

Communities

COMMUNITIES PORTFOLIO

Culture, Recreation & Tourism

- *Culture*
- *Sport & Leisure*
- *Tourism*
- *Heritage*
- *Libraries & Information Services*

SPRING 2011



**Brighton & Hove
City Council**

COMMUNITIES: Culture, Recreation and Tourism



Strategic Director: David Murray (☎ 0718)

The range of provision either run directly or commissioned in the Communities portfolio covers key outward facing services for Brighton and Hove. These are programmes of work that so clearly deliver on a city wide basis and make a real difference to people's lives.

The city's cultural portfolio sits within Communities: the Royal Pavilion and museum service; libraries; arts; funding for the Brighton Dome and Festival, the Brighton Centre and the Hove Centre; tourism; sports; events and leisure. The city's compelling visitor offer is driven from here and a vast range of opportunities for residents to take part in cultural activities. Brighton and Hove already has one of the highest rates in the country for engagement in the arts and its library and museum services rank amongst the highest in terms of visitor figures. Its sports facilities are improving significantly too alongside increasing opportunities for residents to participate in sporting and physical activity. The city benefits from 8 million visitors a year and the economic impact of the tourism economy is around £732m. However, there remains much potential for further innovation to ensure the city remains vibrant and successful.

A feature of all of the work in Communities is successful partnership working. There are excellent relationships across all of these areas with city partners and beyond. A key component of these partnerships is the clear recognition that people must be at the heart of all we do.

There are also examples of successful commissioning that have been in place for a number of years, with the Brighton Dome and Festival for example, as well as some areas that are piloting new approaches.

Our leadership role in all of these outward facing areas is key because of our ability to draw partners together to share agendas, resources and determination to make an impact.

The pack that follows contains some key information as an introduction and overview to the areas of culture, recreation and tourism in the Communities portfolio.

David Murray
Strategic Director Communities

Key council contact officers in Communities:



David Murray
Tel: x0718
Email: david.murray@brighton-hove.gov.uk



Paula Murray
Tel: x2534
Email: paula.murray@brighton-hove.gov.uk



Ian Shurrock
Tel: x2084
Email: ian.shurrock@brighton-hove.gov.uk



Adam Bates
Tel: x2600
Email: adam.bates@brighton-hove.gov.uk



Janita Bagshawe
Tel: x2840
Email: janita.bagshawe@brighton-hove.gov.uk



Sally McMahon
Tel: x6963
Email: sally.mcmahon@brighton-hove.gov.uk

SPORT & LEISURE

Commissioner: Ian Shurrock (☎ 2084)

The Commissioner for Sport & Leisure is responsible for the commissioning of sports facilities, sports development, seafront and outdoor events and leading the development of key strategy in these areas.

The council's sports facilities are commissioned as part of a 10 year management contract with Freedom Leisure (a not for profit social enterprise) are King Alfred Leisure Centre, Prince Regent Swimming Complex, Stanley Deason Leisure Centre, Moulscomb Community Leisure Centre, St Luke's Community Pool, Withdean Sports Complex and the paddling pools. This new 10 year contract, awarded from 1st April 2011, delivered a saving of £850,000 per annum to the council. There is also the opportunity in the development of the partnership to progress proposals to improve the health and fitness offer at both the Withdean Sports Complex and Prince Regent Swimming Complex.

In addition, the council's golf courses at Hollingbury Park and Waterhall are operated by MyTime Active (also a social enterprise) on a 10 year contract. The golf contract with MyTime Active has delivered an income for the council of £90,000, where previously there was a net loss in operation.

The current Sport and Physical Activity Strategy ends in 2012 and therefore work is being undertaken to develop a new strategy for next year. A joint needs assessment is being undertaken in partnership with NHS Brighton & Hove and consultation with sports clubs and other key partners is also taking place. A key part of this will be a Sports Facilities Plan which is being developed to determine the priority for new facilities.

