

Creative Impact

De La Warr Pavilion Economic Impact Evaluation



Commissioned by De La Warr Pavilion, Hastings and Bexhill Economic Alliance
in partnership with Sea Space.

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de la warr
pavilion



De La Warr Pavilion Economic Impact Evaluation – Executive Summary

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The De La Warr Pavilion reopened in October 2005 following an extensive repair and refurbishment programme. The aim was to bring back the spirit for which it was originally created in 1935 for a 21st century community of visitors, audiences and artists. Under the new ownership and management of a charitable trust, its vision is to be a flagship for contemporary art, through the delivery of high quality exhibitions, performances and education. Its key brand associations are:

A modernist icon...

A focus for cultural innovation...

A catalyst for regeneration...

A resource for the community...

A cultural tourism destination...

The **De La Warr Pavilion (DLWP)** is valued in different ways by different people. This study sets out to articulate some of those values.

It:

- provides evidence of the impact DLWP has had upon the economy of Bexhill and the wider area
- demonstrates the benefits to the South East's cultural economy and ecology
- demonstrates how DLWP is contributing to the delivery of the agenda of the main regional agencies and stakeholders
- demonstrates how DLWP is a catalyst for culture-led regeneration
- provides evidence of increased participation in cultural activity and opportunities for professional development; training and skills development for a range of people

Volume and Value

In all, the economic impact of DLWP for the financial year 2006/07 has been over £16 million

Visitors to DLWP bring benefits to the local economy

DLWP demonstrates its effectiveness as a cultural destination through the volume of visitors it has attracted in its opening phase. Many people are motivated to travel some distance specifically to see DLWP and its cultural programme. During the course of their visit, they spend in local shops and on accommodation, food and drink, all of which helps to grow the local economy.

DLWP and its visitors have added over £11.7 million to the region's economy which, in turn, has generated another **£4.5 million** through further economic activity.

From April 2006 to March 2007, DLWP received 576,000 **visits**.

72.7% of all visits were by people outside of Rother district
- more than **418,000 visits**.

These visitors **spent over £4 million in Rother** and their spending on hospitality and retail is bringing new business into the local economy.

As a cultural business, **DLWP spent over £1.6 million** between April 2006 and March 2007, **£267,000 of this was retained within Rother's economy**.

DLWP has attracted new capital and revenue investment into the South East

- **£9 million has been invested in DLWP**. This significant new investment was drawn from Arts Council England and Heritage Lottery Fund, English Heritage, SEEDA and many others. This funding has enabled one of the region's significantly important architectural icons to be preserved.
- **£600,000 of new revenue investment per annum has come from government and other charitable sources, reducing the cost to the local taxpayer by 50%**.
- Equally, the investment in DLWP adds to the region's cultural infrastructure bringing a new and high profile cultural focus for the South East.

Further Impact

HOSPITALITY

The South East's hospitality sector received over £4.6 million from visitors living outside Rother. Of this, **£2.9 million was retained within Rother district.**

RETAIL

The South East retail sector received more than £2 million from DLWP visitors. **Over £1.27 million remained within Rother local economy.**

ACCOMMODATION

Hotels, B&Bs, self-catering accommodation and campsites benefited from nearly **£1.5 million, £900,000 of which was spent within Rother.** That equates to almost 42,600 bed nights in Rother. In addition, **68,000 overnight stays were with friends and relatives.**

ATTRACTIONS

South East cultural attractions benefited from DLWP's visitors by **£1.4 million.** It is estimated that **attractions in Rother received £874,000** from DLWP visitors who are not residents of Rother.

LOCAL EMPLOYMENT

DLWP provides **regular employment for 77 staff** making it an **important employer for Bexhill and the Rother economy.** Further employment is created for **artists and professionals** through its artistic programme.

TRANSPORT

Nearly £1.2 million was spent on **transport, parking and fuel** by DLWP visitors.

