

Regional Information

North East of England - Key Cultural Facts

Overview

The North East is one of the smallest of the English regions in both area (8,592 sq. km) and population (2.6 million). It covers the counties of Northumberland, Tyne and Wear, Durham and Tees Valley (formerly Cleveland County, plus the Unitary Borough of Darlington). It is a region of great contrasts. Over half of the region is rural, including two National Parks - Northumberland and part of the North York Moors, and the Border Forest Park. The two urban conurbations, Tyneside & Sunderland, and Tees Valley, occupy 16% of the land area of the region, but contain 69% of the population. The North East is well known as an area with a distinctive cultural and regional identity and a strong tradition for good working partnerships and as a region where culture is seen as a key driver of economic and social regeneration and learning.

Cultural Facts

- Cultural, tourism, sport and recreation businesses and the Creative Industries employ over 100,000 people, nearly 10% of the region's total workforce and contribute over £1 billion per year to the regional economy.
- The quality of the natural and cultural assets of the North East of England is amongst the very best in Europe. The region has two World Heritage sites - Hadrian's Wall and Durham Castle & Cathedral. 30% of the region is officially designated as National Park or Areas of Outstanding Natural Beauty and 68% of the region, (5,874 km²) is assessed by the Council for the Protection of Rural England (CPRE) as being 'Tranquil'.
- The region has 1,300 scheduled ancient monuments, 12,000 listed buildings and 13% of the region is designated as Conservation Areas.
- Visitors spend more than 14 million nights in the North East contributing nearly £450 million to the regional economy.
- 3.5 million people visit the region's 71 registered museums and galleries each year, 1.2 million attend our 28 performing arts venues, over 1.1 million people attended festivals across the region and nearly 2 million visit the region's historic houses,

heritage properties and Gardens of Special Historic Interest.

- The region has 5,400 playing pitches, nearly 60% of which are attached to schools. The combined home attendance for the region's three premier league clubs, Sunderland, Middlesbrough and Newcastle United totals more than 2.5 million - an average of 43,000 spectators a match.
- There are 25 million visits to the region's leisure centres and approximately 26 million leisure visits to the countryside in the North East each year.
- Culture led Regeneration is a key driver for change in the Regional Economic Strategy. More than £250 million is being invested to create a cutting edge, world-class arts, leisure and residential destination at Gateshead Quays including BALTIC, an international contemporary art space, The Sage Gateshead, a pioneering Norman Foster designed music centre, the stunning Gateshead Millennium Bridge, a lifestyle & leisure quarter, and a luxury residential development.
- Newcastle Gateshead is a designated Centre for Culture, following the short listing of its bid for European Capital of Culture 2008.

Building-Based Cultural Facts

BALTIC is a major new international centre for contemporary art, dramatically housed in a converted 1950's grain warehouse on the South bank of the river Tyne in Gateshead. Since opening in July 2002, BALTIC has attracted over half a million visitors. This 'Art Factory' is a site for the production, presentation and experience of contemporary art, and includes, artists' studios, cinema/lecture space, a media lab, retail outlet and three quality food and drink spaces. Having secured £46 million of capital funding and significant revenue funding, BALTIC lies at the heart of the regeneration of the Newcastle-Gateshead Quaysides.

Occupying one of the most dramatic urban sites in Europe alongside BALTIC, The Sage Gateshead, due for completion in 2003, is a magnificent Norman Foster designed building; that will simultaneously house an outstanding facility for musical performance and resident musicians, and a pioneering centre for music education and discovery for all. The £70 million project has attracted major public and private investment, and acts as a principle anchor in the social, economic and physical regeneration of Gateshead and the wider region

The Gateshead Millennium Bridge has won seven major awards since it opened in September 2001, including, the 2002 RIBA Stirling Prize, the 'Building of the Year 2002' by the Royal Fine Art Commission Trust and British Sky Broadcasting - becoming the first ever bridge to win the award, a Design Council innovation award and TIME magazine's Best Invention of 2001. It has even had its own beer named after it - Tyneside-based Mordue Brewery's Millennium Bridge Ale which sold 35,000 pints in just over a month in pubs across the North East, when it was first brewed last year.

Since opening in June 2000 Segedunum Roman Fort, Baths and Museum, Wallsend has attracted over 150,000 visitors, and won eleven awards at local regional and national levels, for preservation, interpretation, tourism and education. In addition Segedunum was named in a Sunday Times article as one of the top ten museums in the world (19/8/01). The site includes the most completely laid out ground plan of a Roman Fort in the Roman Empire, which can be viewed from the 100 foot high viewing tower, which includes computer animations which bring the site to life. The site also includes full-scale reconstructions of a Roman bath-house and a section of Hadrian's Wall.