The Commissioner for Sports and Leisure will also lead the development of an Outdoor Events Policy over the next 6 – 12 month period. As part of the Value for Money programme the income and cost of outdoor events is being reviewed. This will give the opportunity to develop a policy framework for the wide range of requests for outdoor events to be considered.

Our seafront is vital to the future of the city as it has been to our economic success to date. A vibrant, well maintained and attractive seafront with a mixed offer is crucial both to our residents and visitors. A seafront strategy that maps current and future investment is key to unlocking those areas of the seafront that still have huge potential for development and improvement.

With the Olympics and Paralympics coming to London only next year, the opportunity to capitalise on the profile that the Olympics provides to promote sports and physical activity in the city will only increase. The city has already applied to host the Torch Relay, Yellowwave is an accredited pre-games training camp and there are links to promote further the city's extensive events programme.

The Commissioner post also leads on the support for the Brighton & Hove City Sports Forum, which includes representative from a wide range of sports clubs, National Governing Bodies of Sport and other key providers of sporting opportunities. The Forum gives the opportunity for members to share good practice, keep up to date with new developments, and very importantly provide a consultative body to shape the provision of sport and physical activity in the city.

CULTURE

Commissioner: Paula Murray (☎ 2534)

The Commissioner for Culture is currently responsible for the commissioning of arts and culture, heritage, tourism services, libraries and the external contract with the Brighton Festival and Dome. Leadership and responsibility for the development of cultural policy sits with this post. The Commissioner for Culture also directs the work of the International Team.

The role of culture in Brighton and Hove in its very broadest sense is extremely important. In this city it means jobs, it means visitors; it improves people's lives and the environment around us. The creative and cultural sector accounts of 20% of businesses and around 10% of employment. The city is known internationally as a cultural destination.

The contract with the Brighton Dome and Festival is one of the earliest examples of successful commissioning in the authority. The original partnership with the Brighton Festival Society resulted in the successful refurbishment of the Dome buildings which have now been open for nearly 7 years and reach one in six households with its annual programme. The financial commitment from the local authority represents around 20% of the total income of the Brighton Dome and Festival. The Brighton Festival is hugely successful and contributes £20m into the local economy each year. The local authority owns the Dome buildings which are on a long term lease to the Brighton Dome and Festival.

The city has an independent cultural partnership, the Brighton and Hove Arts Commission, which is made up of a number of cultural and heritage practitioners and businesses from both the public and commercial sector. The Arts Commission was formed shortly after the city bid to host the European Capital of Culture in 2002 and more recently took a seat on the Local Strategic Partnership. It is key for a city like Brighton and Hove to have a cultural partnership as part of the formal governance arrangements. The Commissioner for Culture leads the relationship with the partnership and looks to it for support in the role of commissioning.

The International Team delivers the council's International Strategy and works cross departmentally with colleagues on the development and implementation of projects with international partners. The team works to maximise international funding into the city to support the delivery of the council's priorities, and provides a range of bidding support services. Over the last decade the International Team has supported and assisted city council departments and organisations across the city to secure approximately £44 million of EU funding. Of this, approximately £16.8m has been secured on bids led by the city council.

The International team aims to maximise the opportunities and benefits from membership of international networks, including enhanced policy development and service delivery. There is a particular focus on our new membership of the Eurocities Network, which gives us the opportunity to profile our city at an

international level, 'borrow' innovative and successful approaches from other cities and make new partnerships to lever in additional international funding to the city.

LIBRARIES & INFORMATION SERVICES

Head of Service: Sally McMahon (☎ 6963)

‘Libraries at the heart of our communities broadening horizons, improving lives’ (Vision statement from the Libraries Plan 2009-2012).

Our libraries celebrate local identity and sense of place, and provide safe and trusted public spaces. Libraries promote vibrant local communities, and help break down barriers through reading and information. Libraries empower and engage people from all backgrounds, and help foster cohesive communities.

Brighton & Hove Libraries provide comprehensive public library services to all those who live, work or study in the city, and for those who are visiting the city. There are 12 community libraries, a mobile library and a central library for Hove. At the heart of this network of libraries is the award-winning Jubilee Library, which opened in 2005 to critical acclaim, and delivers around 50% of the total library services for the city.