Press and Media - Putting Bexhill on the Map

DLWP has generated media coverage with a value of over £3.5 million

DLWP is attracting and sustaining a consistently high press and media profile. Extensive national and regional coverage is raising awareness of Bexhill as a cultural destination motivating visitors to travel to the area.

DLWP has generated media coverage with a value of over £2.2 million with over 350 pieces of coverage since October 2005. Press and media coverage in the pre-opening has an **additional value of £1.35 million**.

Creating positive profile: national press and media attention has celebrated the restoration of an important modernist building in Bexhill and the wider region. This coverage ranges across high-profile national press to specialist trade publications and travel features

DLWP's role in securing this volume of media attention is resulting in an expanded visitor economy for the area, positioning Bexhill as a new cultural destination and enhancing the South East's tourism offer and economy

Cultural Impacts - Creating Cultural Value

Investment in DLWP through capital and revenue funding and the expertise represented through the organisation's staff and associate creatives is contributing to culture through the following strands:

ORIGINATING NEW CULTURAL CONTENT AND PRODUCT

Eight exhibitions created and curated, including Variety, Motion Path and Voodoo Macbeth; **two further exhibitions** hosted with nationally important visual arts organisations; **innovative live art and performance based events** such as the commissioning of Jour de Fete and Sea Tongue.

INCREASING ACCESS TO CULTURE FOR AUDIENCES

27% of attendances are by Rother residents. **106 ticketed events, 20 free events; 60 talks and lectures, 13 conferences, 30 corporate events.** DLWP is available for use by a diverse range of **local and community organisations.**

ADDING TO THE CULTURAL ECOLOGY

The creation of **new spaces** and **new cultural product**; the forging of **new partnerships** and **relationships**; enabling **participation** by a broad range of people; giving a **focus for civic pride** in Bexhill.

ADDING TO THE REGION'S TOURISM OFFER AS A CULTURAL DESTINATION

150,000 visits to artistic events at the DLWP. Extensive press and media coverage is building DLWP and Rother's profile.

SUPPORTING THE CREATIVE ECONOMY

60 artists have shown work, including artists of international status; **emergent artists** are benefiting from development programmes; **8 new publications** created; **12 new partnerships** with major national and international cultural innovators; **133 designers and makers** have benefited from training and seminars; **198 artists** have benefited from professional development programmes.

SUPPORTING LEARNING AND SKILLS DEVELOPMENT

2,305 attenders at family events; **164 attendances by young people** in skills building events; **2,277 participations by young people** at other events; **30 new partnerships** including in arts and health; projects involving **123 teachers and 634 students.** DLWP education and outreach has attracted **9,188 participations.**

Future Challenges

- The refurbishment of DLWP has enabled it to position itself as a world class centre of cultural excellence but financial constraints on its artistic programme could prevent it reaching its full potential.
- The immediate external environment alongside DLWP - Bexhill seafront and the town centre - are not yet at the same stage of regeneration. Bexhill's hospitality and retail sector require substantial regeneration and investment to ensure that the process of making Bexhill a viable cultural tourism destination and a vibrant place to live and work can be carried forward.
- The regeneration of the surrounding area will benefit DLWP stakeholders. As a centrepiece of the Bexhill townscape there is now an opportunity to implement further contemporary urban design schemes to fully integrate DLWP into the immediate surrounding seafront area.
- DLWP is now in a position to be a 'driver' in the development of a creative economy in Bexhill, Rother and Hastings. This will need vision, commitment and strategic focus from decision makers in the region. This is a time of change and regeneration with real opportunities for local people.
- A coordinated approach to a policy and planning architecture which manages the cultural sector for maximum synergy between the subsidised and commercial sectors and the arts, heritage, tourism and place-making actions needs to be put in place – in order to join up the various portfolios held across a range of sectors and agencies.

Whilst this report demonstrates the impact of national media upon the economic regeneration of the area, it is vital that local media sources recognise the important contribution made by DLWP and the implications and opportunities it represents for Bexhill. Local media should seek to support economic development in the area which they directly cover.