

brighton
festival



Brighton Festival
everyone benefits...



Brighton Festival – everyone benefits

Brighton Festival is the leading mixed arts festival in England bringing together a programme of international artists and performers for three weeks of energy, excitement and creativity each May.

In 2004 the Festival contributed £20 million to the economy of Brighton and Hove.

Brighton Festival and Fringe

Brighton Festival delivers a unique programme of significant national and international artists and maintains close ties with its local community, bringing the City together with an array of opportunities for participation and involvement

The 2004 programme combined music, dance, theatre, literature, street and visual arts, produced with international and UK artists and performers involving many Brighton venues and arts organisations.

Surrounding the Brighton Festival is the ever growing Fringe, which includes artists' Open Houses, exhibitions, performances and tours. The Fringe provides an open platform for new and developing talent. For many artists, performers and community groups it is the high spot of their year.

This study establishes a benchmark for Brighton Festival's future growth and for the many ways it impacts on the City and beyond. It demonstrates how the Festival benefits the economy, arts and culture, audiences and the profile of the City.



How does Brighton Festival benefit... Arts and Culture

The Festival draws to the region an exceptional programme of UK and international artists and performers. From Transe Express to Teatro Kismet, Asian Dub Foundation to Scottish Opera, Cullberg Ballet to the National Orchestre de Lorraine, many are making their world or UK premieres, choosing Brighton Festival as the place to launch new work.

Brighton Festival 2004 featured:

- 5 world premieres
- 7 UK premieres
- 50 international companies and artists coming into the UK
- 1200 performances and events
- 6500 artists and performers in Brighton Festival and Fringe
- 900 artists show work in the Open Houses
- 200 artist in the Urban Art Trail

The quality of the Festival's artistic programme and its long-term existence in the City has had a direct impact on Brighton based arts organisations, offering significant opportunities for growth and development. Equally, Brighton Festival is made possible through the City's lively cultural community, key venues and arts organisations. Arts Council England's contribution of £400K to the 2004 Festival supported the work of over 1900 performers.

"It is so important that Brighton Festival offers opportunities to companies such as ours to showcase new work. We had a wonderful time in your beautiful city" Festival performer

"Brighton Festival has a major impact on the cultural life of the city throughout the year" Felicity Harvest, Executive Director, Arts Council England, South East

"Participating in the Festival demonstrates that you are part of Brighton's creative energy" Brighton Venue Director

"The Festival's scope is hugely ambitious" The Independent

"A Festival of outrage and stimulation" Argus



How does Brighton Festival Benefit... Audiences

Brighton Festival is a festival of broad popular appeal. Its success is built upon the variety and range of events, created through a strong artistic vision and emphasis on quality. The Festival is hugely popular with the City's residents, but also attracts significant numbers of UK and international visitors into the City for its free and ticketed events.

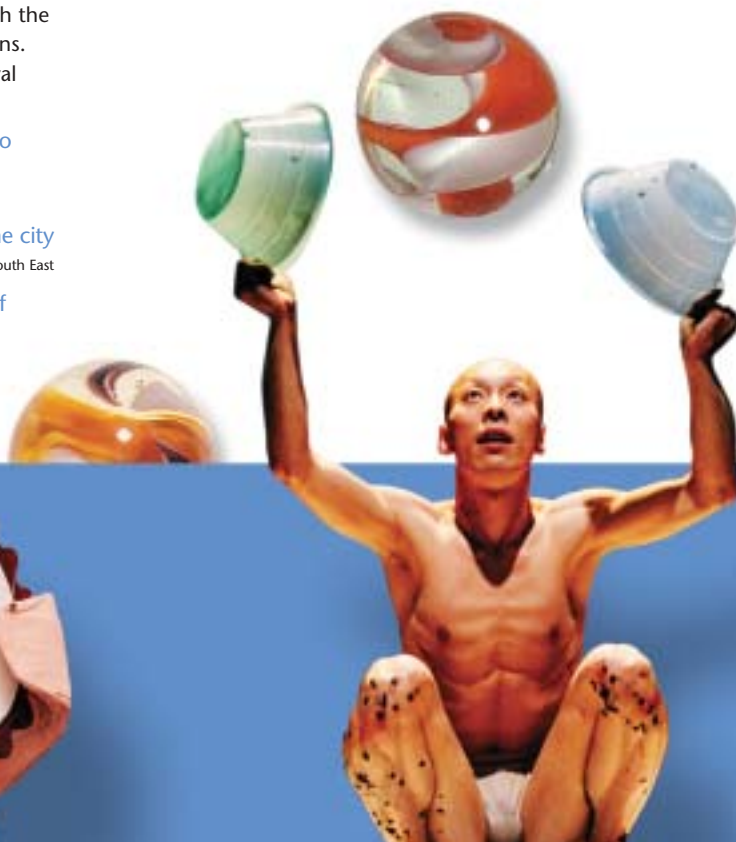
- Over 430,000 attendances at Brighton Festival and Fringe events
- 197,000 attendances at free events
- 69% of the audience come from Brighton and Hove
- 31% are visitors to the city
- 4,000 children took part in the Children's Parade