In addition to these community and central libraries, we have the Equal Access Services Centre based in Coldean Library, which delivers services to residential accommodation and those who are housebound. Brighton History Centre is a joint Libraries and Museums Centre that has brought together the Brighton local history collections from both services. Jubilee Library also houses a unique collection of rare books and special collections of around 45,000 items.

For those who are unable to visit a local library, or who simply want to access information online, we have 24/7 virtual library provision through our library website, offering free access to a good range of online reference books and databases. We also provide free access to computer facilities for library members in all our libraries. There are over half a million items of library stock across the city.

Key successes recently include:

- Development of the Jubilee Library which remains the top performing library in the region and the 6th most successful library in the country with nearly 1million visits p.a.
- Introduction of Council Connect, a new service involving volunteers and staff supporting people accessing council and other services online
- Children’s Centre has been added to Portslade Library, increasing use by 30% and enabling greater family focussed activities
- New community library has been built in Coldean, increasing library use and enabling greater community use of the facilities
- New community library has been built in Patcham, increasing library use and enabling creative initiatives working with local schools to support children’s literacy and learning
- Libraries Service has progressively increased use of libraries against the national trend

- There has been a 27% increase in residents' satisfaction from 54% to 78% in 5 years
- Our children's library services achieving second highest satisfaction rating nationally

Libraries achieved 48.8% in *The Place Survey* for N1 9 Use of Public Libraries. This compares favourably - nationally 48.2% and the South East 48.6%. Additionally, in 2010 – 2011 the libraries achieved:

- 1,797,086 visits in person
- 1,628,337 visits to website
- 1,314,383 issues of books and other materials

TOURISM & LEISURE

Head of Delivery: Adam Bates (☎ 2600)

The operational services of Royal Pavilion and Museums, venues, tourism, seafront and events, sports development and arts and cultural projects all sit together within this Delivery Unit.

Royal Pavilion and Museums

Head of Service: Janita Bagshawe (tel 2840)

This service is one of the largest in the South East of England with approximately one million items of local, national and international significance, including three collections designated to be of national importance under the government designation scheme: decorative arts, world art and natural history.

It directly operates six sites, which are open to the public:

- Royal Pavilion
- Brighton Museum & Art Gallery
- Preston Manor
- Booth Museum of Natural History
- Hove Museum & Art Gallery
- Foredown Tower
(with negotiation underway at present to transfer to new leaseholder)

It is also responsible for the city council's archive contract with East Sussex County Council and is currently working with officers from ESCC and the University of Sussex on the development of a new record office and historical resource centre, the Keep to be located at Woollards Field within the B&H boundary.

It also has responsibility for a number of historically important listed buildings and monuments:

On the Royal Pavilion Estate:

- William IV Gate House
- India Gate
- Northgate House
- 4/5 Pavilion Buildings

In addition:

- Portslade Old Manor

- The Old Courthouse and Courtroom on Church Street, Brighton
- Jaipur Gate at Hove Museum & Art Gallery

Furthermore, it is responsible for an off-site store where the reserve and research collections are housed, and management agreements with two organisations that open sites to the public in listed buildings: *Fabrica* in Holy Trinity Church and West Blatchington Windmill. The service also provides advice to voluntary run museums in the city: The Old Police Cells Museum, the Fishing Museum, the Toy and Model Museum and the Grange at Rottingdean.

The Royal Pavilion itself is an iconic building that represents the city in so many ways, it is the prime visitor attraction; a unique asset. In a study by Tourism South East in April of this year, the economic impact of the Royal Pavilion was estimated at £27.1m. A different study undertaken by the University of Brighton which additionally took into account the role that the Royal Pavilion had in *influencing* people to visit the city calculated the economic impact at £55.9m.

