infrastructure networks have been shown to have a positive correlation with productivity'

Big City Plan

People attending the arts have made 2 million trips to the city; powerful evidence of the continuing success of Birmingham's arts sector.

But there is also enormous scope to increase the returns. There are another 1 million people who want to attend the arts in Birmingham but haven't yet done so.

A small investment in tried and tested techniques to reach and retain these audiences would generate millions of pounds in additional revenue through ticket sales and additional visitor spend in the city.

Investing in the arts helps generate the economic growth to build Birmingham's future.

48%

or 2.1 million people believe that culture in Birmingham is an extra reason for friends to visit them¹



Birmingham Arts Partnership

Birmingham Arts Partnership is a group of creative organisations seeking to strengthen every aspect of the city of Birmingham by maximising the benefits of culture.

Birmingham Arts Partnership believes that Birmingham can complement its manufacturing wealth with sustainable future growth through becoming a creative and knowledge hub, and that culture is the catalyst for this development.

We seek to demonstrate that the arts opens minds, broadens horizons, stimulates the imagination, inspires creativity, encourages self expression, gets people talking and makes people happy ... all of which are essential to building a workforce of outward-looking, imaginative and original-minded people.

We believe that the city will build a unique, confident and seductive brand identity through the development of its distinctive and diverse cultural offer.

A varied and engaging arts programme helps us harness what's unique about Birmingham: its youthfulness and diversity of social make-up. It enables us to develop a harmonious, dynamic and creative collective energy and to show the world that Birmingham's population is one of character, style, passion and imagination.

75%

or 3.3 million people believe that cultural provision in Birmingham makes it a truly international city¹

49%

or 2.1 million say the cultural provision in Birmingham makes it unique and different from other places¹

64%

or 2.8 million agree that the cultural provision makes them proud of what skill, imagination and creativity there is in the city¹

Through culture we can express individuality, boldness, independence of mind, civic pride and ambition. And to outsiders and residents alike, this will mean one thing: that we mean business.

All this and more can be delivered to Birmingham simply through greater investment, magnifying the city's existing cultural distinctiveness and selling it to a thrilled global audience.

The arts sector in Birmingham employs **7,700** people. This compares to 7,011 employed in motor vehicles and parts and 5,143 in mechanical engineering⁴



Aims of Birmingham Arts Partnership

- 1** To work with key partners in the city and region to ensure that culture plays a central part in the development agenda for Birmingham.
- 2** To support and strengthen the brand recognition and ranking of Birmingham as a culturally rich regional capital.
- 3** To ensure high and growing levels of participation and engagement in culture and the resultant flow of intangible personal, social and societal benefits throughout the City.
- 4** To demonstrate to policy-makers and decision-influencers that investment in culture brings significant regenerative benefits.

We are going to do this by:

- Measuring and demonstrating the economic, social and personal value of culture.
- Increasing participation and engagement through collaborative audience and product development activity.
- Working together to achieve organisational excellence and high levels of brand awareness.
- Cross-sector partnership working with health and education and key agencies in the voluntary and community sectors.

www.birminghamartspartnership.co.uk

Birmingham Arts Partnership members

Birmingham Contemporary Music Group •
Birmingham Hippodrome • Birmingham Opera
Company • Birmingham Rep • Birmingham Royal
Ballet • City of Birmingham Symphony Orchestra •
Fierce • Ikon • mac • sampad • The Drum •
Town Hall & Symphony Hall Birmingham

The findings in this document are based on an audit of each organisation's income and expenditure; an online survey of 1,550 attenders to gain data on additional visitor spend; a population survey of a representative sample of 1,000 people living in the West Midlands and the City of Birmingham to gain data on attendance levels, propensity to attend and attitudes; and a mapping exercise of 178,619 postcodes. This report titled 'The Impact of the Arts in Birmingham' is available at www.birminghamartspartnership.co.uk


Notes

1 Based on a telephone survey of representative sample of population of 1,000 adults living in West Midlands region: 500 in City of Birmingham and 500 in West Midlands region. Survey respondents were asked to describe their existing, previous and potential attendance and participation in 'an arts or cultural event such as plays, comedy, art galleries, music, dance, independent film or similar activities.'

2 Economic impact calculated using the Shellard model: (Turnover + overseas earning + additional visitor spend (AVS) + salaries + subsistence allowances + goods and services expenditure) x a multiplier of 1.5. Data supplied by arts organisations for 07/08 financial year and AVS is calculated using information provided by 1,550 arts attenders.

3 This figure includes large and small scale arts funding from BCC in 07/08.

4 ABI - Annual Business Inquiry 2007 - part of a long-term series of data collection on employment in Birmingham.



Birmingham Arts Partnership and Advantage West Midlands commissioned a study of the economic and social impact of the arts sector in Birmingham. This document is a summary of the key findings of the main report *The Impact of the Arts in Birmingham*, September 2009.

The data quoted in this document are based on primary research undertaken by Morris Hargreaves McIntyre with potential and current arts attenders living in Birmingham and the West Midlands.