Culture & Regeneration

Opportunities for Plymouth

Introduction

- Plymouth Culture Board provides strategic direction for cultural development across the city and oversees effective delivery of *The Vital Spark*
- In 2010, the Plymouth Culture Board commissioned SERIO at the University of Plymouth to
  - bring together available data on the impact of culture on the regeneration of a selection of cities/areas in the UK and further afield
  - consider ways in which Plymouth might use this evidence to identify its own opportunities for culture-related renewal and sustainable development

Case Studies

Benefits

Economic	• Direct • Indirect
Social	• Skills and Education • Social Development
Environmental / Physical	• The public realm

Benefits

Tate St. Ives attracted £16 million to the local economy in its first year of operation and contributed to a 20% increase in local business growth within the next three years

Bilbao's decaying waterfront has been turned into an international tourist attraction. In 2009, the Guggenheim Museum generated €204 million for the Basque region and is seen as the catalyst for diversifying the city's economy and bringing attractive, high class global brands to the city.

In it's first year the Manchester International Festival attracted 200,000 visitors, generating economic impact of £28.7M. It has continued to grow despite the recession.

Maximising the role of culture in regeneration

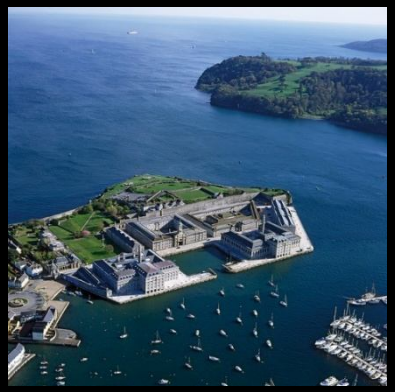
Vision, inspirational leadership and strong partnership working

Making culture integral to planning and development

Ensuring community engagement

Using local contractors and suppliers, and training up the local workforce

Reflecting and building on the unique heritage of an area



Developing a brand and marketing based on a distinctive cultural offer

Opportunities for Plymouth

Developing new and existing festivals

Build on the city's distinctive harbour and waterfront heritage

Hosting one-off high profile cultural events

Supporting the creative economy

Commissioning public art integrated with developments

Marketing cultural assets and activities as a 'cluster'