Key recent successes include:

- A new strategy for the presentation of interpretation and exhibition material including the first contemporary art installation; the story of the India Hospital and the first temporary exhibition in the bicentenary year of the Regency. This fresh approach combined with new business systems and marketing initiatives have led to the **highest visitor admissions since 2001 and a 30,000 increase in 2010-11 on the previous year.**
- The **redevelopment of the World Art Gallery** in collaboration with young people, source communities from outside the UK and Diaspora communities within the UK due to open in June 2012 selected as one of 14 projects across the UK as part of the **Stories of the World** project - the culmination of the Cultural Olympiad Programme.
- The **Renaissance programme** of major improvements and new developments: including work with schools, families and under 5s programmes in Surestart centres and other community centres, out reach and community engagement programmes; micro museums, Egyptology galleries, exhibitions, new web and digitisation programme; on-line marketing; improvements to collections care and information.
- The successful re-launch and rebrand of the charity which supports the work of the Royal Pavilion and Museums, formerly known as the Friends of the Royal Pavilion and Museums, now the Royal Pavilion and Museums Foundation. Membership has grown to 2,000 double the previous year's figures; the highest membership figure since it was established in the 1970s.

In 2010 – 2011 the Royal Pavilion and Museum's Service achieved the following:

- Admissions 622, 208
- Web hits 352, 557

- Self-directed visits by children and young people in formal education 68,866
- Facilitated visits by children and young people in formal education 31,198
- Early years outreach & Loan Boxes 6,737

In terms of visitor surveys, the following satisfaction rates were reported last year:

- Royal Pavilion: 93% visitors Excellent/Good
- Brighton Museum & Art Gallery: 75% Excellent/Good
- Hove Museum: 77% Excellent or Very Satisfied/Good
- Preston Manor: 88% Very Satisfied/Satisfied

Venues

Manager: Howard Barden (tel 2649)

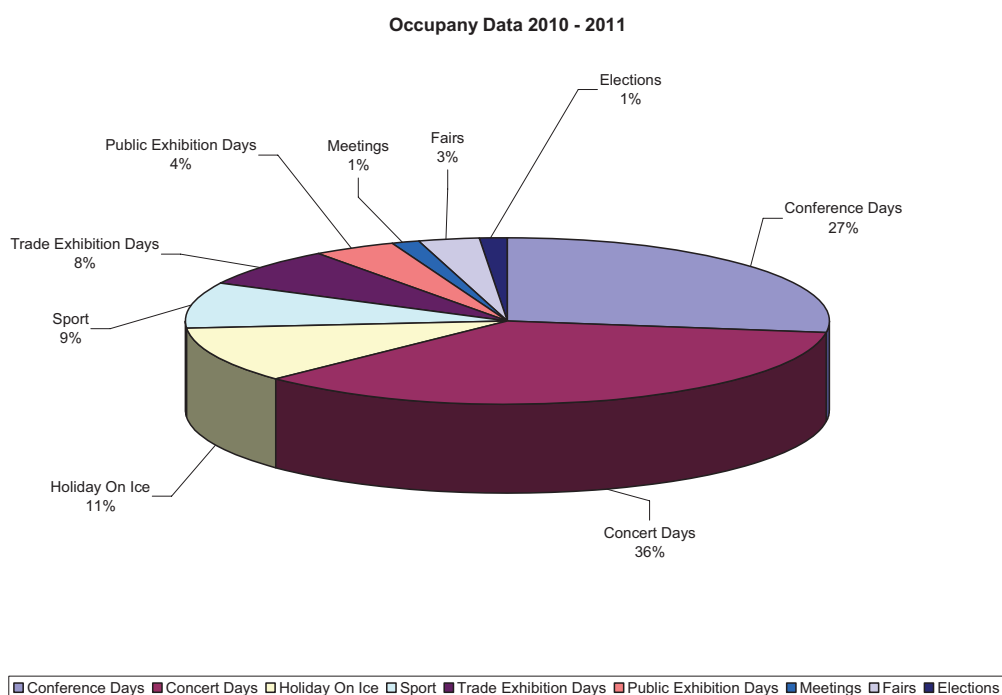
Venues is responsible for the effective management, promotion and delivery of a balanced programme at The Brighton Centre and Hove Centre in order to maintain and enhance the city's position as a premier conference, entertainment and exhibition destination and as a key driver for the local economy.