The National Glass Centre is a unique venture based in an innovative and award winning new building on the north bank of the River Wear in Sunderland and is dedicated to promoting glass in all its uses; in design and technology and as a vehicle for artistic expression. The University of Sunderland's Glass, Architectural Glass and Ceramics Departments are also located at the centre as is the international Institute for Research in Glass. The £15 million project was established through a collaborative funding package that brought together a range of partners including The Arts Council of England, the National Lottery and One North East

Hartlepool Historic Quay and award-winning Museum opened in 1995 and has gone on to collect a host of awards including Northumbria Tourist Board's Large Visitor Attraction 2002/2003 and winner of the Living Museum Award, The Good Britain Guide. Attracting over 100,000 visitors every year, the Quay depicts an 18th Century seaport from the time of Nelson and Trafalgar and is home of HMS Trincomalee, the second oldest British warship.

North West of England - Key Cultural Facts

The North West is made up of Greater Manchester, Merseyside, Cheshire, Cumbria and Lancashire. The region has a population over 6.7 million. Merseyside is an Objective 1 funding area. Large parts of Cumbria, Lancashire and Greater Manchester and a small area of Cheshire are eligible for Objective 2 European Funding. There are 21 of the 88 Neighbourhood Renewal Fund local authority areas in the North West.

- In 2001 it was estimated that around 300,000 people worked in the cultural sectors, 9.25% of the region's workforce (North West Cultural Data Report 2001). However current research shows that 461,896 people are employed in the cultural industries (Regional Intelligence Unit (North West) Cultural Benchmarking).
- The North West has a great history of innovation and entrepreneurial skill. Manchester was the world's first industrial city.
- In 2001 the North West took 13% of English domestic visits and 8% of overseas visits (English Tourism Council 2001).
- Blackpool Pleasure Beach was the top admission free attraction in England in 2001 with 6.5 million visits. Lake Windermere Cruises were the ninth most visited charging attraction with 1,241,918 visits (Sightseeing in the UK 2001).
- Liverpool City Council established the first film office in the UK in 1989. In 2000 more than 140 films and TV productions were shot in Merseyside.
- The region has one of the largest concentrations of universities in Europe 21,260 students are annually registered for full or part time cultural related higher education courses (North West Cultural Data Report 2001).
- Creative Industries, Sports Business and Tourism are identified as priority growth sectors in the Regional Economic Strategy.
- The North West has one of England's 14 world heritage sites: Hadrian's Wall (part in the North East). Three of the 12 sites on the UK Government's tentative list are in the North West. These are the Lake District; Manchester and Salford Mills (Ancoats, Castlefield and Worsley); and Liverpool Commercial Centre and

Waterfront. The latter is the UK nomination for 2003.

- Liverpool is one of the short-listed cities for 2008 capital of culture.
- The North West currently has six football clubs in the Premier League. Manchester United is the world's richest football club. Sixty six per cent of adults participate in sport or recreation at least once a month. The North West spends 45% more per household on attending sports events than any other region. (North West Cultural Data Report)

Capital Investment and Regeneration

The last decade has seen unprecedented investment in new, converted and refurbished cultural venues in the North West, many contributing to or spearheading regeneration. A combination of National Lottery and European funding has underpinned much of this investment.

A sample includes: The World of Glass St Helens; Aintree Racecourse; The Autoquest Rugby League Stadium Halton; The Walker Art Gallery; The National Football Museum Preston; The Pyramid Arts Centre in Warrington; Oldham Art Gallery; Bolton Lads and Girls Club's Sports Centre; Manchester City Art Gallery; Dove Cottage Windermere and opening this month the FACT Centre in Liverpool.

The 2002 Commonwealth Games provided a driver for the regeneration of East Manchester. Sportcity includes the new 48,000-seater stadium, which from 2003 will be the home of Manchester City, plus facilities for tennis, athletics, cycling and the national squash centre, all of which will be used by the community as well as elite athletes. Adjacent to Sportcity, developments include a major retail store, a new market hall, a range of smaller retail units, restaurants, pubs, and new housing. Urban regeneration company, New East Manchester, is driving the renaissance of the area.

The new Theatre by the Lake in Keswick is the town's 2nd largest employer, the 1st largest being the Pencil Museum. It has generated the equivalent of 40 more full time jobs. The multiplier effect of the capital programme led to the creation of 160 full time equivalent jobs. The capital programme placed £3.7 million contracts with Cumbria firms. The theatre attracts over 90% capacity.