"I really like the way the performers involve the children, connecting with their natural inquisitiveness and playfulness" Hove resident: Argus

"Brighton would be a poorer place without its Festival" Brighton Venue Manager

"Brings people in Brighton together, and bring cultures together" Brighton resident

"People everywhere having fun" Brighton resident



How does Brighton Festival benefit... The City's Economy

In addition to spending money on tickets Brighton Festival attendees, combined going to Festival events with having a meal or a drink, staying in hotels, shopping, taxis... All of which brings money into the City's economy at festival time.

- £20 million added to the City's economy in 2004
- Over £1 million spent on tickets
- Local businesses invested over £400K in the Festival
- Open Houses artists received over £840K in sales

Public Sector support of £1.1 million brought a return on investment of nearly £20 million into the City's economy in 2004, a return of over 17 times on their initial contribution.

"Brighton Festival has a vital role in the City's life and contributes to Brighton's strong creative economy"

Simon Fanshawe, Chair of Brighton & Hove Economic Partnership

"More people are in Brighton at Festival time so our sponsorship was commercially effective in bringing new people into the store; it has also enabled us to feel more part of the local community"

A Brighton Festival Sponsor



Brighton Festival – Putting Brighton on the Map

Brighton Festival is a positive force in raising awareness of arts and culture, it has helped to build Brighton and Hove's profile, and contributes to the City's quality of life and its economy. The Festival brings the best to the region, stimulating local talent to raise its game, helping the City face increasing competition, and making Brighton a major magnet for the creative industries.

- £1 million of press coverage was generated by the 2004 Brighton Festival
- It has been responsible for building talent and creating new work
- It reinforces the unique eclectic mix that is Brighton, blending the contemporary with heritage, architecture and community
- It has become a respected leader amongst national and international festivals

What Brighton Festival does today, others do tomorrow – the Festival's innovative 'Adopt an Author' education project, has now been expanded countrywide. Brighton Festival's commitment to cultivate site specific projects sees Brighton theatre company dreamthinkspeak's 'Don't Look Back' which premiered in 2003, now touring worldwide.

"Few cities outside London have loomed so large in the British consciousness as Brighton. The heady cocktail of seaside frivolity and bohemian chic has inspired many writers" Brighton Festival Artist

"We are inundated with people at the weekends.....it really does bring in a lot of people that use us for food and drinks"

Brighton Restaurant

"Good for the Town, business and tourism – adds a bit of colour"

Brighton Business Director

"Brighton's annual arts festival is as characterful as the town itself"




The Independent





Brighton Festival 2004: A study of the Economic and Cultural Impact of Brighton Festival upon Brighton and Hove

This study was commissioned in May 2004 by:

-  Brighton & Hove City Council
-  Arts Council England, South East
-  Brighton Festival Society

The objective of the research was to provide robust data concerning the impacts made by Brighton Festival on the City's arts and culture, economy and audiences. The study was undertaken by Sussex Arts Marketing, in association with Professor Colin Mercer, with support from Bruce Nairne of Step Ahead Consulting and Sarah Ogden, of Midnight Communications.

The study is based on primary data collected during the Festival. The quality and scale of the data has allowed the models constructed to measure impacts firmly rooted in robust primary data encompassing the ticketed and free events of Brighton Festival and Brighton Festival Fringe.

The study provides firm evidence of the various impacts made by Brighton Festival. It creates the benchmark against which to measure the growth of further Festivals, to make a strong case for investment and plan with confidence for the future.

Further information is available on www.brighton-festival.org/impact

Or Contact:

Paula Murray
Arts & Creative Industries Unit
Brighton & Hove City Council
01273 292536 arts@brighton-hove.gov.uk

Rebecca Ball
Arts Council England, South East
0845 300 6200 enquiries@artscouncil.org.uk

Carole Britten
Brighton Festival, 12a Pavilion Buildings,
Castle Square, Brighton BN1 1EE
01273 700747 info@brighton-festival.org.uk



Produced by Sussex Arts Marketing
Unit 11B Dyke Road Mews, 74 Dyke Road, Brighton, BN1 3JD

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