The Brighton Centre and the Hove Centre have a combined turnover of £12m, generating over £54m into the local economy from conference and concert visitors.

The Brighton Centre is a conference and entertainment centre which hosts large events such as business conferences and concerts. It also generates income for the local economy by bringing visitors into the city. The Brighton Centre was awarded the environmental management standard ISO 14001 and BS8901 in August 2010, the first conference centre in the country to achieve this joint accreditation.

The Brighton Centre is an important income stream for the council, with annual turnover in ticket sales of £8million, holding on average 120 'live' events per annum. Conferences at the Brighton Centre have earned approaching £50 million for the region during 2010-2011. During the same period there have been 17 national or international conferences which filled the venue for 74 days (including build-up and bread-down). Conferences alone attracted 20,000 people, spending some £47.5 million in the region.

Summary Occupancy 2010 – 2011 (Open Days)	
Conference Days	61
Concert Days	79
Holiday On Ice	24
Sport	20
Trade Exhibition Days	17
Public Exhibition Days	9
Meetings	3
Fairs	7
Elections	3
Total diary 'open' days	223
Percentage Occupancy	61



During 2010-2011 the venue had an occupancy rate of 61% not including building up or rehearsal dates.

The Venues are members of the Association of Event Venues, the Association International Palais Des Congress (AIPC) and alongside VisitBrighton, of the International Congress and Convention Association (ICCA).

Both venues have suffered in recent years from lack of investment and competition, however, recent improvements to the Brighton Centre have made a significant difference in the customer and client experience that is already translating into an increase in income and bookings. The customer experience is being revamped and enhanced; a new café has opened on the ground floor, the box office has been improved and there are a range of combined show/dining deals on offer.

Whilst there are still ambitions in the longer term to have a brand new conference centre in the city and there are still limitations to the Brighton Centre in terms of its technical capabilities in particular, the current financial climate presents challenges.

The Hove Centre suffers from competition in particular from better sited venues. Its lack of visibility and outdated facilities make it difficult to operate in a commercially successful way. Although on good transport routes and in close proximity to parking facilities, it would require substantial investment to make it significantly more successful and even then it would be very difficult. It does play a key function in terms of the civic events and functions that it accommodates.

In 2010/11, a culturally and ethnically diverse combination of events was held in the Hove Centre ranging from one day Local and Regional Conferences and Stakeholder Events, Fairs and Auctions, Citizenship Ceremonies, ethnic celebration and Wedding Receptions, Achievement Awards, Blood Donor sessions and Music and Dance events.

In 2010/11 approximately, 100 of the events held in the Great Hall & the Banqueting Suite, were classified as local or community based events and the Hove Centre continues to offer a venue location to individuals and groups who reflect the city's diverse communities.

In 2010/11 income from commercial room hire at Hove Town Hall was £170k.

VisitBrighton; visitor information services

Marketing Manager: John Carmichael (tel 2605)

Convention Bureau Manager: Julia Gallagher (tel 1614)

Visitor Services Manager: Suzanne Mantell (2613)

VisitBrighton's primary objective is to create employment and wealth for the city. The city receives 8 million visitors per year. Tourism is worth around £732 million and supports more than 18,000 actual jobs.

VisitBrighton has four main areas of activity:

The Marketing Team are responsible for marketing the city to both leisure and business visitors, engaging with target visitor markets to take them on a customer journey from "looking to booking to visiting to returning & recommending". The main marketing tool is www.visitbrighton.com which last year had over 1.3 million unique users to the site.

The Convention Bureau is responsible for selling the city as a conference and meetings destination to UK and international conference bookers. Last year the team processed 109 conference enquiries, achieved 43 confirmed events in the city, and realised £42K of income from our delegate accommodation booking service.