At the heart of the regeneration of Salford Quays are the new landmark

buildings of the Lowry and the Imperial War Museum of the North. Visitor numbers for both have exceeded targets. Development of the Quays led to the fastest drop in unemployment in the Greater Manchester area and the creation of popular cultural, business and residential areas.

Plans for the continued development of Liverpool's Waterfront include:

- Creation of a landmark cultural building: the so-called 4th Grace;
- Reunification of the city with its waterfront through creation of high quality retail and urban design schemes; and
- Development of facilities to enable cruise liners to return to the City.

The Roman Middlewich Project which was funded by Heritage Lottery Fund culminated in a weekend long Roman festival attended by over 8,000 people. The project helped to create a strong sense of place and community and has seen the setting up of a Middlewich Vision Group, which is working on the future regeneration of the town.

Tourism dominates Blackpool's economy directly employing about 25% of the workforce. However there has been a massive decrease in visitor numbers in recent years. The regeneration strategy identifies the development of high quality resort casino hotels as a way of retaining and attracting new visitors. This opportunity will be made possible by the planned modernisation of gambling legislation.

Yorkshire and Humber - Key Cultural Facts

Overview

The Yorkshire and the Humber region covers the counties of North, South and West Yorkshire, and the former county of Humberside. It is one of the largest of England's 10 regions, with a population the size of Denmark's. The population of over 5m people is roughly 10% of England's population. The main cities of the region are Bradford, Leeds, and Sheffield, which account for 35% of the regions population. Other major towns and cities include Barnsley, Doncaster, Grimsby, Halifax, Harrogate, Huddersfield, Hull, Rotherham, Scarborough, Scunthorpe, York and Wakefield.

Culture has had a massive effect on all aspects of life in the region:

Cultural Facts

- The Yorkshire and Humber region has nearly 7,500 creative businesses with employees, representing 4.4% of all creative business employers in Great Britain (Creative Yorkshire 2002).
- Cultural and Sporting Activities are forecast to have the sixth highest growth in employment by 2011 (Yorkshire Forward, Econometric Model 2002).
- Cultural Industries (excluding education and training) turnover is £3.8 billion, 3.3% of the combined turnover of all enterprises in the region (Cultural Industries Key Data, Bretton Hall 2000).
- The region has almost 32,000 listed buildings, over 2,500 scheduled ancient monuments and over 800 conservation areas (English Heritage – State of the Historic Environment Report 2002, Yorkshire).
- There were over 9 million visits to historic attractions in 2001 (English Heritage – State of the Historic Environment Report 2002, Yorkshire).
- In 2001, Yorkshire and Humber took 8.3% of English domestic tourist visits, and 4.1% of international tourist visits (Star UK – Statistics on Tourism and Research 2001).
- York Minster was the tenth most visited admission free attraction in 2001, with over 1.5 million visits and Flamingo Land Theme Park and Zoo was the 8th most visited charging attraction, with over 1.3 million visits (Star UK – Statistics on Tourism and Research 2001).
- Yorkshire and Humber has 10% of England's performing venues , with over 300 performing arts venues and promoters (Yorkshire Forward – Progress in the Region 2002; Yorkshire Arts).
- The National Museum of Photography, Film and Television in Bradford is the most visited national museum outside London with nearly a million visitors per year (Yorkshire Arts).
- Participation in sporting activities in the region is either equal to or slightly less than the national average (Yorkshire Cultural Strategy: Report of Research and Consultation PLB 2000).

Building- Based Cultural Facts

- The Deep is a £45 million submerium attraction in Hull, and in its first eight months has attracted over 700,000 visitors. It is located in a dramatic building designed by Terry Farrell, overlooking the Humber Estuary. The Business Centre, which forms an integral part of The Deep, has attracted new investment into the city and the whole project has provided a focus for regeneration in the area.
- The £28 million English Institute of Sport (EIS) multi sports facility adjacent to the Don Valley Stadium in Sheffield is due to open in Spring 2003. It will provide a regional base for the delivery of services to athletes within the EIS network and has already attracted further sports investment to the area, such as the Sheffield Ice Centre, opening in June 2003.
- Kirklees Media Centre was established in 1995 in Huddersfield, and has grown from just a few companies to a network of 80 enterprises located across three buildings. With almost 300 people employed by the companies based at the Media Centre, this cluster of digital media and creative businesses is one of the largest in Yorkshire, and has made a significant contribution to the regeneration of Huddersfield.