

# **South East Cultural, Creative and Visitor Economies Festival Clusters**

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# Culture, Creative & Visitor Economies

## Are Important to SEEDA as:

- Tourism Industry in South East worth £10 billion per annum & employs directly c. 250,000 people
- GVA contribution
  - 7% at UK level (CCI in 2005)
  - 7% at Regional level
- **Festivals** in South East amount to over 550

# Culture, Creative & Visitor Economies

## SEEDA Investment (2004 - 2008)

- £18 million cultural regeneration
- £7 million revenue Tourism & Visitor Economy
- £5 million Creative Economy

# Culture, Creative & Visitor Economies

- **Key Cultural Destinations:** e.g. £4 million Turner Contemporary
- **Festival Clusters:** £475K in the coastal strip over 3 years
- **2012 The South East Offer**
- **Capacity Building the Sectors:**
  - Enterprise, Employment, Training, Market Development, Inward Investment
- **Investing in the Future - Inclusion and Young People:**
  - £630K investment in coastal strip over three years
  - Raise aspirations, confidence and skills
  - Develop career pathways in culture and creative industries

## SEEDA Investment in Major Cultural Destinations



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# TURNER CONTEMPORARY MARGATE

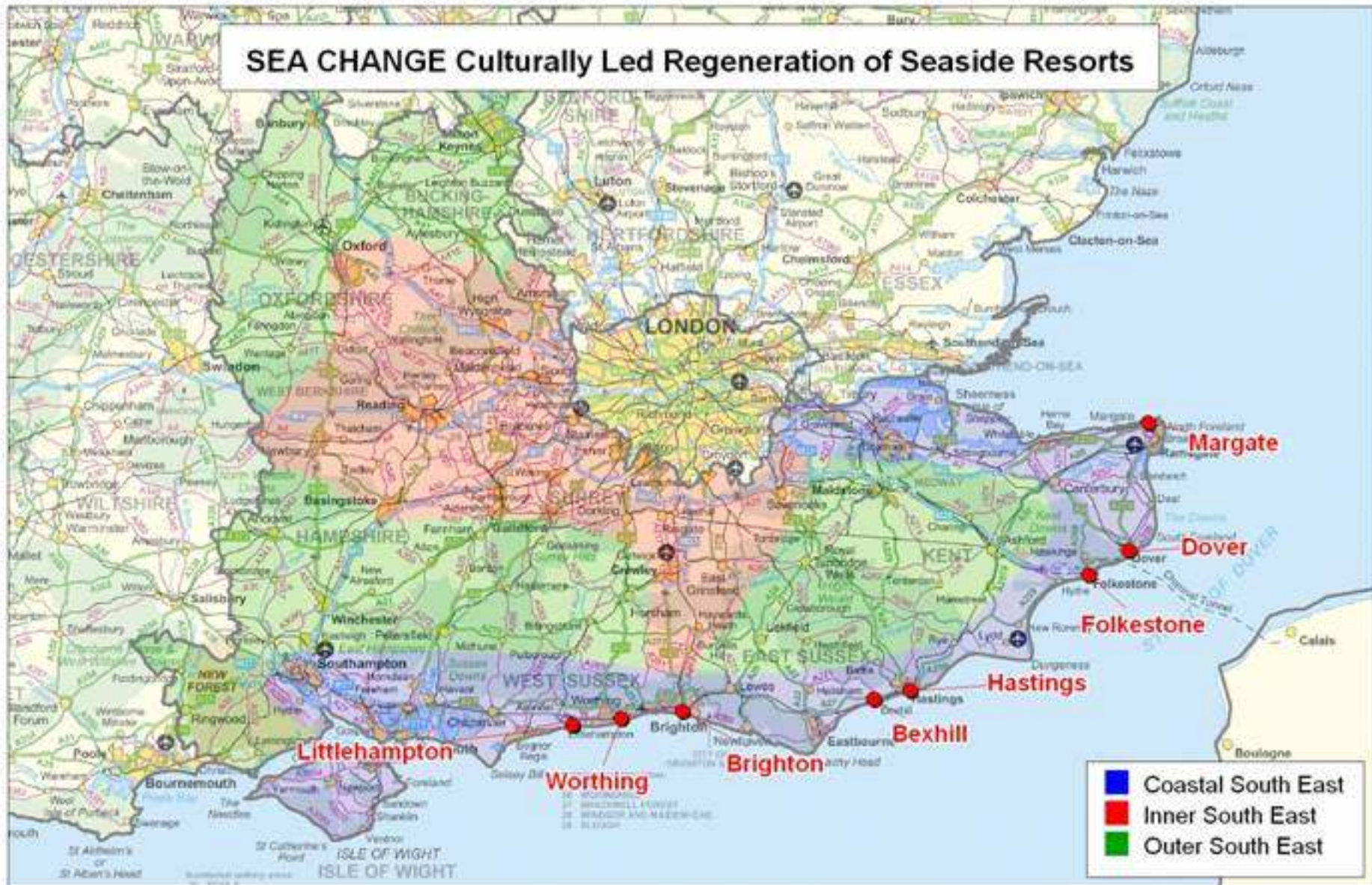


# **Cultural Destination Projects**

## **Turner Contemporary**

- **A strong local Culture, Creative and Visitor Economies strategy**
- **Economic Potential: 51,000 visitors each year - £5.3 million**
- **Catalyst to stimulate major economic renewal and regeneration**
- **Striking iconic landmark building and cutting edge technology**
- **Gallery space extending to 700 sqm with café, activity and conference area and studio space**
- **Joint funding arrangements SEEDA, ACE and KCC**

## SEA CHANGE Culturally Led Regeneration of Seaside Resorts



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# Economic Value of Festivals – EMDA Research

- II Arts Festivals Cost: £1million

## Resulted in:

- £7 million spent in local shops and other businesses
- New Business: 33% of local businesses
- Good for the Community: 93% of local businesses
- Develop tourism: 84% of local businesses
- Return Visits: 70% would return for further events

# Why Festival Clusters?

- **A Business Cluster:** A geographic concentration of interconnected businesses, suppliers and associated institutes in a particular sector
- **Horizontal:** Sharing resources
- **Vertical:** Supply chains

# Benefits from Clusters

- Increased productivity
- Driver for innovation
- Stimulates new business
- Gives a decisive competitive advantage

## Culturally Led Young People Inclusion Projects



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# Festival Clusters