The Visitor Services team are responsible for ensuring visitors receive an excellent welcome and have access to quality information. The team operates the award-winning Visitor Information Centre which welcomes 350,000 visitors pa, and a separate, dedicated contact centre, servicing just under 30,000 enquiries.

The Destination Manager works with other council teams (e.g. planning, parking, licensing) to ensure the visitor voice is represented, and delivers the city's Greeter scheme, which has seen 168 successful Greets since the scheme launched in October 2009.

Central to and cutting across all of VisitBrighton's work is its Partnership scheme whereby local businesses pay an annual fee to be part of, and benefit from VisitBrighton's work. Last year we had 364 Partners from across the whole range of tourism businesses, who contributed over £122K in partnership fees, all of which was ringfenced to marketing activity for the city.

Outdoor Events

Manager: Jayne Babb (tel 0372)

The Events Team deliver a diverse programme of outdoor events that appeal to the city's 249,000 residents and 8 million visitors. Year round festivals and events ensure that Brighton and Hove remains one of the most vibrant, colourful and creative cities in Europe.

Events continue to form an increasingly significant part of the Council's overall tourism strategy and contribute to the town's economy, creating jobs and increasing visitor numbers.

The Events Team is responsible for any outdoor events taking place in the city with the main focus along the seafront and in our more central parks and open spaces. Communicating and liaising with all event organisers, promoters, sponsors, local groups, charities and the general public the team deal with events from initial enquiry through to operational management and delivery on the day. The Team acts as a link for event organisers to colleagues throughout many other council departments including traffic, parks, environmental health, licensing, cleansing, and waste management. Current licensing laws require the events officers to act as licensees (on behalf of the council) for all events taking place on council land. There were over three hundred outdoor events in 2010 ranging in scale from community festivals and fun days in the park for ten to fifty people through to the Pride festival – which attracted 120,000 participants. The Team also provides the same service for any filming taking place throughout the city; there were over 150 pieces of filming carried out across the City in 2010.

Seafront Services

Manager: Toni Manuel (tel 0394)

The Seafront Service is responsible for 13 km of seafront stretching from Hove Lagoon to Saltdean. Our objective is to provide a safe and vibrant seafront environment for both visitors and residents to maintain Brighton & Hove as a top visitor attraction and a place which people want to visit time and time again.

The Seafront Service manages and develops a portfolio of over 200 commercial properties generating income and enabling a diverse range of leisure opportunities to

be available to residents and visitors. The service is also responsible for the vast ongoing maintenance required on the seafront and is continually looking at ways in which to improve the seafront environment and promote it as an all year round destination. This includes development projects such as the Brighton Wheel, Madeira Terrace improvements and redevelopment of vacant Peter Pan site on Madeira Drive. Underpinning these projects is the current development of seafront strategy establishing a vision for the seafront and identifying key aims and objectives.

The Seafront Office is operational 365 days a year and is responsible for keeping the seafront safe, managing reactive maintenance and enforcing byelaws. The office deals with a multitude of operational issues and provides emergency support for beach users and other external agencies. During the summer it operates the seasonal beach lifeguard service and implementation and ongoing management of Quality Coast Award requirements.

The Volks Railway is the world's oldest electric railway and is owned and operated by the council through the Seafront Service. Our aim is to conserve and operate this historic railway for the enjoyment of residents and visitors. The service runs from Easter until September each year with maintenance work to the track and rolling stock taking place throughout the winter.

Sport & Leisure

Manager: Jan Sutherland (tel 2722)

The Sport Development Team leads the development of sport and physical activity opportunities in the City, to increase participation, improve the health and wellbeing, reduce anti social behaviour and enable people to reach their sporting potential. Our aim of getting "more people, more active, more often" is achieved by providing and developing sporting activities for all ages and abilities throughout Brighton and Hove.

The Team work with a wide range of local, regional and national partners to develop initiatives to provide affordable and inclusive sport and physical activity opportunities which meets the needs of our diverse communities. NHS Brighton & Hove are a key partner and we deliver a range of initiatives against health related outcomes. These include weight management programmes, the Active for Life Project and the Heathwalks.

The core aims of the Sport Development Team are:

- Provide Strategic leadership for Sport and Physical Activity.
- Raise the Profile of Sport and Physical Activity Opportunities in the City
- Increase participation levels to improve health and wellbeing of our residents
- Supporting local clubs, coaches and volunteers to deliver high quality activities

- Effectively market and communicate sporting and Physical Activity Opportunities in the City.
- Provide sporting pathways for individuals their sporting potential
- Develop and maintain the sport & physical workforce within the City.

Liaising with clubs and groups is a key role of the team to determine club development needs to sustain or increase participation levels. Ongoing support and advice is given to increase opportunities and membership, improve facilities and ensure good practise. We currently have 500 sports clubs registered and are members of our City Sports Forum and we are undertaking an audit with those in order to prioritise our future working with them.

Training, & developing volunteer administrators, coaches and officials is a fundamental part of sports development. By training and up-skilling volunteers clubs become self-sustaining and for some, it provides a new skill set and opportunities for employment. A coach education programme is delivered annually in partnership with key delivery agencies, including a Coach Development Day for coaches to receive information on policies and procedures and workshops such as Safeguarding and Protecting Children workshop.

Raising awareness of Sport & Leisure opportunities in the City is key to increasing participation and these are collated regularly and promoted in a wide range of formats including the “Active For Life” website (www.activeforlife.org.uk) which receives 6000 visits a month. The “Active for Life” Directory (a free A-Z of sports and physical activities in the City) is distributed to over 25,000 people.

Some of the challenges we are facing are:

- Only 24.3% of adults in Brighton & Hove were undertaking the minimum recommended levels of sport and physical activity each week.
- The estimated cost of physical inactivity in Brighton & Hove is £3,077,340 per year through clinical treatment.
- Funding for a Citywide Skateworker

Key successes recently include:

- 43,000 attendances at sessions delivered by the Sport Development Team
- One in forty residents of Brighton & Hove have participated in a sport or physical activity directly organised by the Sport Development Team.
- **TAKEPART**, the city’s international festival of sport engaged with more than 153 different clubs and organisations. The launch event attracted 12000 people.
- 40,000 copies of the Active for Life directory are distributed to local residents each year, containing information on more than 400 different sport and physical activity clubs and groups.

- **Active for Life Project** – supporting people living within specific communities in Brighton & Hove to live active lifestyles. The project caters for all ages, and provides advice and guidance to people looking to take part in local sport and physical activity. Active for Life officers are based in deprived areas of the City to provide a local point of contact for people wishing to get more active in those communities, the Active for Life Website receives around 5500 visits each month and to date the programme has engaged with 5,000 residents in Brighton & Hove, and there have been 72,776 attendances.
- The City's '**Sports & Physical Activity Awards**' provide an opportunity to recognise talented athletes and value the work undertaken by volunteers, coaches and officials. The Awards link to the Regional and National BBC Awards, and in the future, to the sports category of the Public Service Awards. Over 200 people attended the last ceremony and 28 awards were presented in 7 categories.
- **Holiday Sports & Physical Activity Programmes:** The Sport Development Team organises a range of sports activities for young people (aged 4-16) during school holiday periods. 115 different activity courses ranging from squash to golf and from dance to netball are provided delivering to over 2000 young people. The sports courses offer positive healthy activities for young people in their communities. Where possible the Sport Development team work alongside local clubs and coaches to engage them in the delivery of the sports courses to help encourage pathways with local sports clubs in Brighton & Hove.
- **Brighton & Hove Healthwalks** - winner of the Best Health & Wellbeing Initiative at the Brighton & Hove Public Sector Excellence Awards provide 15 free weekly walks all year round. The walks are designed to help people get the most out of walking for their physical and mental health, and are particularly beneficial to those who are getting little or no exercise, recovering from illness, or lacking in confidence. The walks currently offered are free, clearly graded, and led by trained Volunteer Walk Leaders. 1,000 local people walk with the scheme every year and nearly half of our walkers have one or more chronic health conditions (such as Diabetes, COPD, Heart Disease) and/or a disability.

Arts & Cultural Projects

Manager: Donna Close (tel 2008)

Arts & Culture are a very important social and economic driver in the city, shaping our sense of place, identity and community, providing a key and growing area of employment and attracting visitors and businesses to the city.

The city has the highest level of engagement in the arts in the UK outside London and more than 60 festivals each year. The cultural and creative industries sector in the city is one of the single most significant defining elements making Brighton and Hove such a unique place to live, work and visit. The arts are used effectively across many different areas from working with children and young people, environment, health & well being, crime, community cohesion and regeneration and all of the team's work is delivered with a broad range of cross sector partnerships.

The Arts & Cultural projects function is broadly two-fold:

- Arts Development- Leadership of the sector including advice and support to and on behalf of the arts, cultural and creative industry sector, development of policies and strategies, kick-starting new networks in the sector, attracting national and international cultural business to the city, expert opinion for internal and external funding plus input into wider non arts agendas. We collate and share resources for the sector from national, regional and local sources facilitating the sector to work together on strategic aims and maximising resources. The team also supports and services the city's independent cultural partnership, the Brighton and Hove Arts Commission. The team also sit on non-arts focussed groups to help define and deliver strategies for how art and creativity can help deliver against a wide range of agendas including; children and young people, health and wellbeing, environmental factors and social inclusion.
- Cultural Projects – where appropriate, the city council takes a more direct role and the team will design and deliver specific cultural projects working with partners across the city. This role will include substantial fund-raising, project shaping and delivery. (Examples are White Night, Keepers as part of Peoples Day, Children's Festival, Celebrating Age)

Key recent successes include:

- White Night – a very successful all night cultural festival which takes place in October. Now in its fourth year, the attendance has gone from 15,000 to 20,000 to an estimated 40,000 people in 2010. This event was initiated through the Brighton and Hove Arts Commission and was partially in response to issues around community safety and the night time economy. White Night provides an alternative cultural offer on a Saturday night in the heart of the city. The festival has strong international links coupled with a focus on Brighton venues, artists and curators demonstrating their inventiveness through 'doing something different in the middle of night' and reaching new audiences
- Brighton & Hove Children's Festival; The City Council is currently submitting an application to Arts Council England for a 2 year programme of work for 0-19 year olds in the city, which includes a national pilot involving the Arts Council National Art Collection lending contemporary artworks to primary and secondary schools in Brighton & Hove for an academic year and the Children's Festival in 2012 & 2013. The Children's Festival will run for 2 weeks and offers free creative activity for children aged 0-11 and their families. We are also working on a European funding bid with Antwerp, Rotterdam and Ghent to share good international practice.
- Brighton 10, 11, 12 - The 2012 Cultural Olympiad programme that helps to co-ordinate and support cultural events, infrastructure and participation as the city's celebration of London 2012.
- Public Art - delivering a programme of public art for the city that involves consultation with residents, local businesses and the developers. Current

projects include the new AMEX wall, Falmer AMEX Community Stadium, Hollingbury MRF, a public art strategy around the new hospital 3Ts development, the University of Sussex, Upper Drive, Woodingdean Industrial Estate, Bartholomew Square, 'Pocket Park' on Trafalgar Street. These projects are very wide ranging depending on the needs of the stakeholders and range from permanent and temporary, virtual and physical and can be participatory with a focus on resident involvement.

- Festival Clusters Initiative – This 3 year programme of festival development helped secure international showcases like The Great Escape and Caravan for the city as well as provide support for existing city based festivals to develop new national and international links.
- Express; a strategy for the development of work with young people The Express Network, for the arts education sector, was set up in 2010. We currently have 200 members in the network from schools, arts organisations, youth service providers and individual practitioners who meet regularly and share information and good practice via a dedicated blog.
- Made in Brighton – a music industry initiative to raise the profile of the industry during The Great Escape but also to facilitate better communication in and with the sub-sector year round to support music in the city.

